

**THE HELLENIC ENTREPRENEURSHIP AWARD INCREASES
2015 AWARD FUNDING TO €1 MILLION**

- *Application submission deadline extended to Monday 23 March 2015*

ATHENS, 4 March 2015

The Hellenic Entrepreneurship Award has announced that it has raised the prize funding for its 2015 winners from €700,000 to €1 million. This follows intensified interest in this year's award programme with record numbers of applicants.

Furthermore, in response to the overwhelming participation in the 2015 award, HEA has announced an extension of the application submission deadline to Monday 23 March 2015.

The organizers hope that both the increased prize fund and the closing date extension will motivate even more Greek businesses to apply for the award via the HEA's website (www.hellenicaward.com).

The Hellenic Entrepreneurship Award was founded in 2012, based on the belief that entrepreneurship is key to Greece's future prosperity, especially during the economic downturn. The HEA, which is managed and funded by the Libra Group on behalf of The Hellenic Initiative, is open to both experienced and budding entrepreneurs, whose business plans exhibit sustainability, innovation and financial rigour, whilst creating jobs predominantly in Greece.

The HEA declares between one and five winners each year, providing them with all the necessary resources to bring their business ideas to fruition. The HEA 2015 Winners will share prize funding of up to €1.000.000, provided by the Libra Group and HEA's Partners. In addition, each winner will receive mentorship from a highly experienced business professional, as well as business support services from – mostly Greek – companies. These span providers of legal, accounting, marketing, IT, communication and HR services.

Entries are welcomed from individuals or groups with a new business idea, whether or not they have prior business experience, as well as established, privately-held companies which can prove that they have an all-new business concept which is not related to their core activities and cannot be funded through existing resources.

Application submission deadline has been extended from 4th March to 23rd March 2015.

The names of the finalists will be announced at the beginning of May 2015.

The winners will be announced at the end of May 2015.

- Ends -

About the Hellenic Entrepreneurship Award:

The Hellenic Entrepreneurship Award was founded in 2012, aiming to support established and budding entrepreneurs by providing funding, support services and mentorship for start-up businesses. The Libra Group has committed over €7 million to the programme which will help entrepreneurs in Greece to generate economic growth in their homeland. The award partners are Piraeus Bank Group which has contributed to the training and education of participants since 2014 through its subsidiary, Excelixi Center of Sustainable Entrepreneurship; the Australian based property investment and development company, Jalouise Pty Ltd., and Mr Dimitri Goulandris. Amongst the winners' supporters are Antidote, Lykourezos Law Offices, Microsoft Hellas, People for Business, Reed Smith, S&Team, SAP Hellas and the Athens branch of Kick.

www.hellenicaward.com

About the Libra Group:

The Libra Group is an international business group comprising 30 subsidiaries operating across five continents. The Group has principal operations in shipping, aviation, real estate, hospitality and energy as well as a range of diversified investments. Developed from a shipping business founded in 1976 and owned by the Logothetis family, Libra is distinguished by a combination of traditional values, new ideas and an agile mindset that allows it to take advantage of opportunities. For more information please visit www.libra.com

About the Hellenic Initiative:

The Hellenic Initiative (THI) was founded in 2012 and is a global, non-profit, secular institution whose vision is to mobilize the Greek diaspora and philhellene community to develop sustainable financial programmes and businesses improvement programmes in order to lead Greeks to long term prosperity.

<http://www.thehellenicinitiative.org>

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