

PRESS RELEASE

Daily newspaper Blic and Banca Intesa announced the best entrepreneur for the second time in row

Support worth EUR 30,000

Belgrade (5th February) – For the second time in a row daily newspaper Blic and Banca Intesa elected the best entrepreneur in Serbia among the small and middle size enterprises. Prof. Snežana Đorđević PhD, the owner of “Agrounik”, a company from Zemun that manufactures microbiological fertilizers, was announced the “Blic entrepreneur in 2008”. The prize was awarded by Mr Mlađan Dinkić, Vice President of the Government and Minister of Economy and Regional Development of the Republic of Serbia, and Mr Veselin Simonović, Editor-in-chief of the daily newspaper Blic, whereas Mr Giancarlo Miranda, Deputy President of the EB of Banca Intesa awarded the winner with a cheque of EUR 30,000.

The Prize was awarded according to the decision of the jury of experts consisting of Ms Vesna Perić, Head of Serbian Investment and Export Promotion Agency (SIEPA) and the president of the jury as well; Mr Miodrag Đidić, State Secretary of the Ministry of Finance; Mr Vladimir Ilić, State Secretary for Employment; Mr Goran Džafić, Head of Agency for SME Development; Mr Dejan Trifunović, Secretary of the Small Business Association in Serbian Chamber of Commerce; Mr Giancarlo Miranda, Deputy President of the EB of Banca Intesa and Mr Vojislav Tufegdžić, Editor of Stocks in Blic, daily newspaper.

In the election process the jury of experts was guided by profitability, productivity and liquidity of the company achieved in the course of the previous business year, as well as by additional criteria: the export results in 2008 and export potential, number of employees and newly employed in 2008, range of newly-launched products, introduction of technological innovations, implicit orientation towards the environment protection and accomplished contribution to local community development. Business operations of the owners and managers of about 1000 enterprises were taken into consideration, and the priority was given, according to the jury decision, to those enterprises and entrepreneurs whose business activity and policy are characterized by production and creation of the new.

Mr Veselin Simonović, Editor-in-Chief of Blic daily newspaper, explaining the initiative to elect the entrepreneur of the year, said: “In the year of economic crisis, that is forthcoming, the significance of an action like the campaign “Blic entrepreneur in 2008” is increasing, as it reveals and promotes the best small and middle size enterprises on the territory of our country. I'm convinced that this award will be of greatest significance and help to them in the upcoming period.”

“In times of great challenges, when they need our support most, small and middle size enterprises are often left to their own devices. With all the efforts made by the state institutions to help the economy in overcoming the crisis, Banca Intesa, as the biggest bank in Serbia and the third biggest in the Eurozone, has the responsibility to demonstrate its readiness to give small and middle size enterprises in the country strong and stable support in their business operations. Thus, I sincerely hope that the financial prize of EUR 30,000 will have more than a symbolic significance, and that it will truly help the winning enterprise to improve its business operations and despite unfavourable ambient realize its targeted development plans. Equally good enterprises, ranked among top 10, will be given the opportunity to use

our credit lines under conditions considerably more favourable in comparison with the market ones; and apart from this, other four short-listed companies that did not win, shall be awarded with consolation prizes of EUR 2,000”, said Mr Giancarlo Miranda, Deputy President of the EB of Banca Intesa.

Ms Vesna Perić, Head of Serbian Investment and Export Promotion Agency (SIEPA) and president of the jury said at the award presentation:

“It is 8 years now that SIEPA has been working on strengthening domestic economy and it is our great pleasure to see those we once recognized as entrepreneurs with a potential to step on the winning throne, on leading positions in now already large companies or their products on the shelves of prestigious world shopping chains. We are especially pleased to see that in this job we have more and more allies, especially when they come from the media sector. This contributes to a better understanding of the importance of the job we do and the role of these entrepreneurs for the entire economy, and also forms a wide front for defence of the economy in these hard days.”