

PRESS RELEASE

Continuing the financial education programme under the auspices of Intesa Sanpaolo

Banca Intesa is observing the World Savings Day in cooperation with the Association of Business Women in Serbia and the Responsible Business Forum

Belgrade, October 31, 2018. – For the occasion of the World Savings Day under the auspices of parent group Intesa Sanpaolo and the Savings Museum in Turin, and in cooperation with the Association of Business Women in Serbia and the Responsible Business Forum, Banca Intesa continues the financial education programme and raising awareness about the importance of financial literacy through a series of „Risk? That is a Woman’s Job“ educational seminars dedicated to business women.

During the Savings Week, from October 31 to November 5, 2018, seminars will be held in Belgrade, Novi Sad, Niš and Kragujevac. They will be conducted by both Banca Intesa employees and external lecturers. This programme aims to further educate and empower socially and economically about 200 women entrepreneurs, company owners, heads of social enterprises, that is, start-up companies throughout Serbia.

A three-segment programme will be realised through interactive workshops which will take place in four cities in Serbia. With a lecture titled „We Have Some Advice for You“, Banca Intesa lecturers will draw attention to the most important financial terms, explain terms of managing risks in finances and private life and talk about investing smart. Through the second topic titled „I Have a Story for You“, inspirational ladies who started their own businesses or bravely passed through the challenging period of life will try to motivate the participants to follow in their footsteps with personal stories about their beginnings. In the final lecture titled „I Have a Motive for You“, psychological phases on the road to achieving the goal will be discussed and emotions which the words „beginning“, „risk“, „fear“ and „success“ evoke in people will be explained.

Partners of this year’s programme are the Responsible Business Forum and the Association of Business Women in Serbia, which, as recognisable and competent partners in the dialogue between state and private sector, will motivate as many women who own their own business or head social enterprises as possible to take part in seminars, in Belgrade and other cities of Serbia.

„The Risk? That Is a Woman’s Job“ programme is part of a larger initiative of Intesa Sanpaolo Group titled „The Art of Saving“ which has been conducted for the past two years throughout Italy and markets of banks which are ISBD members. „The Art of Saving“, an idea of the Savings Museum, is an interactive multimedia laboratory of Intesa Sanpaolo Group. The entire programme of activities is available at www.museodelrisparmio.it and www.gallerieditalia.com.

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*Banca Intesa ad Beograd, member of **INTESA  SANPAOLO**, is a leading bank in the domestic market, a reliable partner of 1.35 million clients, natural persons and legal entities. With a net balance sum of close to EUR 4.7*



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billion, EUR 3.4 billion in total deposits and EUR 2.7 billion in total loans, Banca Intesa is at the helm of the list of the most successful banks in Serbia. Owing to a developed business network comprised of 158 branches all over Serbia, the most developed network of ATMs and POS terminals, as well as a professional team of 2,992 employees, the Bank achieves stable results in all areas of business by developing activities in the retail, small business, corporate and local self-government sectors.

INTESA  **SANPAOLO** is one of the leading bank groups in the Eurozone with market capital worth EUR 38.5 billion. In retail operations area, the Group strategically focuses on Central and Eastern Europe, the Middle East and North Africa, where it provides services for 7.5 million clients in 12 countries through a network of about 1,100 branch offices. Owing to a developed international network, Intesa Sanpaolo operates with corporate clients in 25 countries, with the focus on the Middle East and North Africa, as well as in countries in which Italian companies are the most active, such as the United States of America, Brazil, Russia, India, and China.