

PUBLIC ANNOUNCEMENT

Daily Newspaper Blic and Banca Intesa Announced the Best Entrepreneur for the Third Year in a Row

Incentive to Entrepreneurial Spirit

Belgrade (10th February) – In the campaign to find the “Blic Entrepreneur 2009”, conducted by the Blic daily newspaper and Banca Intesa for the third year in a row, Radovan Milojević, owner of the Stublin company from Stojnik, which deals in the production of locks and aluminium chains has been announced the best entrepreneur in Serbia in the category of small and medium enterprises. The “Blic Entrepreneur 2009” was handed the award by Mr. Mlađan Dinkić, the Minister of Economy and Regional Development and the Deputy Prime Minister in the Serbian Government and Mr. Veselin Simonović, Editor-in-chief of Blic daily, and the winner was given the cheque in the value of EUR 30,000 by Mr. Giancarlo Miranda, Deputy President of the Executive Board.

The award was assigned on the basis of the decision of an expert jury, consisting of : Vesna Perić, Head of Serbian Investment and Export Promotion Agency (SIEPA) and simultaneously the president of the jury, Giancarlo Miranda, Deputy President of the Executive Board of Banca Intesa, Miodrag Đidić, State Secretary in the Ministry of Finance, Milan Lalović, Vice-president of the Serbian Chamber of Commerce, Dejan Jovanović, State Secretary in the Ministry of Economy and Regional Development, Vladimir Ilić, Director of National Employment Services, and Vojislav Tufegdžić, Campaign editor for Blic daily.

The guiding criteria for the expert jury were: enterprise profitability, productivity and liquidity, achieved during the previous business year, as well as additional criteria: export results in 2009 and export potential, number of employed and newly employed in 2009, newly launched product range, introduction of technological innovations, demonstrated orientation towards environmental protection and contribution to the development of the local community. The operations of owners and managers of around 500 enterprises were examined, and priority was, by the decision of the jury, given to enterprises and entrepreneurs whose business activity and business policy were seen to be characterized by the production and creation of new products.

Clarifying the initiative to choose the entrepreneur of the year Veselin Simonović, Editor-in-chief of Blic daily said: “Given the economic crisis experienced in the past year, the significance of a campaign such as “Blic Entrepreneur 2009” is increased, since it discovers and promotes the best small and medium enterprises in our country. I am convinced that this award will be of greatest importance and help in the upcoming period.”

“Banca Intesa is one of the leading banks in Serbia in the small business segment, owing to its strategic orientation towards encouraging and investing in the development of entrepreneurship. Having as a standpoint that the needs of our client constitute the basis of designing products, we strive to offer to small business entrepreneurs all services that are at the disposal of large companies. Owing to the expertise of our Parent Group Intesa Sanpaolo, which has wide experience in cooperating with the small and medium enterprises sector, which is one of the main driving forces of the entire economy in Italy, on its arrival on the Serbian market Banca Intesa strived to develop its offer to entrepreneurs in the spirit of strengthening the entire economy. The Bank demonstrated this orientation last year when, in challenging and by no means easy times, it not only reduced the scope of investment into the domestic economy, but also was among the first to engage into the state programme of subsidized loans and was its most active participant”, Giancarlo Miranda, Deputy President of the Executive Board of Banca Intesa said.

Vesna Perić, Head of Serbian Investment and Export Promotion Agency (SIEPA) as well as president of the jury, stated on the occasion of awarding the prize: The measures of the

Government of the Republic of Serbia have aided the economy through the previous year as smoothly as possible, and I believe that this year our joint efforts will bear fruit. SIEPA has worked on the strengthening of the domestic economy with diligence for years now and it gives great pleasure to see the ones we recognized even then as entrepreneurs with potential, on winners' pedestals, on the shelves of prestigious world trade chains or on managerial positions of now already big companies. We are especially pleased to have an increased number of allies in this business, especially when they come from the media. This contributes to a better understanding of the importance of the work we are performing and the role those entrepreneurs play in the entire economy, and a wide front for the defence of the economy in these hard times is being formed."

Blic and Banca Intesa organized the best entrepreneur campaign in 2007 and 2008 as well. The title of the most successful entrepreneur in 2007 went to Srđan Pavlović, the owner of Pavle Footwear from Bela Palanka, while in 2008 the prestigious award went to Biljana Miletić, general manager of the Agrounik Company from Zemun.