

PRESS RELEASE

Banca Intesa chose the most successful farmers in 2016

Winners of the fourth annual Intesa Farmer competition announced

Belgrade, November 03, 2016 – Banca Intesa has announced the winners of the fourth annual Intesa Farmer choice of the most successful farmers. According to the expert jury, the winners of the competition are Vladimir Pavasović from Sremska Mitrovica, in the Intesa Crop Farmer category, Petar Dobrković from Bačka Topola in the Intesa Fruit Grower category, Antal Januško from Novo Orahovo in the Intesa Stockbreeder category, and Renata Nađ from Žabalj in the Intesa Vegetable Grower category. Milanka Trtović from Nova Varoš won the award in the Slow Food Small Agricultural Producer category, which was introduced this year in collaboration with Slow Food Serbia.

Banca Intesa rewards the most successful participants of the competition with a trip to the Slow Food fair of good flavours in Stuttgart (Markt des guten Geschmacks – die Slow Food Messe), as well as vouchers worth RSD 100,000 for purchasing raw materials.

“This year has yielded good results in the agricultural sector and a growth of production we all wanted. In accordance with that trend, Banca Intesa has posted a more dynamic demand, as well as an increase in credit activity. Owing to an adequate offer and the capability to recognize the current needs of clients with innovative products and lower interest rates, the Bank has recorded a significant growth of credit support for registered farms in the first 9 months of 2016, which, I believe, contributed to the success of clients we are rewarding today,” said Darko Popović, Member of the Executive Board and Head of the Retail Division at Banca Intesa.

More than 550 farmers have applied to the fourth cycle of the Intesa Farmer competition, and the commission used general criteria that involve annual results achieved through agricultural production, owning a storage space, involvement of family members in the production process, as well as established cooperation with Banca Intesa.

The contestants were assessed by an expert jury, comprising Predrag Milenović, Head of the Small business Department at Banca Intesa, Đorđe Radulović, Head of the Agriculture Office at Banca Intesa, Vojislav Živanović, Sponsorship, Donations and Events Manager at Banca Intesa, Biagio Carrano, president of the Slow Food Serbia convivium, and Goran Đaković, editor in chief of the Agrobiznis magazine.

Banca Intesa has launched the Intesa Farmer project in 2013, wanting to underscore the role that the agricultural sector has in the development of Serbian economy, but also to provide support to its further improvement through recognizing the most successful farmers.

The strategic devotion of Banca Intesa to the agricultural sector is proven by the fact that in the first three quarters of 2016 the bank realized €26.7 million of placements to registered farms, which is a growth of 43.5% compared to the same period last year, while the number of credited clients increased by about 20%.

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Banca Intesa ad Beograd, member of **INTESA  SANPAOLO**, is the leader on the domestic market, a reliable partner for 1.42 million clients, natural and legal entities. With net balance sheet amount of over 4.4 billion euros, total deposits of 2.8 billion euros and total placements of 2.3 billion euros, Banca Intesa is leading the list of the biggest banks in Serbia. Owing to a developed business network of 170 branches across Serbia, the most developed network of ATMs and POS terminals and a professional team of over 3,000 employees, the bank is achieving considerable growth in all business areas, developing its business activities in retail and small business operations, corporate banking and local self-government operations.