

**PRESS RELEASE**

*Competition for the most successful agricultural producers*

**Banca Intesa launches fifth annual cycle of Intesa Farmer contest**

**Belgrade, May 12, 2017** – Banca Intesa today launched the fifth annual Intesa Farmer competition for the most successful agricultural producers. Since 2013, the awards are presented in the categories of crop farming, livestock breeding, fruit and vegetable growing. As of last year, the bank is also giving the award in the category of Slow Food producers, which it introduced in cooperation with international association Slow Food which promotes quality, tradition and authenticity of local food production.

“For the fifth year in a row we have been trying to support agricultural development through the promotion of the most distinguished producers, awarding the work and effort they are investing into achieving top results. This is just one form of support that we are providing for agriculture, which is a strategic development opportunity of the economy, and this is reflected in our business results. Owing to the quality of our offer, the introduction of innovative products and timely reaction to client needs we approved 35.5 million euros in lending to farmers in 2016, recording a year-on-year increase of around 38 percent. Continuing this trend, in the first four months of 2017 we supported farmers with 13.5 million euros in new lending”, said Darko Popovic, member of Banca Intesa Executive Board and Head of the Retail Division.

Winners will be selected by an expert jury comprising Predrag Milenović, Head of the Small Business Department at Banca Intesa, Đorđe Radulović, Head of the Office for Managing Sales to Registered Farming Households at Banca Intesa, Vojislav Živanović, Manager for Sponsorships, Donations and Events at Banca Intesa, Biagio Carrano, president of the Slow Food Serbia convivium, and Goran Đaković, editor in chief of Agrobiznis magazine.

General evaluation criteria include annual results achieved through agricultural production, possession of own storage space, involvement of family members in the production process and established cooperation with Banca Intesa. Specific criteria in the Intesa Crop Farmer category is the use of modern and energy-efficient machinery,



in the Intesa Fruit Grower category implemented irrigation system, hail protection, as well as possession of certified seedlings, in the Intesa Vegetable Grower the possibility of producing in closed space, which requires a greenhouse or foliar production, and in the Intesa Livestock Breeder category breeding of purebred cattle.

All registered agricultural producers, clients of Banca Intesa, can enter the Intesa Farmer competition by applying from May 15 to August 1 in any of the bank's branch offices in Serbia, as well as via website [www.bancaintesa.rs](http://www.bancaintesa.rs) or email address [IntesaFarmerGodine@bancaintesa.rs](mailto:IntesaFarmerGodine@bancaintesa.rs).

Winners in all categories will be announced in the fall and awarded a prize trip to a relevant international agriculture event.

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**Banca Intesa ad Beograd**, a member of **INTESA  SANPAOLO**, is the leading bank in the domestic market, a reliable partner of 1.3 million clients, natural persons and legal entities. With a net balance sum of EUR 4.7 billion, EUR 3.1 billion in total deposits and EUR 2.4 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 165 branches all over Serbia, the most developed network of ATMs and POS terminals, as well as a professional team of around 3,000 employees, the Bank achieves stable results in all areas of business by developing activities in the retail, corporate and local government sectors.