

**PRESS RELEASE**

*Banca Intesa opened the fourth annual Intesa Farmer contest*

**Selection of the most successful agricultural producers**

**Belgrade, May 18, 2016** - Banca Intesa has launched the fourth annual cycle of the Intesa Farmer contest today, within its performance at the 83<sup>rd</sup> International Agricultural Fair in Novi Sad. In addition to traditional rewards in the categories of crop farming, livestock breeding, fruit and vegetable growing, which it has been awarding since 2013, this year the bank will also present the award in the category of small agricultural producers, which it introduced in cooperation with Slow Food Serbia Association.

“As one of the leading banks in Serbia when it comes to supporting the agricultural sector, Banca Intesa continually improves its offer intended for farmers, and we did not limit our work on constant strengthening of support only to loans. In accordance with that approach, this year we included one more competition category in the Intesa Farmer prize contest, in cooperation with the Slow Food Serbia organization, in order to promote small agricultural producers who fight every day to preserve the quality, tradition and authenticity of Serbian food”, said Darko Popović, member of the Executive Board and Head of Retail Division.

All registered agricultural producers, clients of Banca Intesa, can apply to the Intesa Farmer competition from May 20 to July 29 in all branch offices of the Bank in Serbia, as well as via the [www.bancaintesa.rs](http://www.bancaintesa.rs) website or [IntesaFarmerGodine@bancaintesa.rs](mailto:IntesaFarmerGodine@bancaintesa.rs) email. Semi-finalists will be announced in September, while winners of the competition in all categories will be proclaimed in October, and awarded a cheque worth RSD 100,000 for the purchase of raw materials, as well as a prize trip to a relevant international fair. The best agricultural producers will be selected based on general criteria that 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. In the Intesa Farmer category, the added criterion is the use of modern and energy-efficient machinery, while in the category Intesa Fruit Grower it is the implemented irrigation system, hail protection, as well as possession of certified seedlings. The added criterion in the category Intesa Vegetable Grower is the possibility of producing in closed space, which requires a greenhouse or foliar production, while in the category Intesa Livestock Breeder it is the breeding of purebred cattle.


The competitors will be evaluated by an expert jury comprising Predrag Milenović, Head of Small business Department at Banca Intesa, Đorđe Radulović, Head of Agriculture Office at Banca Intesa, Vojislav Živanović, Marketing Specialist at Banca Intesa, Biagio Carrano, president of the Slow Food Serbia convivium, and Goran Đaković, the chief editor of Agrobiznis magazine.

At this year's Agricultural Fair in Novi Sad, Banca Intesa has also promoted the current offer intended for registered farms, which includes loans with subsidized interest rate, Agroprotekt loan with integrated insurance policy, Farmer Obrt and Farmer Invest loans for purchasing agricultural land, as well as loans realized in cooperation with the Guarantee Fund of AP Vojvodina and local self-governments.

In 2015, Banca Intesa has placed over 6,600 loans to registered farms, which exceeds €25.5 million, while in the first four months this year about 3,100 loans were realized, totalling at about €12.3 million, which is an increase of about 30% in the number and over 45% in the amount, compared to the same period last year.

Through partnership with the Slow Food Serbia association, the Bank supports the strengthening of the segment of small agricultural producers. The association is a part of the Slow Food organization ([www.slowfood.com](http://www.slowfood.com)), established in Italy in 1989, which today gathers over 1,500 local association, so-called convivia, in over 160 countries in the world, with the goal of using support for small producers to help preserve the local tradition in food production and culture, from which certain food originates, to raise the awareness about responsibility towards food and its origin, with particular attention to the way of producing food and its quality.

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**Banca Intesa ad Beograd**, member of **INTESA**  **SANPAOLO**, is the leader in domestic market, reliable partner for 1.55 million clients, natural and legal entities. With net balance sheet amount of over 4.3 billion euros, total deposits of 2.7 billion euros and total placements of 2.3 billion euros, Banca Intesa Belgrade is leading the list of the biggest banks in Serbia. Owing to a developed business network of about 170 branches across Serbia, the most developed network of ATMs and POS terminals and professional team of about 3,000 employees, the bank is achieving considerable growth in all business areas. Banca Intesa is developing its business activities in retail and small business operations, corporate banking and local self-government operations.