PRESS RELEASE

**Intesa Sanpaolo supports preservation of cultural heritage in the region**

**Call for ideas for start-ups in culture**

**Beograd, July 20, 2016** – Fondazione Marche, Chamber of Commerce of Ancona, Università Politecnica delle Marche, City of Ancona and Istao, with support from Intesa Sanpaolo, the parent group of Banca Intesa, have presented a public call for ideas for the second edition of “ECAPITAL Culture Adriatic Start Up School” for young people from the Adriatic – Ionian Macro Region aimed at enhancing cultural heritage of the region through development of innovative start-ups.

The project allows young people to use their skills and creativity to implement their business ideas in the cultural field and establish contacts with peers from other countries. The selected candidates will attend lectures, workshops, case studies and studios on business plan development and implementation, enhancement techniques for start-up projects, as well as planning and launching start-ups.

People up to 40 years of age from eight countries of the Adriatic – Ionian Macro Region: Serbia, Montenegro, Bosnia and Herzegovina, Albania, Croatia, Slovenia, Greece, and Italy are eligible to submit their ideas for setting up start-ups that contribute to the preservation of cultural heritage by September 15, 2016 by filling in an application form on the website [http://startupschool.ecapital.it/](http://startupschool.ecapital.it/).

The applicants will be required to present their business ideas, and they need to have at least a high school diploma and excellent knowledge of English. The names of the selected candidates will be announced by September 30, 2016, whereas lectures and workshops will be held in the Italian city of Ancona between October 17 and December 16, 2016.

“ECAPITAL Culture Adriatic Start Up School” was launched in 2015 with 25 young people from Serbia, Bosnia and Herzegovina, Croatia, Albania, Greece, and Italy attending the first edition.

* * *

**Banca Intesa ad Beograd**, member of [Intesa Sanpaolo](http://www.intesasanpaolo.com), is the leader in domestic market, reliable partner for 1.55 million clients, natural and legal entities. With a 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 around 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.
is one of the leading eurozone banking groups; owing to its international network, it provides support to corporate clients in 29 countries across the world. Through its International Subsidiary Banks Division, the group has strategic operations in another 12 markets of Central and Eastern Europe, the Middle East and North Africa, offering clients retail, commercial and corporate banking services.