

PRESS RELEASE

Record turnout of farmers for Banca Intesa award competition

Over 600 applications filed for Intesa Farmer 2017 competition

Belgrade, August 3, 2017 – A record high number of agricultural producers, more than 600 of them, have applied for the Intesa Farmer annual competition which Banca Intesa is organising for the fifth year in a row in order to support agricultural development by promoting the most distinguished individuals.

Turnout was exceptional, with growth posted in the number of submissions in all categories – Intesa Crop Farmer, Intesa Fruit Grower, Intesa Vegetable Grower, Intesa Livestock Breeder and Intesa Slow Food Producer, which was introduced in cooperation with international association Slow Food that promotes quality, tradition and authenticity of local food production.

The competition was open from May 25 until August 1, and all registered farming households were eligible to apply.


The most successful competitors will be announced in the fall and awarded a prize trip to a relevant international agriculture event. Winners 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. Specific criteria in the Intesa crop farming category is the use of modern and energy - efficient machinery, in the fruit growing category implemented irrigation system, hail protection, as well as possession of certified seedlings, in the vegetable growing category the possibility of producing in closed space, which requires a greenhouse or foliar production, and in the livestock breeding category breeding of purebred cattle.

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.



Banca Intesa is one of the leading banks in the domestic market in terms of support for agriculture. During the first seven months of 2017, the bank approved 23.2 million euros in new lending to registered farming households and reported a 9.3% increase year-on-year.

* * *

*Banca Intesa ad Beograd, a member of **INTESA**  **SANPAOLO**, is the leading bank in the domestic market, a reliable partner of 1.43 million customers, natural persons and legal entities. With a net balance sum of EUR 4.6 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.*