

## PRESS RELEASE

### EUR 30,000 to the best entrepreneur

**Belgrade (11 November 2008)** – Daily newspaper Blic, in collaboration with Banca Intesa, this year as well is launching a campaign for the election of the best entrepreneur of Serbia in 2008 among small and middle size enterprises. At the end of January 2009, the best entrepreneur will receive the prize amounting EUR 30,000 awarded by the campaign sponsor Banca Intesa. The winner will be obliged to use these earmarked funds to improve its current operations or as investment in new business projects.

In the process of selection, the jury of experts will be guided by profitability, productivity and liquidity of the enterprise achieved in the course of the previous year as well as by further criteria such as export results in 2008 and export potentials, number of employees and the newly employed in 2008, range of newly launched products, introduction of technological innovations, implied orientation towards environment protection and achieved contribution to development of local community. The jury of expert includes: Ms Vesna Perić, Director of SIEPA; Mr Giancarlo Miranda, Deputy President of the EB of Banca Intesa; Mr Goran Džafić, Director of Agency for Development of Small and Middle-size Enterprises; Mr Vladimir Ilić, Director of National Employment Agency; Mr Dejan Trifunović, Secretary of Small and Middle-size Enterprises Association at the Chamber of Commerce of Serbia; Mr Miodrag Đidić, State Secretary at the Ministry of Finance and Mr Vojislav Tufegdžić, Editor in Stocks in the daily newspaper Blic.

According to the decision of the jury, the priority will be given to those enterprises and entrepreneurs whose business activity and policy are characterized by production and creation of the new.

Mr Veselin Simonović, Editor-in-Chief of the daily newspaper Blic, upon explaining the initiative to elect the entrepreneur of the year, said: "The election campaign will last a few months as it is our paramount goal to present and promote as many successful small and middle-size enterprises as we can. Knowledge and courage shown by successful Serbian entrepreneurs are needed in this moment more than ever."

Banca Intesa operates within Intesa Sanpaolo, one of the five biggest banking groups in Europe, that has rich experience and knowledge of cooperation with small and middle-size enterprises sector in Italy, which is one of the pillars of the economy there.

"Operations with small and middle-size enterprises and entrepreneurs is of vital importance for Banca Intesa. Following the mission of the Parent Group, Banca Intesa endeavours to become the synonym for support to this sector in Serbia. Simultaneously, we are trying to apply all positive experiences of our Parent

Bank here, by enabling the small and middle–size enterprises to use all the products and services that in the earlier period were only available to big companies as well as to offer them fair and correct conditions in line with market opportunities. As confirmation of this business policy, is the fact that today we are one of the leading banks in crediting small and middle–size enterprises with total placements amounting EUR 865 million ”, said Mr Giancarlo Miranda, Deputy President of the EB of Banca Intesa.

Ms Vesna Perić, Director of Agency for Foreign Investmens and Export Promotion SIEPA and president of the jury, said upon awarding: “This prize in the amount of EUR 30,000 was designed to direct public attention to the importance of entrepreneurship as the most significant activity for economic growth of the entire Serbian economy. It is my great pleasure that this activity is in accordance with the mission of SIEPA, which is to promote the values and necessity of export, competitiveness and innovativeness of the domestic enterprises.”