

## ***MEDIA RELEASE***

*Banca Intesa and EBRD organise Women in Business seminar in Novi Sad*

### **Supporting the development of female entrepreneurship**

**Belgrade, December 16, 2015** – Banca Intesa and the European Bank for Reconstruction and Development (EBRD) organised in Novi Sad today the second seminar as part of the Women in Business programme of support for the development of female entrepreneurship in Serbia.

The seminar titled “How to manage your finances and improve business with bank support“, brought together around 40 female entrepreneurs. Representatives of Banca Intesa and the EBRD, prominent lecturers and finance and banking experts helped seminar participants to improve the management of their finances by providing them with insight into the best practices of managing working capital, cash flow, income and costs, while also guiding them as to how to secure adequate bank support for the further development of business. Also, the event enabled the entrepreneurs to find out how the Business Lens diagnostic tool can support them in identifying their business’s strengths and weaknesses, and most importantly opportunities for further growth. Furthermore, it provided them with an opportunity to expand their business contact network and share their knowledge and experience with other women in business from Serbia.

The first seminar as part of the Women in Business programme was staged in Belgrade in November, with more than 50 entrepreneurs in attendance.


Under the program, the EBRD has provided a 5 million euro credit line to Banca Intesa for on-lending to women-led small and medium-sized businesses. Loans come with a fixed annual interest rate of 5.5 percent and a ceiling of 500,000 euros in dinar counter value and can be used for financing working capital and investment. Working capital loans have a repayment period of up to 36 months, while investment loans are repaid over a period of 37 to 60 months. Loans with a repayment term of up to 36 months and investment lending in the amount of up to 25,000 euros require only soft collateral.

Entrepreneurs can also benefit from advisory support by accessing business advice through local consultants on a cost-sharing basis with the EBRD, participation in workshops for improving business and skills, a mentoring programme and numerous other activities helping them to exchange knowledge and meet other successful women in business. At the same time, Banca Intesa is providing loan users with an additional package of services that includes a special offer for leasing commercial vehicles, maintenance fee-free e-banking services and Intesa Hit current account, as well as favourable terms for overdraft.



The credit line for Serbia is part of a wider, 20 million euro program that the EBRD is implementing in order to support the strengthening of female entrepreneurship in Western Balkan countries via local financial institutions. The government of Sweden has appropriated a further 3.6 million euros for the program, while Luxembourg donated 1.5 million euros.

\* \* \*

**Banca Intesa ad Beograd**, a member of **INTESA**  **SANPAOLO**, is the leading bank in the local market, a reliable partner to 1.66 million clients, natural and legal persons. With net assets of over EUR 4.2 billion, total deposits amounting to EUR 2.7 billion and total loans of EUR 2.3 billion, Banca Intesa Beograd is topping the list of the largest banks in Serbia. Owing to the developed business network which consists of 172 branch offices across Serbia, the most developed network of ATMs and POS terminals, as well as a professional team of over 3,000 employees, the bank achieves significant growth in all business areas working in the retail, small business, corporate and local government segments.

**The European Bank for Reconstruction and Development**, owned by 64 countries and two intergovernmental institutions, is supporting the development of market economies and democracies. Follow us on the [web](#), [Facebook](#) and [Twitter](#).