

PRESS RELEASE

*Banca Intesa announced a competition for choosing the best farmer from the territory of Serbia, **Intesa Farmer of the Year**, and presented a special offer for 80th International Agricultural Fair.*

Promotion of the agricultural sector

Novi Sad, May 21, 2013 – Banca Intesa started a project called IntesaFarmer of the Year with the aim of promoting agriculture as extremely important segments for economic development of the country. Bank will reward the most successful farmers in four categories – Intesa grains farmer, Intesa vegetable farmer, Intesa fruit farmer and Intesa livestock farmer. The best candidate according to the opinion of the expert committee will get a trip to Germany visiting the international agricultural fair in Berlin which will be held in January 2014.

“Banca Intesa pays special attention to the agricultural sector and operations with agricultural producers, bearing in mind the great economic potential of this economic branch. By starting the project IntesaFarmer of the Year, we are striving to once more contribute to the promotion of agricultural production in our country and to the strengthening of its competitiveness in the region and in the world,” Vlastimir Vuković, Executive Board member and Head of the Retail and Small Business Division in Banca Intesa, said.

All agricultural producers, clients of Banca Intesa, who register from June 01 to July 15 by filling in a questionnaire on the web page of Banca Intesa (www.bancaintesa.rs) or in any of the nearly 200 branch offices throughout the country or by calling the contact centre at 011/310 88 88, have the right to take part in the competition.

Criteria based on which the committee will decide on the winners of the title IntesaFarmer of the Year in the four mentioned categories are the annual results realized in agricultural production, use of modern technologies in production activities, number of household members who are included in the production, as well as a minimal three-year cooperation with the Bank which involves loan contract and regularly paid financial obligations.

In early October, expert committee of Banca Intesa comprised of Vlastimir Vuković, EB member and Head of the Retail and Small Business Division, Predrag Milenović, Head of the Small Business Sector, Đorđe Radulović, Head of Agriculture Office, Vesna Vojnić,



Agriculture Loan Specialist and Vojislav Živanović from the Marketing and Communications sector, will declare the winners of all categories.

Also, in honour of the 80th International Agricultural Fair in Novi Sad, Banca Intesa prepared a special loan offer intended for owners of registered agricultural farms which includes the Intesa Farmer loan in dinars for financing spring works, as well as the Intesa Farmer loan for buying agricultural machinery.

Intesa Farmer loans in dinars for spring works are available in amounts up to 2.5 million dinars and a repayment period of up to 12 months, and farmers can apply for this loan model by May 31st this year. The mentioned loan is intended for financing purchasing of seed, fertilizers and other raw materials for field and vegetable farming. Also, the Bank developed the Intesa Farmer loan for buying agricultural machinery which is approved in the amount of up to 50,000 euros with a repayment period of up to 72 months and 12 months of grace period. Thanks to this loan, it is possible to finance the purchase of tractors, equipment, implements and other agricultural machinery, and it is available to agricultural producers by June 30th.

Bearing in mind that agri-business is very specific because, apart from economic, it has a special social and ecological importance, Banca Intesa has been inciting development and investing in projects and individuals who stimulate further rural growth with their activities and who contribute to the increase of competitiveness of domestic agriculture or a number of years. In the last 5 years, Banca Intesa allocated special attention to farmers from registered agricultural households both in the field of crediting and servicing of all types of financial needs. In that period of time, more than 20,000 loans were placed in the total amount of over 100 million euros, and more than 50,000 agricultural producers placed their trust in Banca Intesa. In 2012 alone, Banca Intesa approved loans to farmers in the amount of nearly 20 million euros and realized one fifth of the subsidized loans on the level of the entire banking sector.

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