

MEDIA RELEASE

Banca Intesa stages Serbian-Italian business forum as part of visit to EXPO Milan 2015

Agrifood sector for boosting economic cooperation

Belgrade, June 23, 2015 – Banca Intesa organized a business forum in Milan today bringing together high officials of the Serbian and Italian governments and diplomatic missions, as well as representatives of business associations and companies from the two countries. The forum was held as part of a Serbian business people’s visit to world exhibition EXPO Milano 2015 organized by the bank with the aim to support further development of bilateral economic cooperation by utilising the potential of the food and agricultural industries, as well as to help companies in Serbia establish business contacts with their Italian peers.

“As the leading bank in the Serbian market and the biggest lender to the domestic economy, Banca Intesa confirmed its commitment to providing support to economic development and helping companies improve their business and boost competitiveness even in the period of subdued economic activity. Today’s event is yet another way in which we want to provide long-term contribution to the recovery of the national economy by encouraging further strengthening of Serbian-Italian economic and business ties in agricultural and food industry, while also creating added value for our clients and helping them establish cooperation with Italian entrepreneurs,” said Draginja Djuric, president of Banca Intesa Executive Board.

The business forum comprised two panels and business meetings between representatives of 30 Serbian and Italian companies in fruit, vegetable, meat and meat products, milk and dairy products, and biomass production, processing and trade. Institutional panel entitled “Unlocking the potential of the agrifood sector for strengthening bilateral economic relations” brought together officials of the Serbian and Italian governments and diplomatic missions, as well as representatives of business associations and Intesa Sanpaolo, the parent group of Banca Intesa, while participants in the business panel entitled “Boosting business ties: identifying opportunities and tackling challenges” included representatives of leading Serbian and Italian food companies.

World exhibition EXPO Milano 2015, which runs from May 1 to October 31, 2015 under the theme “Feeding the Planet – Energy for Life”, is the largest and the most important global event ever dedicated to the topic of sustainable production of food as a limited resource of the future. Intesa Sanpaolo, the parent group of Banca Intesa, is official global partner of the manifestation.

INSTITUTIONAL PANEL – “Unlocking the potential of the agrifood sector for strengthening bilateral economic relations”

Panelists:

Mr. Zeljko Sertic, Minister of Economy, Government of the Republic of Serbia
Mr. Marcello Sala, Executive Vice Chairman of Intesa Sanpaolo Management Board
Mr. Maurizio Martina, Minister of Agriculture, Food and Forestry Policies, Government of the Republic of Italy
Ms. Ana Hrustanovic, Serbian Ambassador to Italy
Mr. Giuseppe Manzo, Italian Ambassador to Serbia
Mr. Nenad Bjelogrić, Director of Serbia Investment and Export Promotion Agency (SIEPA)

BUSINESS PANEL – “Boosting business ties: identifying opportunities and tackling challenges”

Panelists:

Mr. Gianluca Salsecci, Head of International Research Network, Intesa Sanpaolo
Mr. Giovanni Mafodda, Director of Italian Trade Agency Office – ICE in Belgrade
Mr. Ettore Fontana, Agriculture Business Development at Ferrero Spa
Mr. Alessandro Massone, CEO of Austep Spa
Mr. Nebojsa Saponjic, Director of Nelt
Mr. Andrej Jovanovic, General Manager of Imlek

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*Banca Intesa ad Beograd, member of **INTESA**  **SANPAOLO**, is the leader in domestic market, reliable partner for 1.62 million clients, natural and legal entities. With net balance sheet amount of over 4 billion euros, total deposits of 2.5 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 178 branches across Serbia, the most developed network of ATMs and POS terminals and professional team of 3,000 employees, the bank is achieving considerable growth in all business areas. Banca Intesa is developing its business activities in five directions: retail and small business operations, corporate banking, local self-government and investment banking.*