

PRESS RELEASE**Belgrade Gate in Petrovaradin in a new light soon**

Novi Sad, December 27, 2012 – Banca Intesa, the Ministry of Culture and Information, the Fund for Capital Investments of Autonomous Province of Vojvodina and the City of Novi Sad signed the Protocol on Cooperation which defines the implementation of the restoration project of the Belgrade Gate on the Petrovaradin fortress, one of the three winners in the public tender that Banca Intesa ran within the project of social responsibility "The Place I Love".

The project of restoration of the Belgrade Gate in Petrovaradin was prepared by the Institute for Protection of Cultural Monuments of Novi Sad, the institution under whose protectorate is the entire Petrovaradinska fortress, spatial cultural and historical sites of great importance. Conservation works will commence in spring 2013 and will include rehabilitation of upper zone of the gate, protection from moisture, restoration of façade and inside walls of the gate, reconstruction of the roadway and drainage of storm water from underlying surfaces. Works will be financed by all four signing-parties to the Protocol on Cooperation in total net amount of 35 million dinars, that is the Ministry and Banca Intesa each 10 million dinars, and the City and Province each 7.5 million dinars.

„It is great pleasure to reach agreement among four parties on co-financing the project on the protection of cultural heritage which presents a part of the great project of conservation-restoration works on the Petrovaradin fortress. This sets a good example on how to preserve the cultural heritage of Serbia and shows that the phased approach and development of partner relationship is actually the best way to realize great projects“, said Bratislav Petković, the minister of culture and information.

The Belgrade Gate in Petrovaradin is one of the three sites that our citizens recognized as the monument worth of preservation for future generations and whose restoration supported 37.439 votes total in public tender carried out within the project of Banca Intesa "The Place I love". The Bank launched the project in the mid of 2011 with the aim to increase awareness and educate a

wider public of rich cultural-historical heritage of Serbia, the need to preserve it, and renew three sites or environmental entities which shall win the majority of citizens' votes on the tender.

„I am glad that the idea to preserve monuments provided such a positive effect and I hope that this is just the beginning of our joint action and cooperation. We paid attention to the idea to help and support the cultural historical heritage for future generations, as we find it inevitable to invest both in basic activity as in social responsibility. Besides the Belgrade Gate in Petrovaradin, works will be done to mark the site of the National library on Kosančićev venac in Belgrade, and are successfully completed within the reconstruction project of city ramparts in Novi Pazar”, said Draginja Đurić, CEO Banca Intesa.

The Belgrade Gate is one of the most monumental preserved sites in Podgrađe of the Petrovaradinska fortress. The gate is of the classicist style, it is 20 meters deep, and there are four built-in guards and two side entrances, with two vehicle and two pedestrian passages.

„The Belgrade Gate is of great importance for our city, primarily for its cultural and historical significance. Back in 1918, in the First World War, the Serbian Liberation army marched in Novi Sad through today's Belgrade gate and crossed the Danube to liberate Novi Sad..

As it has not been invested in this monument in Petrovaradin for many years, it is my great pleasure to announce to citizens of Novi Sad that works are going to start already at the beginning of spring”, said Mayor of Novi Sad, Miloš Vučević.

„In times of crisis, when funds are extremely limited, only together we can achieve great undertakings, and the project is the proof of this. We shall continue this type of cooperation in future as well, primarily considering priorities and interests of our citizens. Therefore I am very pleased with the fact that the first project to be financed in 2013 will be the investment in the Belgrade Gate“, said the acting director of the Fund for Capital Investment, Nebojša Malenković.

Banca Intesa Project „The Place I Love“ is being carried out with the support of the Ministry of Culture, the non-profit organization Europa Nostra Serbia and the Institute for the Preservation of Cultural Heritage.

The expert jury consists of Vera Pavlović Lončarski, Head of the Institute for the Preservation of Cultural Heritage of Serbia, Irina Subotić, President of the organization- Europa Nostra Serbia, Gorčin Stojanović, theatre, film and television director, Vladimir Arsenijević, writer, translator and editor, and Maja Kolar, Head of the Marketing and Communications Department of Banca Intesa. Out of total 1.290 sites proposed by citizens in the first phase of the project, the jury selected ten



finalists, of which the citizens voted out three winning places for which the Bank allocated 30 million dinars.

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