

PRESS RELEASE

Blic newspaper and Banca Intesa elect the best entrepreneur forth year in a row

Affirmation of entrepreneurship

Beograd (November 2) – It is the forth successive year that Blic daily newspaper and Banca Intesa launched a campaign for the election for the best entrepreneur in Serbia from the segment of small and middle size companies. After the completion of the competition and election of 10 most successful entrepreneurs, the official announcement of "Blic entrepreneur 2010" will be held at the beginning of the next year. As it was the case last three years, Banca Intesa will award EUR 30 000 to the best entrepreneur, which according to the established rules of competition must be used with specific purpose for the improvement of the current and investment into new business.

The basic criterion for choosing the best entrepreneur in the current year will be profitability, productivity and company liquidity. Exports results in 2010 and exports potential, number of current and newly hired employees in 2010, range of newly launched products, introduction of technological innovations, implicit orientation towards protection and safeguard of environment, and accomplished contribution to local community development are additional parameters to influence the jury's final decision. Companies and entrepreneurs whose business policy is characterized by innovation in creating products will be given an advantage.

Blic daily newspaper will present all the 50 companies throughout December 2010 and January 2011, which according to the jury's decision will be put among the most successful; and till the completion of the campaign, the jury members will visit all the companies competing for the best in 2010 that have been placed among 10 according to all criteria.

Recognizing the importance that the development of small and middle companies have on the overall economic prosperity of the country, Banca Intesa constantly fosters and invests in the development of entrepreneurs spirit. To that end, confirming the status of one of the leading banks in Serbia in the small business segment, the Bank offers to entrepreneurs all types of services available to large companies as well.

In the first nine months in 2010, Banca Intesa launched in the SME segment nearly EUR 920m, of which more than EUR 290m of loans with subsidy interest rate was approved within the government's program for maintaining financial stability.