

## **Press release**

*For the fifth consecutive year, the Blic daily and Banca Intesa are selecting the best entrepreneur*

### **Supporting entrepreneurs**

**Belgrade (5th December)** – For the fifth consecutive year, the Blic daily and Banca Intesa are choosing the best SME entrepreneur in Serbia. The official award ceremony and presentation of the Blic Entrepreneur 2011 award recipient is planned for the beginning of next year. Banca Intesa will award the winner with 30,000 euros. According to the earlier defined competition rules, the award money can be used only for advancing current business operations or investing in new business projects.

The winner will be decided by the jury made of Božidar Laganin, Director of the Serbian Investment and Export Promotion Agency (SIEPA) and the jury president, Nebojša Ćirić, Economy and Regional Development Minister in the Serbian Government, Marco Capellini, Deputy President of Banca Intesa's Executive Board, Miodrag Đidić, the State Secretary in the Ministry of Finance, Dejan Jovanović, Director of the National Employment Service, Aleksandar Gračanac from the Serbian Chamber of Commerce and Suzana Lakić, the Blic journalist.

In choosing the most successful entrepreneur, the jury will look at profitability, productivity and liquidity of the company in the current year, as well as many other business success parameters like export results in 2011, export potential, number of employees and new employees in the same year, the range of newly marketed products, technological innovation, dedication to environmental protection and contribution to development of the local community. According to the jury, the advantage will be given to those companies and entrepreneurs which business activity and philosophy is focused on production and creating something brand new.

During December 2011 and January 2012, the Blic daily will present all 50 companies that will be chosen by the jury as the most successful, and, by the end of the campaign, jury members will visit the ten companies which will be the contenders for the 2011 best entrepreneur award.

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**BANCA INTESA**