

MEDIA ANNOUNCEMENT

Banca Intesa presented its Annual Student Contest Dokaži se 100%

Customer Satisfaction from Students' Perspective

Belgrade (6th April) – Banca Intesa launched an annual student contest named Dokaži se 100% - a contest in the creation of projects from the field of customer satisfaction. The aim of this contest, which is open until 19th April is to stimulate in a special way the creativity of students and an innovative approach to problem solving by placing them in a real business situation, as well as to provide them with an opportunity to develop a competitive spirit, but also find out in what ways their peers from the region think about this topic. Students of the 3rd and 4th years, as well as senior undergraduates of all universities in Serbia with an average grade of above 8.00 and a good knowledge of the English language have the right to participate in this contest.

Submitted student applications will be evaluated by the Human Resources Department of Banca Intesa, after which 12 participants will be chosen. Divided into 6 groups, they will compete in the creation of solutions to problems set in the area of customer satisfaction management.

At the beginning of June the expert jury will select two winning teams in the area of implementation and innovation that will represent Serbia at the international competition in Italy. Four competitors from the best ranked teams will be awarded a EUR 1,000 scholarship, whereas the remaining eight participants will receive EUR 300 each for their engagement on the project. The winners of the international contest shall be awarded an internship in the International Subsidiary Banks Division of Intesa Sanpaolo or a summer school at a prestigious university - Università Cattolica.

Also, during the contest the expert team of Banca Intesa will organize several workshops at universities in various parts of Serbia in order to help students



understand better the area of customer satisfaction management and project aims as well as in order to answer all potential questions regarding the competition.

More detailed information on the conditions of participation as well as the application form is available on Banca Intesa website: www.bancaintesabeograd.com.

Slobodan Jauković, Assistant to the Minister in the Higher Education Department in the Ministry of Education and Science in the Serbian Government, Dejana Lazić, Head of the Student Centre for Career Development of Belgrade University, Aliquot Laurence Marie Claude, Head of the Customer Satisfaction Management Department in the International Subsidiary Banks Division of Intesa Sanpaolo and Maja Kolar, Head of the Marketing and Communications Department of Banca Intesa spoke about the importance of cooperation between the business and academic sectors at the press conference.
