

MEDIA INFORMATION

Ana Rakita and Boban Biserčić, winners of Banca Intesa “Prove yourself 100%“ contest in implementation segment achieved the best result also in the international phase of the contest in Italy

Winners of Banca Intesa “Prove yourself 100%“ contest most successful in Italy, also

Belgrade, March 19, 2013 - Intesa Sanpaolo, banking group within which Banca Intesa operates, proclaimed the winners of the international phase of the second annual student contest dubbed “Prove yourself 100%“, in making of projects of client satisfaction management. Team from Serbia comprising Ana Rakita, student of the Faculty of Organisational Sciences (FON) of Belgrade University and Boban Biserčić, student at the Faculty of Economy at Belgrade University, won in the segment of implementation of submitting a project dubbed “From (un)satisfied clients to active brand ambassadors“. The most successful in innovation category was a team from Egypt, with the project „Innovative ATMs“. The contest winners will have an opportunity for professional expertise in the international subsidiary banks division of Intesa Sanpaolo Group or to admit summer school at prestigious Università Cattolica.

Competing at the international contest in Italy were winners of local contests conducted in seven countries where Intesa Sanpaolo Group operates through international subsidiary banks division. Three winning team were chose within the contest organised by Banca Intesa which represented our country in Italy and each of the teams had two members. Beside Ana Rakita and Boban Biserčić, participating in the super-national contest were also Jelena Cvrkotić, Belgrade FON student and Jelica Krsmanović, student of the Faculty of Economy at the Belgrade University, winners of the local contest in the segment of implementation, as well as Đorđe Petrović and Milan Đorđević, Belgrade FON students, as authors of the most innovative project at Banca Intesa contest.

The goal of the student contest “Prove yourself 100%“ is to stimulate the creativity in students in a special way, as well as an innovative approach to making projects in the field of improving clients’ satisfaction, as well as to establish annual student award for excellent ideas contributing to promoting and developing this business segment.

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Banca Intesa ad Beograd, member of **INTESA**  **SANPAOLO**, is leading bank on domestic market, trusted partner to over 1.59 million clients, natural and legal entities. With net balance of €3.9 billion, total deposits of €2.35 billion and total placement of €2.5 billion, Banca Intesa Beograd tops the list of the biggest banks in Serbia. Thanks to a developed business network of nearly 200 offices across Serbia, the most developed ATM and POS terminal networks, professional team of over 3,000 employees, the bank records considerable growth in all business segments. Banca Intesa develops its business activities in four directions: retail and small business, corporate, local self-governments and investment banking.