

Being the private bank investing the most in agricultural sector, DenizBank is holding information seminars for producers within the framework of Agricultural Festival;

DENİZBANK MET PRODUCER ALLIES IN BANDIRMA...

Ranking first among private banks in terms of financial support to agricultural sector, DenizBank is holding training seminars to inform producers within the framework of **Agricultural Festival** launched on 14th of May, the World Farmers' Day and given as a gift to Turkish producers, which is the first and largest organization for agricultural producers.

The meeting held in this framework in Bandirma Mercantile Exchange Conference Hall on June 4th was attended by Gökhan Ertürk, DenizBank SME and Agricultural Banking Executive Vice President; Saruhan Özel, Chief Economist of DenizBank and Serhan Unalan, representative of Eclipse Information Technologies Company, the solution partner of Turkcell.

During his assessments on information meetings, Mr. Gökhan Ertürk said: "As DenizBank, we attach great importance to agriculture sector. As an indicator of this importance, we effectuated Agricultural Festival which is a brand new event in the sector. We are happy to reach thousands of producers by holding training seminars to increase awareness among our producers within the framework of Agricultural Festival".

During the meeting which hosted many attendees, Dr. Saruhan Özel informed producers about the latest global trends in agriculture sector. Stating the importance of agriculture for the future of Turkish economy, Dr. Özel emphasized that there has been a colossal increase in global agricultural prices since 2006, and that the reason for this increase was demand oriented factors such as nutrition quality increase in developing countries such as China and India in parallel to decrease in poverty and usage of vegetal production in energy production such as ethanol and biodiesel, as well as supply oriented factors such as increase in fertilizer and fuel oil prices and transportation costs due to global warming.

While mentioning potential and problems of agriculture sector, Dr. Özel informed producers about the agricultural reform in Brazil. He said that Turkey will also go through such a reform in the upcoming period which will be compensating the squeeze in the industrial sector, and that the producers who are well prepared will have competitive advantage.

Taking the floor after Mr. Özel, Serhan Unalan mentioned the drip irrigation technology and stated its advantages. Unalan also stated that the field and greenhouse owners would be able to control their lands via their mobile phones wherever they are and that they could launch drip irrigation when necessary.

The agricultural festival will be held from 15 May to 30 August 2008 and will cover nearly 86% of 36.669 villages located in 65 provinces and 813 counties of Turkey. 'DenizBank Agricultural Festival' will include many activities to add value to both economic and social life ranging from social



activities and concerts to training seminars for farmers and agricultural chats, lotteries for gifts, advantageous shopping campaigns.

Making a special cooperation with Turkish Education Foundation (TED) in the context of Agricultural Festival, DenizBank is implementing a social responsibility project for producers. With the project, TED will provide full scholarship to successful children of poor farmer families living in villages covered by the Festival. In addition, PCs will be donated to schools in villages to be visited.

With 111 meetings to be held in villages with the participation of DenizBank's field team of 270, 4.500 producers will receive training from expert trainers in their field, enterprise and shed about trimming techniques, use of fertilizers, animal health, greenhouse, irrigation, milking techniques, crop dusting, soil analysis. In this framework, soil analysis will be made for 1000 producers, and 2000 animals in 1200 agribusinesses will be ear-ringed.

With the dissemination meetings to be held, 6.500 producers will be offered to participate in theoretical training on economy, drought, global warming, productivity and EU processes. 3.500 farmers will benefit from medical services. Eye scan, blood pressure, cholesterol and diabetic tests will be offered for free.

Aiming at providing YTL 300 million of financing to 150.000 producers during the festival, DenizBank will reach 3 million producers during visits, meetings, training and social activities to be held in the course of the festival.

Differentiating itself from the sector with its innovative approaches, DenizBank will break a new ground in Turkey and in the world with the 'Agricultural Festival' and enable all producers to apply for a Producer Card via SMS during the festival.

In festival concerts to be held in 8 provinces, famous singer Seda Sayan will be on stage followed by the presenter Savaş Karakaş. The concerts will be made in Kırklareli/Lüleburgaz, Bursa, Konya, Kayseri, Manisa, Samsun, Adana and Şanlıurfa. Before concerts, stands of suppliers and manufacturers of agricultural inputs will be opened in concert areas, where such companies will have the chance of promoting their products and services. During the festival 650 open air bazaars will be visited by DenizBank field teams, there will be theater shows for children, and some networking will be made with producers.

Lotteries for gifts during "DenizBank Agricultural Festival" will include a total of 333 gifts making life easier for producers ranging from an off-road vehicle to tractor, plasma TVs and oil purchasing cheques.