

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

DENIZBANK MET PRODUCER ALLIES IN ÇARŞAMBA...

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, World Farmers' Day, which was given as a gift to all Turkish producers and which is the first and largest organization for agricultural producers.

The meeting held in this framework in Çarşamba Cemil Şensoy Cultural Center on 24th July, 2008, was attended by Gökhan Ertürk, DenizBank SME and Agricultural Banking Executive Vice President, academics and professionals who are experts in their fields.

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 the audience about the latest global developments in agriculture sector. Stating the importance of agriculture in Turkey's future, Dr. Özel indicated that agricultural prices have been seriously increasing since 2006. Mr. Özel added that the acceleration in the alimentation quality level which realized in parallel with the decrease in the poverty level of developing countries such as China and India and the demand based factors such as the usage of vegetable products like ethanol and bio diesel in energy production were the main underlying factors. Mr. Özel also stated that the other demand based factors such as the price increases concerning fertilizers, combustibles and transportation/shipping costs, which are caused by the global warming, are equally effective.

While mentioning to the potential and the problems of Turkish agriculture sector, Mr. Özel underlined the agriculture reform in Brazil. Mr. Özel also stated that Turkey would go through a similar reform process in the upcoming term, that the said reform process could help compensating the recession in industry sector and that the farmers who get well-prepared for this reform process would make a progress.

During the meeting which hosted many attendees, Dr. Osman Özel informed the audience about the effects of global climate change on Black Sea Region and about the measures that the inhabitants of the region should take in order to prevent the emerging drought.

The agricultural festival will be held between 15 May and 30 August 2008 and will cover nearly 86% of 36.669 villages located in 65 provinces and 813 counties of Turkey. In order to present the producers a more valuable economic and social life, 'DenizBank Agricultural Festival' will include many activities such as social activities, concerts, training seminars for farmers, agricultural chats, lotteries for gifts and 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 which are covered within the context of the Festival. In addition, PCs will be donated to needy schools in villages to be visited.

During the 111 meetings to be held in the villages which will be visited with DenizBank's field team of 270, 4.500 producers will be trained about trimming techniques, use of fertilizers, animal health, greenhouses, irrigation, milking techniques, crop dusting and soil analysis trained by expert trainers in their field. In this framework, 1000 producers will be furnished with soil analysis services 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 the 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, which aim at making producers' lives easier, ranging from an off-road vehicle to tractor, plasma TVs and oil purchasing cheques.