

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 GIRE SUN...

Ranking first among private banks in terms of financial support to agricultural sector, DenizBank is holding training seminars for informing producers within the framework of **Agricultural Festival** launched on 14th of May, 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 Giresun Municipality Theater Hall on 25th July, 2008 was attended by Gökhan Ertürk, DenizBank SME and Agricultural Banking Executive Vice President and Dr. Osman Ecevit.

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. 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. 'DenizBank Agricultural Festival' will include many activities, which will present the producers a more valuable economic and social life; 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 villages with the participation of DenizBank's field team of 270, 4.500 producers will be trained in their fields, enterprises and sheds by expert trainers about trimming techniques, the use of fertilizers, animal health, greenhouses, irrigation, milking techniques, crop dusting and soil analysis. 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 various subjects such as 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 the 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 will 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, theater shows will be organized for children and some networking will be made with producers.

Lotteries for gifts which will be organized in during the "DenizBank Agricultural Festival" will include a total of 333 gifts, which aim at presenting producers an easier life, ranging from an off-road vehicle to tractors, plasma TVs and oil purchasing cheques.