

“Agricultural Festival” which was dedicated to all farmers by DenizBank, the private bank investing the most in agricultural sector, came to end with the activities organized in Şanlıurfa...

DENİZBANK REACHED 3 MILLION FARMERS WITH “AGRICULTURAL FESTIVAL”!...

DenizBank has focused on agricultural sector which has been neglected for years and offered the most appropriate and efficient financial solutions tailored to the needs of farmers. It has become number one bank in agricultural sector thanks to its credit opportunities. On May 14th 2008, the world farmers’ day, DenizBank started the project of “Agricultural Festival” in order to extend its gratitude to its farmer customers the number of which exceeds 200. This project is the first and biggest event organized for agricultural producers. The festival lasted for more than three months all over the country and ended with the activities held in Şanlıurfa on August 30th.

The festival which took place between May 15th and 30th covered 6.500 villages. DenizBank’s on-site teams logged 815 thousand km and they had the opportunity of reaching 3 million producers directly.

Within the framework of the “Agricultural Festival” which was dedicated to farmers by DenizBank, several social activities which could create additional value for the economic and social life of farmers such as concerts, educative seminars, chatty meetings on agriculture, lotteries, advantageous shopping campaigns were organized.

Under this festival, DenizBank established a special cooperation with Turkish Education Association (TED) and granted full scholarship to the successful children of farmers living in villages with limited economic means. Besides, computers were donated to schools that are in need.

DenizBank paid visits to villages with an on-site team of more than 1600 members and organized more than 100 meetings. In the course of these meetings, 8900 farmers received training about the pruning techniques, utilization of fertilizers, animal health, green house, irrigation, milking techniques, fight against pesticides, soil analysis, etc. These applied trainings, in which specialized farmers participated, were held in the farmers’ own farms and barns. In this scope, soil analysis was made for 630 producers and 960 animals were labeled.

“Informative Meetings for Farmers” were organized 16 times with the participation of specialized academicians and professional people all over Turkey. More than 7000 farmers were informed about global economy, drought, global warming, productivity and EU processes. Again in the scope of the festival, 2 400 producers passed through health scanning.

Differentiating itself with its innovative approach in agricultural sector, DenizBank broke a new ground not only in Turkey but also in the world thanks to this Agricultural Festival event and throughout the festival all of the producers were given the opportunity of applying to “Producer Card” through SMS. In the course of the festival, 150 thousand farmers applied for “Producer Card.”

The concerts were realized in 8 provinces and Savaş Karakaş, the announcer and Seda Sayan, the singer took stage. The concerts, the last of which was in Şanlıurfa, took place in Kırklareli/Lüleburgaz, Bursa, Konya, Kayseri, Manisa, Samsun and Adana. Before the concerts, supplier and manufacturing companies opened stalls and presented their products and services directly. The activities were diversified through the theatric and folkloric plays. Over 100 thousand farmers attended the events.

Lotteries were organized under the festival and a total of 333 presents which could facilitate the daily life of farmers such as land vehicles, tractors, LCD TVs were distributed.

Hakan Ateş, CEO&President of DenizBank Financial Services Group delivered a speech in the press conference held in Şanlıurfa within the framework of closing activities of “DenizBank Agricultural Festival” and said: “By a happy coincidence, we have seized the opportunity to organize closing activities of the Agricultural Fest on August 30, “Victory Day”. As you know, we have launched the Agricultural Festival on May 14, “World Farmers’ Day” to extend our gratitude to all producers who believe in and trust DenizBank. We are proud to complete with remarkable success this 3 month project which is of great significance for DenizBank within the framework of strategic position we attach to the agricultural festival. We paid visit to every corner of Turkey, reached 3 million producers and established direct communication with them. We could listen to their problems and expectations at first hand and this opportunity furnished us with a priceless added value. Thanks to this organization, we have grown stronger in our expertise and build up in the agricultural sector.”

Ateş said: “As the private bank which extends the greatest support to agriculture, DenizBank reached more than 190 thousand credit customers by multiplying the number by 125 times in the last five years in the agricultural sector (according to the first six month figures in 2008). Within the framework of the Agricultural Festival, we have received an additional 150 thousand applications for the “Producer Card”. The credit amount we, as DenizBank have granted to the agricultural sector has exceeded YTL 1 billion in the first six months of 2008. Amongst private banks, we rank 1st in terms of finance granted to the agricultural sector. Our objective is to reach 300 thousand credit producers at the end of 2008. In 2012 when we will be celebrating our 15th anniversary, we aim at making every one producer out of four a customer of DenizBank. The Agricultural project has made great contributions for us to attain the afore mentioned goals. Our project with its rich content has brought about remarkable dynamism to local economies and created added value not only to economic life but also to quality of life our producers have. I would like to emphasize that DenizBank will continue to stand by our farmers.”