

P r e s s R e l e a s e

Belgrade, February 11th 2013

39 finalists for the next round of the competition "Idea for a Better Tomorrow" have been selected

At the meeting held on 6 February, an expert jury for the competition "Idea for a Better Tomorrow", selected 39 finalists who will compete with their ideas in this competition, which aims to contribute to the promotion of Serbia in the region and abroad. From the total of 230 applications submitted for the competition the jury selected 16 companies and 23 individuals, or families, which will go into the final round of the competition, and with whom experts will be working on the development of their business plans for the next two months. The finalists will compete for a grant in the overall amount of EUR 56,000.

Snezana Divac, President of the Foundation Ana and Vlade Divac, satisfied with the results of the competition, said: "The figure of 230 ideas itself was a great success. It was not easy to choose the best because there were a lot of good ideas. Among the finalists, social enterprises, various forms of associations, youth, family farms, ethnic minorities, refugees and internally displaced persons, as well as many others can be found. Ideas greatly differ. Among them are those related to food or clothes, and ideas related to the development of ethnic tourism, information technology sector, and it is observed that the awareness of the environment protect need is on a high level. "

The competition "Idea for a Better Tomorrow", which aims to help the economic sustainability of members of vulnerable groups, was organized by Foundation Ana and Vlade Divac, UniCredit Foundation and UniCredit Bank. Following the Jury's decision on the finalists, which besides the organizers includes the representatives of the Tourist Organization of Serbia and the Serbian Investment and Export Promotion Agency of Serbia, the second phase of the competition will take about two months. At this stage, the experts will work with selected finalists on developing of their business plans, in order to select at the end two companies that will receive EUR 15,000, or four families or individuals who will receive EUR 5,000 each to start or expand their businesses. The selection process will involve employees of UniCredit Bank on basis of whose voting a total of EUR 6,000 will be allocated for the best business plans.

More information on the finalists can be found on the website of UniCredit Bank (www.unicreditbank.rs) and the website of Foundation Ana and Vlade Divac (www.fondacijadivac.org)