

PRESS RELEASE

**INTESA SANPAOLO HOSTS THE EFMA ADVISORY COUNCIL
AT THE TURIN SKYSCRAPER**

- **From 21 to 22 March, banking and insurance groups from around the world will meet in Turin at the Intesa Sanpaolo skyscraper**
- **Digitalisation, innovation, and customer trends are on the agenda**
- **Guests will visit the Innovation Centre, the Digital Factory, and the bio-climatic greenhouse at an altitude of 150 metres**

Turin, 17 March 2017. On 21 and 22 March, the Intesa Sanpaolo skyscraper in Turin will host the **Efma Advisory Council**, a non-profit organisation with more than 3,300 banking and insurance group members from 130 countries.

Established in Paris in the early 1970s, Efma encourages dialogue and the exchange of ideas among members. Intesa Sanpaolo is on the association's board. The subjects on the agenda for the Turin event are **digitalisation, innovation, new distribution channels, and the evolution of customer needs**. The meeting will be kicked-off by the Head of the Banca dei Territori, Stefano Barrese and the CEO of Efma, Vincent Bastid. Participants will also visit the tower designed by Renzo Piano, unique in Europe for technological innovation and environmental sustainability thanks to the *Leed Platinum* certification. Guests will be guided through the **Digital Factory**, in the bank's **Innovation Centre**, a point of reference for start-ups, innovative projects and young talents, and the skyscraper's **bio-greenhouse** at a height of 150 metres.

From **Vincent Bastid**: *“Thanks to the hospitality of Intesa Sanpaolo, which is part of the Efma innovative banking community is among the leading institutions in digital, operational excellence, physical distribution, private banking and SME banking. They demonstrated their leadership in hosting and co-organizing together with Efma the Councils which enable more than 100 executives from multiple banks in Europe to think about the next steps to reinvent financial services and bring more value to the customers”*.

From **Stefano Barrese**: *“Digitalisation is changing the way we bank. Intesa Sanpaolo is among the seven global players most committed to this transformation that is demanding but advantageous for everyone. For our customers, this means greater operating autonomy, simplification and straight forward services. Consulting to businesses will be enriched with new content. From a professional point of view, for those that work at the bank, there will be new incentives and skills”*.

For information:

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