

## **Amazing Bangladesh: a photographic exhibition tells the story of destruction and rebirth seven months after the hurricane Sidr hit**

Giovanni Diffidenti's photo reportage provides the backdrop in the historical Cortile della Seta of Milan for the presentation of UBI Banca and Cesvi's corporate social responsibility reports

Bergamo- Brescia, 11th June 2008 — The project "**Let's Help Them Together**" saw **UBI Banca** working alongside **Cesvi** to help the people of Bangladesh hit by the hurricane Sidr last November. It raised the extraordinary sum of **166.000 euro**.

The exhibition *Amazing Bangladesh* is intended as a tribute to the Bengali people and at the same time a thank you to all those who helped enthusiastically with this project to raise funds and increase awareness.

The photos, taken by the photographer **Giovanni Diffidenti**, go straight to your heart with greatly contrasting images of a wonderful country ranging from poverty to splendour and destruction to rebirth. It is a place where everything seems incredible, or "amazing", as the title says. The exhibition is set in the **Cortile della Seta** in via Moscova, the historical and prestigious Milan headquarters of Banca Popolare Commercio e Industria.

The **social responsibility reports** of the UBI Banca Group and of Cesvi, who both share a policy of **transparency** towards their stakeholders, were presented on this occasion. UBI Banca in particular has published its Corporate Social Responsibility Report for many years and wishes to underline its corporate responsibility vocation by making this joint presentation.

Life in Bangladesh is returning to normal after the devastating impact of the hurricane Sidr. Thanks to the UBI Banca initiative, Cesvi is working on the reconstruction of **400 homes** for 400 families, each equipped with adequate **sanitary facilities**. The project is being implemented thanks to the work of the Irish NGO, Concern, – a Cesvi partner in the European consortium Alliance2015 – which has been working in the country with an untiring commitment for thirty six years.

The co-operation between UBI Banca and Cesvi has achieved this exceptional fundraising success thanks to the generosity of customers to which the banking Group responded with equal enthusiasm by adding its own donation of **83.000 euro** (the same amount donated by its customers), in a full "gift matching" spirit. While weighing up the success of the "Let's Help Them Together" project, UBI Banca has reaffirmed its generosity by supporting emergency help for the hurricane Nargis, which has recently devastated the former Burma.

This new fundraising project among the customers of the UBI Banca Group has been launched with a **donation of 50.000 euro by Banca Popolare di Bergamo** to provide funds for the first rehabilitation work and it officially reopens the "Cesvi sUBIto" account set up by UBI Banca as an instrument for a rapid and effective response to human disasters.

"It is with these marvellous photos which we are inaugurating here that we wish to thank all those who have responded to our appeal on behalf of CESVI." - Emilio Zanetti, the Chairman of the Management Board of UBI Banca, declared – "We wished, together with CESVI, to take advantage of this occasion as a backdrop for the presentation of UBI Banca's first corporate social responsibility report, with which we wish to continue the practice of reporting to stakeholders, already firmly established at BPU Banca and at Banca Lombarda e Piemontese".

"We are proud to be able to present our corporate social responsibility report together with the UBI Banca Group, with whom we have worked fruitfully for then years."— Giangi Milesi, the Chairman of Cesvi added - "Our organisations, so different and diverse, complement each other and share the same philosophy of accountability and reporting to stakeholders ".

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The exhibition will be open to the public at Banca Popolare Commercio e Industria - *Cortile della Seta* - in via della Moscova, 33 in Milan, from 11<sup>th</sup> until 19<sup>th</sup> June. Admission is free of charge on invitation, available at the reception of the exhibition. Opening hours: Monday to Friday - 10.00 a.m. until 6.30. p.m.  
For information: [www.bpci.it](http://www.bpci.it); [www.ubibanca.it](http://www.ubibanca.it); [www.cesvi.org](http://www.cesvi.org)

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