



**PRESS RELEASE**  
**BGL BNP Paribas backs Luxembourg  
dairy farmers**  
**Bank now the leading sponsor for the project *D'fair Mëllech***

Meeting at BGL BNP Paribas headquarters on 3 February 2011, Fredy de Martines, President of the Fairkoperativ cooperative, and Kik Schneider, the member of the BGL BNP Paribas Management Board in charge of Retail and Corporate Banking in Luxembourg, officially signed a partnership contract, making the bank the main sponsor for the *D'fair Mëllech* (Fair Milk) initiative.

Under this agreement, concluded for a period of three years, the bank will be providing its support for Fairkoperativ's action in favour of the production and promotion of equitable milk in Luxembourg.

The joint efforts and commitment of producers and distributors together with the supportive attitude of end consumers will make for a return to fair prices that offer producers a decent reward for their work. BGL BNP Paris is proud to have contributed to the initial momentum to achieve this.

Fairkoperativ will be presenting the *D'fair Mëllech* initiative at a press conference on 10 February 2011 with Luxembourg's Minister of Agriculture Romain Schneider and the President of the European Milk Board, Romuald Schaber, in attendance.

**About BGL BNP Paribas**

BGL BNP Paribas ([www.bgl.lu](http://www.bgl.lu)) is one of the largest banks in the Grand Duchy of Luxembourg, with a balance sheet totalling EUR 52.5 billion at 30 June 2010. Now a leader on its domestic market, it offers an especially wide range of financial products to individuals, professionals, private banking clients and businesses. BGL BNP Paribas is Luxembourg's number-one provider of banking services to professionals and small- and medium-size companies, and number two in services for individuals. It is also the leader for bancassurance.

**About BNP Paribas**

BNP Paribas ([www.bnpparibas.com](http://www.bnpparibas.com)) is one of the six strongest banks in the world\* and the largest bank in the eurozone by deposits. With a presence in more than 80 countries and more than 200,000 employees, including 160,000 in Europe, BNP Paribas is a leading European provider of financial services on a worldwide scale. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Retail Banking, the Group has four domestic markets: Belgium, France, Italy and Luxembourg. BNP Paribas is rolling out its integrated model across the Europe-Mediterranean zone and boasts a large network in the United States. BNP Paribas Personal Finance is the leader in consumer lending in Europe. In its Corporate & Investment Banking and Investment Solutions



activities, BNP Paribas also enjoys top positions in Europe and solid and fast-growing businesses in Asia.  
\* Rated AA by Standard & Poor's, i.e., 3rd rating level on a scale of 22.

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