

MEDIA RELEASE

CARLSBERG SRBIJA GRANTS SCHOLARSHIPS TO STUDENTS OF FACULTY OF PHILOLOGY, DEPARTMENT FOR DANISH LANGUAGE AND LITERATURE

Scholarships program with annual fund of EUR10,000 is planned for next five years

Belgrade, April 28, 2010 - Carlsberg Srbija Group is launching another **student scholarships program**, this time **in cooperation with the Faculty of Philology in Belgrade and the Department for Scandinavian Languages and Literatures. The scholarships program will last five years and cover three out of ten students of Danish language. The fund value is EUR10,000 annually.**

Student exchange during winter semester will be executed within the scholarships program of Carlsberg Srbija, in cooperation with the University of Copenhagen, which inked the Agreement on Cooperation in Student Exchange with the Faculty of Philology in Belgrade. The University of Copenhagen was established in 1479 and is the largest university in Denmark, with 35,000 students and more than 7,000 staff. It has had eight Nobel Prize winners, all in medicine and physics, including physicist Niels Bohr.

"This will be the fourth consecutive year that Carlsberg provides scholarships for students and young and talented people, but the first for Danish language students. So far, we have invested more than EUR100,000 into various scholarships programs, wishing to help young and talented people obtain an opportunity to expand their knowledge and provide a better future for all with their know-how and expertise. Experience has confirmed that investments and improvements through education and professional training provide efficient multiple benefits in practice. We believe that this program will be the right way to, in the next five years, help create excellent prospects for professional development of scholarship beneficiaries and that this experience will particularly motivate them to advance further," underlined Aleksandar Radosavljević, CEO of Carlsberg Srbija Group.

HE Mette Kjuel Nielsen has also talked about the significance of the scholarships program and visit of students from Serbia to one of the oldest universities in Europe, exchange of experience and importance of cooperation between the two high education institutions. She has added that she is particularly satisfied with the initiative launched by Carlsberg Srbija. Following speeches, the **scholarships have been granted to this year's beneficiaries - Emilija Antal, Ivana Radovanović and Tamara Danojlić.**

STUDENT SELECTION METHOD

Scholarship beneficiaries will continue to be selected in regard to their faculty grades. **Students with Danish language as their major language, completing the third year of studies** before a summer course, **have an advantage in the selection process.** A rank-list is drafted in regard to grades from major courses in

Scandinavian languages and literatures. If candidates are equal by grades, their grades in elective courses are taken into account.

The Group for Scandinavian Languages and Literatures at the Faculty of Philology in Belgrade was established in 1977, as part of the Department for German Studies. The Group now employs 12 staff and has nearly 200 undergraduate students, who choose **Danish, Norwegian or Swedish language** as their major course, and **includes postgraduate, master and doctoral studies. It is one of the largest Groups in this area of education in Europe.** The Group has a library with more than 18,000 books and magazine issues, and a video library with several hundreds of films and televised dramas, which also makes it one of the largest in Europe. **An interest in studying Scandinavian Languages and Literatures is high, and the Group has very good students.**

In the last three years, Carlsberg Srbija has successfully cooperated with the Balkan Environmental Association (B.EN.A) and provided financial support to around 50 researchers and scientists who devised projects related to environmental protection. **The first contest** for Carlsberg Srbija research projects and scholarships was **launched in August 2006**, in the aim of motivating talented individuals and organisations to provide their contribution to environmental protection, thus adding Serbia to a group of European countries which support this concept of ecology development.

For additional information, please contact McCann Erickson Public Relations, the authorised public relations agency of Carlsberg Srbija d.o.o. Contact: **Nemanja Stikić 062 270 062** or **Gorana Romčević 063 384 153** or at **011 2029 600**