



UBI BANCA AND THE BARI AND BARLETTA-ANDRIA-TRANI CONFINDUSTRIA (CONFEDERATION OF INDUSTRY) COME TOGETHER TO PROMOTE COMPANY WELFARE

This partnership offers tailor-made company welfare solutions for local firms and for the well-being of their workers to over 700 member companies

Bari, 30th October 2017 - The Bari and Barletta-Andria-Trani branch of Confindustria and UBI Banca have signed a memorandum of understanding on company welfare which will allow over 700 companies and around 24 thousand workers to benefit from a new “subsidiary” and “proximity” welfare programme. The objective of the agreement is to make a full outsourcing solution available to companies of all types and size, including even loosely structured SMEs, so that they can easily launch a company welfare programme. With access to this programme companies will benefit from tax advantages provided both for companies and their employees by the 2016 *Legge di stabilità* (annual finance law) and the 2017 Budget Law, such as for example the complete elimination of the tax wedge.

The Bari BAT Confindustria is the first employers’ association in southern Italy to sign a company welfare agreement with UBI Banca. UBI Banca is, in turn, the first Italian bank to enter the company welfare sector with a vision arising from its existence as a local bank attentive to the needs of local communities, that has always had a strong commitment to supporting the development of the third sector.

With the support of the professional and specialist expertise of the Bari BAT Confindustria, the UBI Welfare Service provides member companies with a wide range of advisory services (administrative, organisational, tax and labour law) to assist companies at each stage of the introduction, management and development of a welfare scheme with an advisory model based on an initial analysis of a company and its employees. Training is provided on site in companies both for management and workers, to increase awareness of welfare schemes and to allow knowledgeable decisions to be made.

The UBI Welfare platform for the Bari BAT Confindustria provides easy access, by means of PCs, tablets and smartphones to the following: welfare, health and pension services; vacation, leisure time and cultural offers; reimbursement of expenses incurred for the education of children and the treatment of family members; the purchase of goods and services at attractive terms and conditions. From an operational viewpoint too, companies can count on a turnkey service with total management of operational obligations and employees on an efficient welfare service provided by qualified operators.

The aim of the agreement signed today is to develop a welfare system which leverages on local excellences **in order to promote local development** and offer high quality services that are close to people with an understanding of their needs. UBI Welfare allows local companies and third sector operators who are strongly focused on personal care services, to become suppliers of the platform thereby helping to build a network of well-being and protection that is supplementary to public services.

“Thanks to our partnership with the Bari BAT Confindustria” said **Rossella Leidi, Deputy General Manager and Chief Wealth and Welfare Officer at UBI Banca**, *“we can implement our vision of company welfare where its main strength lies in local communities, thereby creating new opportunities for economic and social growth for the firms and people who live and work in them. The programme of co-operation that is being created today will benefit the over one thousand firms that are our clients in this area who may have a strong interest in developing a welfare programme, the 400 third sector operators who are also clients of UBI Banca (associations, co-operatives and social enterprises) and the approximately 700 member companies of the Bari BAT Confindustria. And more generally it will benefit all those who wish to innovate and further promote opportunities for economic development and social well-being”.*

“With this partnership,” said **Domenico De Bartolomeo**, the president of the Bari and Bat Confindustria *“we are offering member companies a valuable opportunity to allow their workers to benefit from the tax advantages provided by the legislation on company welfare, thereby overcoming various objective difficulties, such as for example that of planning the provision of services that meet the demands of their employees, or that of compliance with administrative and tax obligations connected with the provision of services to workers. It is also very useful to be able to go to one single operator to choose from a vast range of services in order to satisfy the needs of your employees as well as possible. It is our aim to simplify the use of company welfare schemes and to support firms in the process of modernisation that regards ways of gratifying and involving personnel.”*

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