

'MAZ' and 'Belarus' to gain wider recognition

Belarusian specialists complete construction of plants producing MAZ trucks and 'Belarus' agricultural tractors in Venezuela's Barinas State

The construction of these manufacturing facilities aims to develop the automobile and tractor industry in Venezuela, meeting domestic demand and reducing reliance on imports. Belarus also hopes to expand its export of trucks and tractors to Latin America. The production capacities of the newly established MAZ VEN and Veneminsk Tractores plants are estimated at about 5,000 trucks and 10,000 tractors per year.

In addition, the plant producing construction materials has manufactured its first produce (as part of the co-operative programme in municipal and housing planning and infrastructure between Venezuela and Belarus). The plant will solve social issues, providing the housing sector with building materials, reducing the deficit of housing and creating jobs for local people. In addition, by launching the plant, Venezuela will be able to determine the capacity and number of plants it needs to satisfy domestic demand for building materials. The new plant is located in the State of Miranda, in the industrial zone of El Marques, 30km from Caracas.

Meanwhile, Belarusian specialists continue working on new industrial facilities in Venezuela, including a plant to produce road and construction equipment on the basis of Amkodor JSC's produce.

Holdings come to the fore

Belarus completing formation of tool-building holding, notes First Deputy Industry Minister Ivan Demidovich at opening of 3rd International *Machine-Tool Industry 2012* Specialised Exhibition



Minsk's MZOR Machine-Tool Plant views unity as holding with interest

"This year, we're on the verge of serious change: Belarus has adopted a strategy to set up holding companies. One such large holding company is almost ready,

with all the necessary documents pending confirmation. This is a tool-building holding which unites over 17 companies in Belarus," Mr. Demidovich explains,

adding that the Republic is open to co-operation in the machine-tool industry not only domestically but also within the entire post-Soviet space and with non-

CIS countries. "We hope for fruitful co-operation with Russian, Ukrainian, German and Czech machine-tool builders," he notes.

According to Mr. Demidovich, this year, things have picked up in the machine-tool industry — with greater liaisons evident within the Single Economic Space, between Russia, Kazakhstan and Belarus. "This provides serious opportunity for development. We believe this is a crucial period for the machine-tool industry — a milestone in our development," he adds. He notes that this is especially true for BelAZ, which is in the middle of a major upgrade, building new production facilities for heavy duty vehicles. The Belarusian Steel Works is also considering a range of projects with foreign companies, involving Belarusian machine-tool companies.

The largest industrial and technological forum's *Machine-Tool Industry, Welding and Cutting, Protection Against Corrosion. Coating* shows covered a wide range of industrial technologies in the field of machine building, metal processing, construction materials and resource saving.

Taking part in the exhibition were leading companies from 15 countries — including Belarus, Germany, Spain, Italy, Latvia, Lithuania, Norway, Poland, Russia, Slovenia, the USA, Ukraine, Switzerland, Sweden and Japan. A large scale business programme was also in place, with its events focusing on the current state of Belarusian industry, its prospects and major trends.

Brand needs protection

Customs Union introduces single registration of trademarks

By Vladimir Yakovlev

How can we estimate the value of intellectual property relating to any particular product? How do we protect such property in the creation of joint manufactures? How do we ensure that expertise is not pilfered for wider use than stipulated by a contract?

Such questions are being discussed by our Customs Union countries, as they are worldwide, and a system of intellectual property protection is being created. Belarusian legislation enables protection of trademarks domestically and abroad and is now being harmonised with that of other countries in the Customs Union. A draft agreement regarding unified registration of trademarks is now being worked upon. Meanwhile, enterprises are working within existing legislation. In Russia, for instance, 177

Belarusian trademarks are registered. Minsk Tractor Works alone has eight. Russian enterprises are no less active in Belarus.

Of course, difficulties arise, especially when trademarks date back to Soviet times. The names of favourite chocolates are of particular note: 'Mishka na Severe' and 'Krasnaya Shapochka' are the most common examples, being produced in Belarus and in Russia.

"We've yet to come to an agreement on the right to use these names," notes Lyudmila Sokolovskaya, the Head of Belgospishcheprom's Legal Department, with regret. "Accordingly, Belarus can't export these chocolates under these names to Russia or vice versa. We have

to invent new names for products loved by millions of people, spending huge amounts of money on their commercial promotion."

Naturally, the situation is in-

convenient to business people in Belarus and in Russia. Where interests are disturbed, a case can be taken to court. In

Belarus, during the existence of the state system of intellectual property, the Appeal Board of the Patent Office and the Judicial Board for Intellectual Property of the Supreme Court have considered more than 500 cases, from representatives of over 40 countries.

The Russians protect their rights in Belarus most actively.

"Most problems could be solved by a supranational organ of registration rights for intellectual property operating within the Customs Union," notes Denis Nedvetsky, the Deputy Director General of the National Centre for Intellectual Property of Belarus. "It's quite possible that, in developing the economic integration of Belarus, Russia and Kazakhstan, such an organ will appear."

Road expansion in major directions planned for country

By Andrey Romanov

In coming years, all regional centres will connect with the capital via top level motorways, enhancing the attractiveness of these transport routes for domestic and foreign carriers

"Minsk-Mogilev highway reconstruction is to be complete by September 1st, 2012," notes the Deputy Head of the Department for Road Network Management (at Belavtodor Department), Yevgeny Rokalo. He explains that this will be the first 1st category highway leading to the regional centre.

The Gomel highway is next in line, with works launched in late 2012. In future, roads leading to Grodno and Vitebsk are to undergo reconstruction. Moreover, in

2017, the second Minsk ring road should be ready; two 85km sections are planned, with the ring road covering almost 160km.

Road tolls are to be introduced along newly repaired highways. "We are currently calculating tariffs but we've ruled that Belarusian passenger car drivers will be exempt. We expect others to pay just 3-40 percent of the fees applied in Poland, Germany and elsewhere," Mr. Rokalo adds.

It's too early to speak about revenue from tolls but, last year alone, the M1 generated over \$60m. Funds can then be spent on improving other roads: almost 1,000km of Republican roads are to undergo repair in the coming years. Moreover, 40km of roads need capital repair this year. As Belavtodor explains, many more need reconstruction.

