

Interesting proposals from Hanoi

By Inga Bystrova

Vietnamese companies interested in Belarusian technologies for pilotless aircraft

Belarusian developments have been recently presented at the International Vietnam Expo-2012, in Hanoi. Vietnamese partners showed great interest in Belarusian pilotless aircraft — developed by the Physico-Technical Institute. They were also attracted by related technologies: hydro-stabilised platforms for installing optic video systems on aircraft; nano-materials for optic systems and devices; basic technologies, equipment and original technical solutions for multi-channel pilotless aircraft navigation (weighing less than 10 and 100kg).

During the fair, a \$500,000 contract was signed by the Belarusian National Academy of Sciences' Scientific-Production Association of Powder Metallurgy and Vietnam's Military-Engineering Institute.

The Belarusian side is to develop technology to demolish buildings by explosive force safely — including remote detonation. They will also tackle ways of safely dismantling rubble, training the Vietnamese in all the new methods.

Effective packaging promotes sales

How well do our Belarusian manufacturers' websites promote footwear and clothes to foreign customers?

By Yulia Vasilieva

Students of the Academy of Public Administration under the aegis of the President of Belarus recently assessed domestic light industry websites, discovering that they provide little information on prices, product range or contact details. Meanwhile, it has become commonplace globally for customers to be able to purchase goods online from any destination.

Svetlana Pavlyanchina, Roman Lazyuk, Svetlana Kozlova and Dmitry Voloshchik have launched their BelSale.com site: a single trading venue for wholesale buyers, allowing them to quickly find what they seek and place an order. However, the young entrepreneurs still face difficulties in finding a common language with enterprises.

Alla Deeva, who recently finished her post-graduate course at the National Academy of Sciences' Central Botanical Garden, has developed

a food additive based on blueberries. Although a similar product can be found



Students Yelena Zhurkevich and Kristina Kvetinskaya dream of creating design bureau for packaging

abroad, Alla's is four times cheaper and is unique within Belarus. Raw materials are readily available, as there are currently 200 hectares of the crop; moreover, these are expected to expand to 1,500 hectares in coming years. It seems ridiculous for us to export the raw material to later purchase processed products with foreign currency.

Alla's idea was acknowl-

edged among the most promising at the INMAX 12 Forum, hosted by the National Academy of Sciences. However, the expert council is yet to make a final decision. It is soon to meet at the National Library, with the Union of Entrepreneurs in attendance, to make its judgement.

Another possible winner is an initiative by Yelena Zhurkevich and Kristina Kvetinskaya, from the Belarusian National

Technical University: a student's design bureau focusing on packaging. Works by the BNTU's future engineer-constructors regularly win prizes at contests, perhaps because their ideas have practical application. Packaging is a vital aspect of marketing, since we 'judge a book by its cover' yet enterprises often fail to make full use of the power of packaging and advertising — especially when they operate

on a small scale.

The Dean of the Belarusian State Economic Univer-

sity's Marketing Department, Valery Borodnya, asserts that such forums as INMAX should become more common, since only ideas which are openly debated can find commercial application. "We need to invite businessmen and company heads, so they can see these young people's sparkling eyes and ideas; the future is in their hands. They are optimistic about the future so I'm sure that employers would compete to employ them," he emphasises.

'Turn-key' supplies launched to Africa

By Semen Petrovsky

Wholesale supplies of Belarusian machinery for large international companies working in Mozambique and South African Republic

Pavel Krupnov, the Director General of Promagroleasing JSC, notes that requests for supply have followed a visit by a delegation of Belarusian businesses to Mozambique and the South African Republic. Large, wholesale companies from the African states have asked Belarus to deliver machinery via international leasing (with guarantees of payment). Moreover, the establishment of assembly enterprises for several Belarusian plants in Africa has been discussed. Mozambique may host a trade fair for Belarusian machinery, allowing a large number of potential customers to gain familiarity with Belarusian machine products.

Mozambique is a very promising market for Be-

larus, having used Belarusian tractors in Soviet times and having specialists who once trained at Soviet universities. "A good foundation already exists for today's new economic and social relations, between contemporary Belarus and Mozambique. We are recovering forgotten markets," underlines the Director General of Promagroleasing JSC.

Mozambique is in need of the latest machinery and technology, as well as staff training and reasonable financing terms in order to raise its development. "All these are part of 'agro-financial engineering,'" explains Mr. Krupnov. "We shouldn't repeat the mistakes of other states who supply only machinery, without offering maintenance or training services. Complex 'turn-key' solutions include machinery for every stage — from soil preparation to processing and storage. This is the competitive advantage of Promagroleasing JSC."



Minsk's Plant of Sparkling Wines boasts stable demand for its beverages

Main champagne producer expands list of shareholders

By Tatiana Grigorieva

Minsk Plant of Sparkling Wines issues additional shares via IPO to seek out retail investors

Minsk Plant of Sparkling Wines has issued an additional 240,000 shares via IPO, seeking out retail investors. Each share (as of January 1st, 2012) was priced at Br171,450; meanwhile, Br41bn 148m of shares are to be offered.

According to the company's Director General, Leonid Kravchuk, the volume of shares for sale is less than the block equity holding (comprising 24,999 shares) and they are to be sold only to residents of Belarus (individuals and companies, with no more than a thousand shares bought by any single entity). The sale began on May 2nd, ending on June 15th, 2012. Generated funds will be used

for further modernisation, raising capacity and improving quality.

The first stage of modernisation at the Minsk Plant of Sparkling Wines was launched in 2007, funded by bank loans and the company's own resources. This funded a new biochemical department, boasting the latest equipment, a new automated bottling line, a transforming substation, and a warehouse able to

store 990,000 bottles long-term. Upgrades were also made to the champagne cellar, increasing capacity from 990,000 dekalitres to 1.356m dekalitres per year.

Minsk Plant of Sparkling Wines was founded in 1978 and became an open joint stock company in 2004. Its shares (720,410 in total) are owned by the state. It is the main producer of champagne and sparkling wines in Belarus.