

Ararat of Minsk bottling

Country's first cognac bottling line launches in Belarusian capital

Yerevan Ararat Brandy-Wine-Vodka Factory and Belarustorg have founded a joint venture: Armenian Standard. Meeting the Armenian businessmen, Alexander Lukashenko noted the need to implement several joint projects. Two years ago, a Belarusian trading house opened in Yerevan. Now, Armenian cognac bottling has been launched in the Belarusian capital. Both projects are successful, showing that further investment co-operation is likely to be fruitful.

The enterprise has modern equipment and storage, with tight laboratory control, allowing everything to meet 21st century standards. Ingredients are imported from Armenia, creating

three and five-star cognac: the best in Belarus.

Mr. Lukashenko has familiarised himself with the factory's technological processing and quality control, having toured the site. He received the first bottle of Armenian cognac off the production line and passed the gift to the Museum of Modern Belarusian Statehood. He gave the second bottle to the enterprise's co-founder, Armenian businessman Gagik Tsarukyan, saying, "This is for you, as a man of your word. You have done all that you said you would. It is important that our officials always give people such as yourself the green light."

The President has suggested that the businessman carry out other projects in Belarus.



At Armenian Standard enterprise

Delo honours laureates

The editorial office of *Delo (East+West)* magazine is honouring the winners of the annual *Person of Business* contest, which brings together heads of the most dynamically developing domestic and foreign enterprises working on the Belarusian market

By Victor Mikhailov

The contest has been held for the 17th time, with results decided by the public editorial board of the magazine, which unites the most authoritative Belarusian entrepreneurs, economists and public figures. The council is headed by Prof. Piotr Nikitenko, academician, doctor of economic sciences and advisor at the National Academy of Sciences.

Annually, the 12 most successful top managers and business owners are awarded across various nominations. In 2012, winners were chosen from more than 150 nominees. According to Mr. Nikitenko, the judges look for independence, creativity and risk-taking, as well as a willingness to take responsibility for results — whatever they may be.

Today's difficult market situation places serious demands on company heads, who must be knowledgeable, well-organised and financially savvy. Despite hard times, many enterprises have not only stayed afloat but have significantly strengthened their market position, thanks to the actions of their experienced leaders: true anti-crisis managers. They haven't been afraid to take on 'dying' enterprises, reviving them anew.

Who are the laureates of *Person of Business-2012*?

The Director General of Minsk Automobile Works JSC, Alexander Borovsky, has been awarded 'For Steady and Efficient Work on Belarusian and Foreign Markets'. In 2009, Mr. Borovsky became head of BelavtoMAZ Association, while simultaneously taking on the position of Director General of Minsk's Automobile Works JSC. BelavtoMAZ Production Association unites 24 plants, employing over 50,000 people. In 2010-2011, it paid off its huge debts and MAZ was ranked third in Belarus last year in terms of profitability. Its Director General was awarded the Order of Honour from the President of Belarus on April 21st, 2012.

Mr. Borovsky began his professional career in his native Bobruisk, where tyre factory had just opened at that time. Over almost a decade, he moved up from being an ordinary worker to being director of Bobruisk Mass Tyre Plant. He then headed one of the most problematic enterprises of its time: Novopolotsk's Polymir. He transformed it into a successful company within just four years and then, in 2005, was appointed head of Belneftekhim Concern.



Honouring *People of Business* contest laureates

Mr. Borovsky began introducing a new development strategy at MAZ, aiming to enhance quality, optimise efficiency, create an excellent managerial team and reduce 'empty' costs. Its cohesive professional team of managers is showing good results. Over two years, the enterprise has raised its exports 5-fold and Mr. Borovsky stresses that this is only the beginning.

"We've already planned a programme of technical modernisation for the next decade and our 'best brains' are involved in developing new models. To achieve this, we've created our Automobile Industry Institute, while two more bureaus are engaged in modernising the

machinery being manufactured at our factory. Our task is to turn MAZ into an enterprise producing European technology at Belarusian prices," notes Mr. Borovsky.

Pavel Kallaur, Chairman of the Board of BelVEB Bank JSC, is being recognised 'For Significant Contribution to the Development of the Financial Market of the Republic of Belarus'. Mr. Kallaur's career took off in 1993, during the 'financial boom' of commercial banks being set up in Belarus. The promising young

has changed drastically.

Director of Coswick JV, Vladimir Yanovsky, has been awarded 'For Creating an Enterprise Which Sets an Example of Innovative Development'. Mr. Yanovsky began his business from 'scratch', developing it step by step while reinvesting his own profit. Today, Coswick is a well-known manufacturer of parquet — in Belarus and abroad. The factory produces over 80 varieties of parquet flooring, with 80 percent exported. Its head office is located in Canadian Toronto while the development centre and manufacturing facilities are situated in Belarusian Zaslavl. North America accounts for its major share of export sales; the company is a serious and respected player on the markets of Canada and the USA.

"We've always tried to lead and haven't been afraid of setting major goals," explains Mr. Yanovsky. "Back in the 1990s, with my partner, I began selling Belarus-made parquet. I understood two major aspects: any occupation should be treated seriously; and that product development is endless. The more developed and technological your product becomes, the more sustainable it is and the more opportunities there are for further development."

Although, in recent times, Belarusian timber has risen in price 2.5-fold, while the construction branch in the USA and Canada remains in recession, the factory continues to expand production volumes, meeting its goals.

Olesya Samsonova, Director General of Spartak Factory JSC, has been awarded 'For Active Attraction and Efficient Use of Investments' while Tatiana Bondarchuk, Director of Mogilev Ice-Cream Factory, is honoured 'For Unimpeachable Behaviour in a Difficult Market Situation'. Inna Malinovskaya, Director of Svitanak JSC, has been awarded 'For Enhancing the Prestige of the 'Made in Belarus' Brand' (light industry).

Government proposes sharing information with IMF

Belarus is keen to engage in a new co-operative programme with the International Monetary Fund, notes Belarus' Prime Minister, Mikhail Myasnikov, on meeting IMF representatives

The Head of the Government notes that, last year, Belarus lacked the support it sought from the IMF. "In the past, difficult year, we've relied on ourselves for economic competitiveness, civil stability and coherent and responsible work by the authorities," he stresses.

He suggested the IMF representatives to discuss further constructive steps to benefit the national economy in the light of world trends. "We believe that the IMF and other financial institutions should provide member states with objective, relevant information on how best to ensure medium-term development — globally and regionally — so that steps can be taken in this difficult time," he explains. He regrets that no relevant recommendations exist. "We are relying on random facts regarding the global economy and processes within the Eurozone."

According to Mr. Myasnikov, the global financial crisis continues. However, given the high level of development of some economies, stabilisation may be imminent. The PM is confident that the IMF could play a decisive role in this situation.

David Hofman, the Deputy Chief of the North-Eastern Division of the IMF's European Department and the Head of the IMF Mission in the Republic of Belarus, hopes to continue good relations with Belarus on assuming his new office.

\$40m investment opportunity for the city

By Diana Kurilova

Chinese business interested in creating new enterprise at Vitebsk Fur Factory after visit to city

The project involves the modernisation and shift of production facilities from the present enterprise to a new site, uniting with an animal farm, at an estimated cost of \$41m. A protocol of intentions was signed with the potential investor during a business meeting between the Harbin and Vitebsk firms. The major areas of co-operation have been set, revolving around the building of a business centre, a hotel and residential buildings in Vitebsk. The fur factory investors are also keen to help set up pharmaceutical production.