



Andrei Kobyakov

By Tatiana Polevina

Presenting Andrei Kobyakov in his new position, the Head of State noted that Mr. Kobyakov has served the country and the nation with honour in his various posts with supervisory agencies, and with the Government and the Presidential Administration, as well as with the diplomatic service. "Belarus is governed by the public; we aim to employ only

Responsibility is first and foremost

President of Belarus Alexander Lukashenko hands the identity document of the Head of Presidential Administration to Andrei Kobyakov

highly trained professionals who are devoted to their country and have a far-reaching vision for the state. There can be no transitory people here," underlined Mr. Lukashenko.

The Belarusian President noted that personnel selection is vital to all organisations, including the Government, with employees chosen carefully. This is particularly true for top posts in the Government, including the position of Head of the Presidential Administration.

The Belarusian leader underlines that the Presidential Administration is more than a mere government agency;

they are presidential staff, providing a think tank for draft resolutions affecting the path of the nation. According to the Head of State, this responsibility requires the Head of Staff to be chosen even more carefully. "It cannot be just another professional; the person chosen must be well-organised, responsible, honest and patriotic," Mr. Lukashenko is convinced. He notes that these and other reasons prompted his decision to appoint Andrei Kobyakov to the post.

The range of issues to be solved by the new Head of the Presidential Administration is wide, touching on

every aspect of domestic and foreign policy, socio-economic development, staff employment, legislation and public appeals to the Presidential Administration.

Mr. Lukashenko explained current priorities:

State personnel policy

Under today's severely competitive conditions, modern leaders are essential at all levels — from the director of an enterprise to ministers. One of the key tasks of the Administration is to build a foundation of managers who can lead the country

towards global economic success. The Presidential Administration is to study best international experience in creating a system to enhance the prestige of the state service.

Ideology

The Presidential Administration needs to constantly monitor every state agency (including the Government and ministries) to ensure that they don't contradict national interests and that they do meet the needs of ordinary people. The Administration should support the ideological decisions adopted in other spheres.

Glubokoe is literary host of wonderful holiday

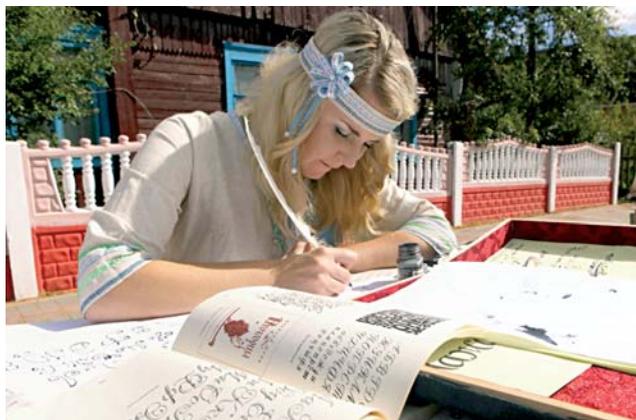
Belarusian Written Language Day celebrated solemnly in District Centre of Vitebsk Region

By Victor Andreev

The festival is unusual in taking place during the Year of Book and in coinciding with the 130th anniversary of the births of Yanka Kupała and Yakub Kolas, and the 100th anniversary of Maxim Tank's birth.

The First Deputy Information Minister, Lilia Ananich, emphasises, "We publish a lot of socially important literature, especially in the Belarusian language. According to surveys conducted in libraries, all these books are popular, with particular demand for modern authors. Books don't sit long on shelves. The Krasnaya Zvezda Paper Mill has the latest equipment to print more books in Braille — for those who are sight-impaired. It already produces many such books and our partners are keen to collaborate in this sphere. Moreover, at international trade fairs, several of our projects have received top awards, including editions by the Belarusian Encyclopaedia Publishing House (named after Petrus Brovka): Dmitry Strukov's sketches of 19th century Belarusian attractions; and *Live Vetka* — a photo album of Russian Old Believers' relics, from Gomel."

Especially for the Day of Belarusian Written Language, the Litaratura and Mastatstva (Literature and Art) Publishing House launched an unusual book, called *Mother's Fairytale*, at the initiative of the Ministry of Information and the Belarusian Women's Union, with UNICEF support. It is



a compilation of the best Belarusian and Russian works and copies have been donated to Radoshkovichi boarding school for orphaned children. At its presentation there, Kupala Theatre actress Maria Zakharevich read a parable from the edition. Ms. Ananich advises every family to buy a copy of the colourful book, saying, "I've read its stories to my grandson; we spent a lovely cosy evening with it."

About one hundred

Belarusian Written Language Day celebrated solemnly in Vitebsk Region's district centre. Without doubt, holiday sees everyone finding books to their taste

writers presented their works in Glubokoe. Writer Ales Karlyukevich, editor of *Zvyazda* newspaper, tells us that the international 'round table', held on September 1st was very popular.

He notes, "Its name spoke for itself: *Writer.*



Book. Time. Poets, writers, playwrights and journalists from Russia, Ukraine, Azerbaijan, Tajikistan, Serbia, Montenegro and Turkmenistan were invited to take part. There were surprises for some guests, as books from their countries had



been translated into Belarusian."

Certainly, there was something for everyone at the festival, whose exhibition covered 200 square metres, with leading national publishing houses and media editions represented.

British to develop city brand for Minsk

By Kirill Onufriev

British INSTID, which has previously implemented a similar project for London, is to develop a city brand for Minsk

The British company has been chosen from ten bidders in a tender to develop a brand for Minsk, as announced in mid-June by Minsk City Executive Committee.

"We've chosen the British company for its experience in creating and promoting brands for various places," notes Yelena Plis, Director of the Minsk Information and Tourist Centre. Famous British specialists will be invited to work on the Minsk brand, including Jeremy Hildreth (who helped promote Latvia, Lithuania, Poland and Northern Ireland) and David Adam (in charge of the London brand project). Carl Glover, who created album covers for Paul McCartney, *Led Zeppelin* and *The Rolling Stones*, will act as chief designer and photographer.

A traditional approach is anticipated, explains Natalia Grand, INSTID Director for Research. She notes, "The Minsk brand is an important, landmark project: a city brand which will gain international recognition and be a territorial branding classic."

The British company is expected to develop the brand by the end of 2012, with a logo to be widely used on cards and brochures, street signs and public transport. The project is to include master classes and lectures in photography and urban design for Belarusian specialists and a website will be launched to inform Minskites of the status of the project, its results and events. Users will be able to share their viewpoints and partake in the project as volunteers.