



One of Klaipeda seaport's berths

Investments into Lithuania: account reaches millions

Belaruskali acquired a third in Klaipeda dry bulk terminal

"Belaruskali has acquired a 30 percent stake in the dry bulk terminal in Klaipeda. This is a very big terminal. I believe that investments into these \$30 million are good injections," notes Belarus' Prime Minister Mikhail Myasnikov. In this way Belarus invests into the economy of Lithuania.

Last year, Belarusian investments to Lithuania exceeded 70m Euros. "Now we are thinking over an equity participation in the port for Grodno Azot. Thus, we'll have a good investment portfolio here," explains

Mr. Myasnikov.

The Belarusian PM stated that, being a transit country, Belarus has been implementing quite an ambitious trade-logistics programme. The management of commodity flows will enable Belarus to concentrate the flows of cargo, including those in Klaipeda. "This is possible, first of all, due to the geography and a well-coordinated work of our rail companies," adds Mr. Myasnikov. Today, every third tonne shipped in Klaipeda is Belarusian cargo. Moreover, the Belarusian Prime Minister is confident there is a huge potential to increase these numbers.

Foreign businesses heading to villages

Israel to invest about \$400m in Belarusian economy

"Over the past year, Israeli investments into the Belarusian economy have amounted to about \$300m, taking into account ventures still under design. By the end of this year, the figure should have reached \$400m," emphasised the Ambassador Extraordinary and Plenipotentiary of Israel to Belarus, H.E. Mr. Yosef Shagal, speaking at a recent press conference in Minsk.

He explains that most of these investments focus on agriculture: Dzerzhinsk

Broiler Plant (costing 4m Euros); Minsk Poultry Farm (10m Euros) and a pig farm in the Lyuban District, rearing 24,000 pigs annually. An Israeli company is currently negotiating the construction of a turkey processing plant (costing 45m Euros) and another foreign company is planning a similar complex in the Grodno Region (investing over \$50m). Additionally, an Israeli-Belarusian High-Tech Park is soon to open, focusing on agriculture, pharmaceuticals and biotechnologies, with the aim of gaining entry to the Single Economic Space.

Interesting directions with economic effect

Business circles from Belarus to visit Germany, as well as India and Sri Lanka, in late April

The delegation to Germany is taking part in the International Trade Fair in Cologne, at which over 450 participants are expected, alongside over 10,000 guests from about 100 countries.

On show will be the latest technologies from the world's leading suppliers, allowing negotiations with

foreign partners and discussion of mutually beneficial collaboration in various spheres of industry.

Our Belarusian businessmen will also be visiting India's Mumbai, in April, and Sri Lanka's Colombo, aiming to expand economic co-operation and to develop bilateral trade. We hope to encourage the establishment of joint ventures, for which we need business partners.

Not excessive merit badges for the goods

More products marked 'eco' but with no proof of right to bear the label

By Semen Bogomazov

Of course, people tend to be attracted by the idea of goods being 'environmentally friendly'; however, Belarus' existing legislation governing eco-labelling needs tightening up, to ensure that only those with some claim to the notion can advertise as such. A recent EU/UNDP seminar, organised in Minsk, tackled the issue. Entitled Ecological Criteria and Order of Ecological Certification of Products, the event was part of an EU/UNDP project entitled Supporting the Development of a Comprehensive Framework of International Co-operation in the Field of Environment Protection in the Republic of Belarus.

Advertising without hype

Various foods are legally marked 'Natural' in Belarusian shops but no legislation is yet in place for labelling cosmetics, household chemicals, furniture or building materials as 'eco-friendly'. Scandinavia uses its 'Nordic Swan' rating while Germany has the 'Blue Angel' and Russia the 'Leaf of Life'. These logos indicate that manufacturing processes have had minimal impact on



Today, more buyers prefer green products

the environment. Belarus' national 'Leaf' label was developed ten years ago but remains unmonitored, rendering it ineffective.

Who is worthy?

The European Union has clear criteria for determining ecological qualification, so Belarus will be drawing on this in creating its own legislation for regulating its 'Leaf' label. Irina Taratushkina, a thematic consultant on ecological certification for the EU/UNDP project, tells us, "Some Belarusian

technical legislation has been developed with the assistance of national experts. In particular, criteria have been set regarding synthetic detergents, shampoo, furniture and flooring from wood and wooden materials. We should see legislation passed this year."

Maryte Kuodyte, an international consultant on ecological labelling, from Lithuania, adds, "In the EU, ecological certification costs about 200-1200 Euros (plus 350 Euros annual tax). It's not obligatory to gain certifica-

tion but, in today's competitive environment, customers are seeking innovative products with eco-labelling; such goods stand out from the rest."

Belarusian environmental certification will be voluntary and confidential. The country produces a lot of high-quality products and companies are increasingly paying attention to environmental issues, so eco-labelling is likely to become popular, raising the competitiveness of products on the domestic market and abroad.

Good venue for meeting new world eco-standards



Assembly line of the Minsk Automobile Plant

By Lidia Krapovskaya

Minsk Automobile Works to assemble EURO-5 machine sets at joint enterprise in Vilnius

The joint venture assembling small numbers of MAZ trucks is set up with Lithuanian Žiemgalos Automobil-

iai, in Vilnius. "We'd like to assemble vehicles meeting EURO-5 eco-standards, so are liaising with our Lithuanian partners," notes Anatoly Pavlovich, who heads the Belarusian Industry Ministry's Department for Foreign Economic Ties.

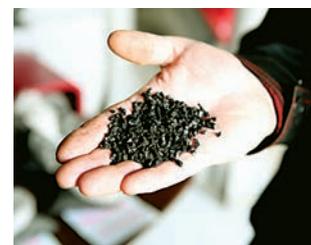
Mr. Pavlovich adds that

Belarusian agricultural machinery has a significant market in Lithuania, with about 1,000 tractors exported in 2012 and about 250 'Belarus' tractor sets assembled there — made by Bobruisk Plant of Tractor Parts and Units. "We're going to extend this volume," he asserts.

Besides MAZ and MTZ, other companies gave presentations at the recent International Belarusian-Lithuanian Economic Forum, seeking new partners in Lithuania. Mr. Pavlovich notes, "We have products which may interest our Lithuanian partners and are well-positioned to expand our presence in the region." In particular, the Belarusian Steel Works has expanded its presence on the Lithuanian market, while BMZ-Baltic trading house is now operational and Mogilevliftmash and Atlant are exporting their goods to Lithuania.

Recycling car tyres

First factory processing used automobile tyres opens in Belarus



The innovative new facility is located in the Smolevichi District of Minsk Regional Technology Park, having been built as part of a state programme to reclaim and process secondary raw materials. Old tyres are recycled to produce rubber pellets of up to 2mm in diameter, or 2-4mm, used for the production of new tyres and other rubber products, as well as improving the quality of road surfaces.

Most of the high-quality rubber pellets are to be exported to Russia, with the rest sold on the domestic market.