

Personnel modernisation: need for more top managers

Economy integrated into global society impossible without competent managers

By Andrey Butrimovich

It's no secret that the need for structural reform is inspiring the Belarusian Government to focus on employing well trained, competent managers to tackle the national task of industrial modernisation. However, such people must be trained. The Deputy Chairman of the Belarusian Scientific-Industrial Association, Georgy Grits, believes that our domestic top managers need to pass internships abroad. He explains, "European internships are a must for our domestic directors. It's necessary to keep training personnel at prestigious foreign establishments, ensuring a bilateral connection between practical business work and consulting, taking advantage of the research and practical experience of foreign lecturers and businessmen; they can share their experience with students. The Academy of Management under the President of Belarus and the Institute for Privatisation and Management are positive examples but, of course, training new managerial staff is a complex task taking much time."

Tsar Peter I sent his most promising young countrymen abroad three centuries ago, to raise the prosperity of his country. The Executive Director of Magna Carta College Oxford, Vadim Titov, notes, "To make a dynamic economic breakthrough, the country needs a clearer system of post-graduate and busi-



ness education — including partnerships with foreign universities. Educational liaisons can bring in foreign expertise, strengthening our own base."

Studying abroad is only half the battle, as Mr. Grits notes. To enhance the efficiency of Belarusian company heads, more freedom of action must be given and accountability. He adds, "A company leader should be, fore-

most, competent and, secondly, responsible for decision making. A director must be able to guide industrial development independently, which is quite the opposite from what we usually see. They often act only as they are ordered to, which is not the best way for Belarus to create the economy of the future, integrated into the global economy."

Belarus boasts huge labour po-

tential, having top managers who have completed university education at home and abroad. These professionals are ready to try new ideas and managerial methods, aiming to enhance Belarusian competitiveness and expand our export diversity. We can join new sales markets and receive significant profit through the economic modernisation currently taking place countrywide.

Geely conquers new markets increasing supply in retail chain

Belarusian-Chinese cars on sale in Russia

By Anton Ivanov

The Head of Sales and Service at Borisov's BelGee, Alexey Krichmar, has told at a press conference in Minsk that Belarusian-Chinese assembled Geely cars are to be sold through Geely dealerships in Russia. He added that Geely SC7 cars have been tested and are now available for sale at about \$13,000. About 30 vehicles have been purchased by individual customers since being distributed from the Borisov workshop in March. Company fleet contracts are yet to be signed, although there are some letters of intention.

The company's EMGrand X7 crossovers are currently undergoing tests and should soon be available from dealerships, at around \$19,000 to \$23,000 — with three models offered.

The joint venture plans to have sold about 700 cars in Belarus by the end of the year, focusing on

mainstream public sales at mid-level pricing. Next year, BelGee has plans to sell around 2,500 Geely cars, hoping to gain a 7-12 percent share of the Belarusian market for new cars.

According to Dmitry Batrakov, BelGee's Director General, the cost of building the Belarusian-Chinese assembly plant is to be revised upwards. Initially, it was thought to cost \$245m but the use of more

contemporary technologies will raise this noticeably.

A new factory to produce Belarusian-Chinese Geely cars should launch in late 2015, able to manufacture 120,000 cars per annum. There are plans to increase the share of locally supplied components, and localise die moulding; painting, welding and assembly of cars is already conducted in Borisov.

The Borisov-based site is a temporary solution requiring less investment injection while the new site will be able to take on the full production cycle, explains Mr. Batrakov. He tells us, "All car components, including glass and tyres, will eventually be sourced from Belarus for the Belarusian-Chinese cars."



Minsk tractor on bank of Ishim River

Belarus Expo — 2013 national exhibition held in Kazakhstan's Astana

Belarus' national expositions in Kazakhstan are already a tradition, having been held regularly. The event is a chance to showcase our exports and facilitate business contacts along various avenues. This year, the Expo was hosted by the Korma Exhibition Centre, on the left bank of the Ishim River in Astana. Over 200 Belarusian firms took part in promoting their goods to the Kazakh market while meeting potential partners. Kazakhstan is rich in energy resources and enjoys well-developed mining and raw material complexes. In addition, 13 projects assembling Belarusian machinery operate, of which seven are included among Kazakhstan's state programmes. These include the making of quarry and mining machinery by the Belarusian Automobile Works, tractors and grain harvesters from Gomselmash and Minsk Motor Works' diesel engines. In addition, high horse-power tractors and special automobile machinery are assembled in Kazakhstan.

Dialogue for promising co-operation

Berlin hosts Day of Belarusian Trade

The forum gathered owners and top managers of German companies interested in expanding trade-economic and investment collaboration with Belarusian businesses, in addition to representatives of state and non-state organisations. A joint business forum and presentation of Belarusian projects were high on the agenda. All those present had much to discuss. Exports to Europe account for over 50 percent of Belarusian sales, while Germany buys almost 6 percent of this amount. Germany is a locomotive of the EU economy, so Belarus is eager to extend its co-operation with this state, to the benefit of domestic exporters.

Energy of mineral deposits

Latvian specialists interested in Brest residents' experience of geothermal energy use

A delegation from Latvia's Jelgava recently visited Berestie greenhouses. These have been using alternative energy sources for the past three years, warmed by the local 1MW station, which generates heat from underground thermal sources. Around one hectare of greenhouses are heated in this way, saving on \$2,000 of fuel annually, as Berestie's Director, Nikolay Dolbik notes.

Latvia's geothermal potential is greater than that of Belarus, as its underground waters reach a depth of up to 1,500m, being almost 60 degrees. Berestie plans to launch another project soon: bottling mineral water.