

# Co-operation on equal terms should lead to prosperity

Belarus and Russia to increase sales efficiency of potash fertilisers through Belarusian Potash Company

The President of Belarus, Alexander Lukashenko, is eager to strengthen Belarusian-Russian interaction in the potash sector. Speaking at a meeting dedicated to the sale of potash fertilisers, he explained, "We aspire to strengthen our presence on our traditional markets and on new promising markets of potash fertilisers. It will be easier for us to protect our interests by working with the Russians."

Mr. Lukashenko noted the creation of a joint Belarusian-Russian working group in May, emphasising, "There were some problems initially: lack of co-ordination of action and opinion and complicated by the fact that we were not selling our potash fertilisers independently, but were relying on the Russians. Accordingly, we made the decision to involve outside specialists, to analyse the situation."

The world potash fertiliser market is rather fragile, since supply and demand are in the hands of a small number, causing volatility of prices form one year to the next. Adaptability is essential and only large operators are able to successfully play on this market while reasonably influencing this market through manoeuvring of sales. The Belarusian Potash Company unites the potential of our Belaruskali and Russia's Uralkali and has quickly become the world's potash market leader. Despite now being one of the most influential participants, it needs to keep on its toes.

In order to develop a co-ordinated position, a special joint Belarusian-Russian working group was



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created in May, aimed at ensuring smooth sales and co-ordinated action. The Belarusian Potash Company's mission has been to raise the efficiency of Belaruskali and Uralkali and is proving successful. Mr. Lukashenko is delighted that the company has already gained a good reputation for quality, despite 'dramatic change in the sphere of production and sale of potash fertilisers'.

He asserts that an action plan for the future is essential and asked those present at the recent meeting to analyse objectively, to ensure further strengthening of the pro-

ducer's international reputation.

Specialists from Russia and Belarus presented detailed reports. However, the President noted that opinions and approaches still differ on certain issues, and that a common position must be found regarding potash fertilisers. He was keen to hear the current situation on production and sales, as well as the financial situation and development prospects, asserting, "New producers of potash fertilisers are appearing in our country and abroad who say they would like to work jointly with the Belarusian Potash Company."

He views the creation of the company as deliberate and well-timed, being proud of its reputation and the quality of its products, which are praised by partners worldwide. However, he notes that external conditions need to be monitored, saying, "Recent years have been marked by dramatic change in the sphere of production and sale of potash fertilisers, so we need to decide on an action plan."

The Belarusian members of the working group reported the signing of a joint protocol with our Russian partners and Mr. Lukash-

enکو asked that plans now proceed regarding raising sales efficiency through the Belarusian Potash Company. Financing is to be covered equally by Russia and Belarus (50:50), with Russia agreeing to strengthen the role of Belarusian specialists in the management of the Belarusian Potash Company.

The Head of State was pleased to hear that our two countries are in more accord concerning the work of the Belarusian Potash Company, with all necessary decisions to be taken by 1st April 2014.

## High level investments

By Vasily Kharitonov

**Belarus expects co-operation with China to attract hi-tech companies, notes Alexander Lukashenko during visit to waterpark — under construction in Minsk**

According to Mr. Lukashenko, the Chinese-Belarusian Industrial Park is the most important joint project to date. "This will be an industrial zone, with hi-tech enterprises from every corner of the globe concentrated there," he noted, emphasising that Belarus must develop modern hi-tech employment. "We have high level experts and good education so, if someone comes to us, we want to be able to offer them advantages in return for bringing hi-tech production."

According to the President, techno-park goods aim to be exported to Europe and America, as well as to other countries, so must be of the highest level. Mr. Lukashenko added, "The President of the People's Republic of China, Xi Jinping, has told me that they are ready to develop, design, create and sell



Local plan of Belarusian-Chinese Industrial Park

products here, organising a full production cycle of high-tech products: just what we need."

He continued, "Experts forecast that this will generate \$50 billion of goods annually for export: rivalling what we produce and export today. We won't have any problems with currency. We need this techno-park, in order to attract investments from high-tech companies, raising our level of development."

Mr. Lukashenko explained the great attention given to the Chinese-

Belarusian Industrial Park, noting that the Ukrainians and Russians wanted to create similar Chinese sites; China chose Belarus thanks to preferential terms. He stresses, "We also have a favourable geographical position and logistics but we should be grateful to them for having chosen us from so many rivals."

He notes that other significant Belarusian-Chinese ventures include the new Lebyazhy residential complex and the construction of the Pekin Hotel.

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