

Foundation for profitable exporting

Construction sphere entering foreign markets

By Svetlana Dovlatova

Belarus' construction industry has gone from strength to strength, being now ready to 'sell itself' abroad, with the aim of generating valuable foreign currency.

On the banks of the Talystan

Our builders have already proven themselves in Azerbaijan: the eastern country boasting plentiful oil and gas is investing heavily in infrastructure, with bids received from leading companies worldwide. Grodnopromstroy is among them, having built 45 houses for migrants, on the bank of the River Talystan.

"I returned from Azerbaijan recently and saw that people had already moved into the houses which we'd constructed. They are content and the client is happy with our work," emphasises the Deputy Director General of Grodnopromstroy. "We've built the accommodation to take into account the traditions of the local population. It was our first experience in Azerbaijan so we had a few initial problems adapting to local building standards but we eventually managed to understand each other."

Lesotho plans

Great prospects lie ahead for Belarusian builders abroad, notes the Head of Foreign Economic Activity at the Ministry for Architecture and Construction, Alexey Shilo. He explains, "At the present time, we're building a residential estate of 13 houses in Smolensk. It's a pilot project for future dissemination. We have our eye on an area in Kursk, where 50-60 houses may be built, as well as social

infrastructure. We also have plans for Pskov."

Belarusian builders are working on major infrastructural projects in Turkmenistan, where an ore-dressing and processing enterprise is under construction. They are also active in Venezuela, comments Mr. Shilo. He tells us that five factories have been constructed there, and that our builders have huge capacity and potential. "Recently, we received an offer to build a cement plant in the Kingdom of Lesotho. Our main advantage, despite so much competition abroad, is that our workers are highly-organised and skilled; they have the equipment and capacity to realise major building and modernisation projects."

In order to cope with its work abroad, Belarus has created some large, integrated structures. Some work with financial partners, for example, from Russia. More such financial-industrial associations and partnerships are sure to be established with time.

Security system

Belarusian specialists have been creating monitoring systems, using transducers, sensors and means of data transmission and high-capacity software. In fact, their systems excel many western analogues. Valery Venrenovich, who manages computing diagnostics at the Institute of Applied Physics, at the National Academy of Sciences of Belarus, tells us, "It's a huge industry which needs to be developed. For example, in the USA, all bridges are equipped with monitoring systems. In Kazakhstan, all larger public buildings are monitored, as are bridges, buildings above 50m in height and other such sites. The recent building collapse in Riga is indicative of



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Constructed in Minsk, but worthy of other regions too

the need for such systems, to prevent trouble."

Svyatoslav Novikov, the Deputy Director for Scientific and Innovative Work, at the Institute of Applied Physics, tells us, "We've installed monitoring systems at sites such as Minsk Arena, as well as in the Parus high-rise building in Minsk's Maxim Tank Street, at the Centre of Freestyle, at Chizhovka-Arena, and at the aquapark on Pobediteley Avenue. We've installed 24 transducers at Moskva Cinema, in Minsk. These provide information in real time on how elements are loaded, how they

are vibrating and how the parameters are changing. Such systems can be installed in sites under construction not only in Belarus but in neighbouring countries."

The export of building, engineering and architectural services should earn the Ministry for Architecture and Construction almost \$200 million by 2015. Over the first nine months of this year, the branch has earned \$70 million. The national programme for social and economic development for 2011-2015 stipulates a four-fold increase in the export of construction services.

Image influences contracts

By Valentina Smirnova

Leader of domestic metallurgy — Belarusian Steel Works — attracts attention at 19th international Metal-Expo-2013 in Moscow not only with products but with unusual stand construction

More than 700 companies from 30 countries worldwide were represented at the trade fair, showing the diversity of the iron and nonferrous-metals industry. Equipment and modern technologies were on show at Belarusian Steel Works' stand, covering over 80 square metres and being composed of metal cord and fittings. More than 30,000 guests stopped by: representatives of the construction, fuel and energy industries, as well as from other branches where the enterprise's goods can be used.

Several negotiations were held with potential customers and, for its highly professional organisation of product and service promotion at the exhibition, the Belarusian Steel Works was awarded a diploma and mug 'For Best Exposition'.

Over the past 11 months, the plant has participated in more than 20 international exhibitions, in various countries and on various continents, conducting over 350 negotiations, resulting in some contracts.

Along the roads with online access

By Andrey Fiodorov

Transnistria trolley buses, manufactured by Belkommunmash, to be equipped with wireless Internet Wi-Fi system

Terespol recently hosted the *Modernisation of Municipal Facilities: Energy Saving, Technologies, Equipment, Materials* exhibition, at which the Director of the Terespol Trolley Bus Department, Martik Nersisyan, demonstrated a new low-floored Belarusian trolley bus, equipped with Wi-Fi. At present, only one such trolley bus exists on the Terespol streets with wireless Internet access; however, all new Belarusian trolley buses will be equipped with the system by the end of the year. The wireless network transmitter was bought from a local Internet provider and similar trolley buses, equipped with Wi-Fi, will soon be operating in Terespol, as well as along the Terespol-Bendery international route.

Issues to raise competitiveness of Eurasian countries discussed in Paris, involving Belarus

By Veniamin Khmelevsky

Representatives of Belarusian Embassy to France and Economy Ministry take part in session of Management Committee of Eurasia Competitiveness Programme, run by Organisation for Economic Co-operation and Development (OECD)

The OECD Eurasia Competitiveness Programme was launched in 2008, to support Eurasian economies in developing more vibrant and competitive markets, both nationally and regionally. Belarus joined the OECD Eastern Europe and South Caucasus Competitiveness Initiative in 2009,



aiming to create a favourable business climate for developing the private sector: attracting investments and enhancing the efficiency of small and medium-sized enterprises (SMEs). The mission is to develop knowledge-based economies to make the region

more competitive and attractive to foreign investments.

Participants considered and approved the action plan of the OECD Programme for 2014-2015. OECD experts have already analysed the economic policies of Kyrgyzstan and Moldova and are to next analyse those of Armenia, Tajikistan and Ukraine, in 2014. OECD representatives will then assess the Belarusian economy in 2015, undertaking a number of working visits to Belarus in 2014 to pinpoint areas of future study. The Economic Ministry is representing Belarus in this work.

These studies should help Belarus determine to what extent its current

economic policy follows the practices of other OECD member states. OECD experts and their Belarusian counterparts will look at approaches to adjusting economic policy in respect of SMEs, aiming to enhance the potential of the private sector while taking into account the particular conditions existing in our country.

In taking part in the programme, Belarus has the opportunity for direct contact with OECD experts and counterparts from other countries, allowing it to share experience and study successful approaches in reforming state economic policy concerning private sector development in transitional economies.