

Breweries go under scrutiny

In case of inefficient work in Belarus private breweries will return to state control

By Vladimir Khromov

Mr. Lukashenko sadly notes that the brewery branch lacks the efficiency he would desire. Seven years ago, representatives of some of the world's most well-known beer companies desired to enter our market, investing their private capital in Belarus' breweries, bringing major technical re-equipment. Practically, it made sense, and the country welcomed their input. However, not all investors have been able to consolidate their market position, with some failing to fulfil their promises. Most of these are no longer operational. Meanwhile, those who began to actively develop their production facilities continue to work in the country.

Around 80 percent of our breweries are currently held by private capital, with \$300m spent on modernisation (including \$30m from the state budget and \$160m from enterprises' own funds and those of private companies). Considerable loans have been given by Belarusian and foreign banks, with notable results and considerably increased capacities, as well as diversification

of production. Nevertheless, only 60 percent of new manufacturing capacity is being used, while 30 percent of beer sold in Belarus remains imported.

Having admitted private investors into this profitable business, Belarus failed to set strict goals regarding the definition of 'effec-

The capacity of the Belarusian beer market is estimated at 45-50 million decalitres. Belarusian breweries are now producing 69.1 million decalitres a year — up from 48.6 million.

tive work'; accordingly, additional agreements are now being concluded with investors. These list obligations, including the necessity of manufacturing import-substitution brands. Some companies have continued to promote their own imports, which is clearly not to the benefit of the Belarusian balance of payments. Meanwhile, minimum prices are being set for imported beer, in order to avoid dumping.



Beer production at Olivaria Brewery

Negotiations are planned with the largest brewing companies to ensure manufacture of the most popular brands of beer, and to guarantee that trading networks give preference to domestic beers.

The President does not object to some initiatives but has refused to grant breweries additional preferences, noting that they are yet to exhaust their capacity and could work harder.

Embracing new technologies

By Dmitry Patyko

Training centre helping professionals enter 21st century

Often, students study certain technologies and are faced with absolutely different ones on entering employment. Accordingly, universities are now offering specialised training centres, with the first launching at the Belarusian National Technical University, offering training in construction technologies. The centre is to be open not only to BNTU students but to those from regional institutions and to representatives of design organisations, as well as to contractors, customers and those working for technical control services. Managers of trading networks and dealers will also be welcome.

TechnoNICOL experts and BNTU teachers will be taking the classes, which are expected to attract interest from Russian, Kazakhstan and Chinese students; the training centre is to receive international status and may open its own laboratory for the advancement of 21st century technologies. Nanotube production has been developed at the BNTU: for manufacturing innovative materials for the construction industry.

The training centre brings a new level of interaction and co-operation between education and science organisations and manufacturers of construction materials. Its personnel training should raise the quality of construction, making the branch more receptive to advanced technologies.

One hundred thousand .BY domains registered

By Semen Yevmenov

Bynet has passed a milestone of registering 100,000.BY domains, with Irbel.by being the latest, according to BELTA in hoster.by

Over the past year, .BY domains have been among the top five for growth rates among European domains (within CENTR). Only .IR Iranian domains surpass those of .BY. "This year began very optimistically, with over 9,000 registrations. We may see ourselves in first place in the next quarter," notes hoster.by.

In spite of there being millions of domain registrations, there are twice as many .BY domains as, for example, .IS Icelandic domains; the number of .BY domains is equal to the number in Estonia and Armenia put together. In Germany (and, more truly, in Bavaria) the .BY domain has many fans — gradually proving as popular as the biggest European domain: .DE.

.BY domain names have generated great revenue, leading to a donation of over \$150,000 to orphanages.

Indifferent enterprises need to fight hard for their place on the market

Light industry enterprises must develop aggressive sales systems to raise market profile



Export development and fulfilling orders are priorities at Alesya JSC

By Vasily Khmelevsky

Presidential Administration Head Andrei Kobaykov notes during visit to Alesya JSC that various enterprises lack sufficient sales volumes — within

Bellegprom Concern, and including Alesya JSC. Serious modernisation has been carried out, with high-quality equipment installed and personnel fully-trained, yet sales remain less than satisfactory.

He urges that enterprises need to fight for their place on the market, especially since Belarus imports light industry goods from all around the globe. "We should understand that profits won't be forth-

According to Alesya's Director, Nikolay Gurinovich, a priority for their enterprise is the development of exports and the fulfilment of firm contractual orders (currently about 80 percent of production)

coming unless there is a good sales system, with an efficient commodity distribution network. We must ensure that we have buyers for goods, while raising volumes of output and offering attractive salaries," he underlined.

Light industry goods are certainly in demand and of good quality.

Alesya uses mainly natural fine yarn, imported from Italy, Germany and Bulgaria, and employs trained specialists, so the target area is clearly to improve sales, promoting goods to retailers, as well as customers.

According to Alesya's Director, Nikolay Gurinovich, a priority for their enterprise is the development of exports and the fulfilment of firm contractual orders (currently about 80 percent of production). Minsk shops have already ordered Alesya's new collection of school uniforms, being released this summer, and a collection of children's coats. The enterprise has also won tenders to deliver uniforms for German railway workers and police officers.