

Common road for all

Entrepreneurs actively work on *National Business Platform of Belarus-2014*

By Polina Semenova

The *National Business Platform of Belarus* is that document on which the business community lays its hopes every year. It contains possible steps that, if taken, would allow the improvement of the business climate of the country, and become the basis for state-private partnerships. According to expectations, the draft of a new platform will be presented at the 15th Assembly of Business Circles of Belarus, which will be held in Minsk, on March 5th.

The Chairman of the Minsk Capital Union of Entrepreneurs and Employers, Vladimir Karyagin, notes that the business community not only identifies problems in the economy, but also develops key ideas and, together with the government,

intends to find mechanisms, ways and resources for their realisation. At the same time, representatives of business circles ascertain that when business demands concessions from the state, it should also make counter commitments to the state. The Director of the Union of Entrepreneurs and Employers, (named after M. Kunyavsky) is Zhanna Tarasevich, and she offers a Swedish example — the association of cafe owners of this country have, for 15 years, pressed for the reduction of value-added tax (VAT). Finally, they managed to achieve it. However, in exchange, the businesses made a commitment to organising workplaces, and to creating cafe networks in remote settlements. According to experts, Belarusian business also should make commit-

ments in socially significant spheres in response to the steps of the state towards the improvement of the business climate.

Following the last year's results, the state saw about two dozen of the issues indicated in the *National Business Platform of Belarus-2013*. And it means a great deal. Certainly, a number of suggestions from these entrepreneurs still cause hot discussions and arguments.

As for the most 'sore points' which business expects to be solved, there are 5 of them which are annually discussed — the decrease of tax loading, reduction in cost of credit, equality of enterprises of various forms of property, payment discipline of enterprises and negative tendencies on the labour market.



ZOV-LenEvromebel enterprise hosts seminar dealing with small business development

Breaking in a new testing regime

By Andrey Fiodorov

Scientists at the Institute of Chemistry of New Materials at the National Academy of Sciences work out covering for 3D television sets

The project has been commissioned by the LG Company. The famous, world leader in production of household appliances has drawn up a \$100,000 contract with the Institute of Chemistry to research into the creation of special material which will be used to cover the screens of 3D TV sets. "Currently, the material has already been created, and is being used in a test environment, creating a special layer that is placed on the screen of a television set," noted Vladimir Agabekov, Doctor of Chemistry, Professor, Head of the Institute of Chemistry of New Materials.

The Institute is now in the final testing stage, and if LG Company likes the proposals of the Belarusian scientists, the subject of delivery of materials for creating this 3D television layer will be tackled. "There is also another co-operation option in which a joint production enterprise will be established," said Mr. Agabekov.

For several years, the Institute of Chemistry of New Materials of the National Academy of Sciences has been occupied with fundamental troubleshooting techniques, which are then used in practice. For example, over the past five years, the Institute has had more than ten contracts aimed at the creation of a fundamental base and the working out of new materials. The Institute actively co-operates with many countries, including Saudi Arabia.

Forum will be 'wake up call' for the industry

Belarus will host the General Assembly of the International Electrotechnical Commission (IEC)

By Andrey Fiodorov

From October 5th-16th, 2015, the capital will play host to about 1,500 experts and specialists who form the international technical policy in the market of electronics, electro-technics, information-communication technologies, energy efficiency and alternative energy sources.

"The goods which are produced in these spheres, occupy 20 percent of the world trade market," says Vic-

tor Nazarenko, the Chairman of the State Committee on Standardisation (Gosstandart) and the Chairman of the National Committee of Belarus at the IEC. "The General Assembly will be held in our country for the first time. Events at this level usually gather experts from more than 160 countries of the world. They solve many issues, like, for example, setting and accepting international standards. It is also an important economic forum for

which the government of Belarus, taking into account the above-given circumstances, developed an offer to hold the assembly in Minsk.

According to the Head of Gosstandart, major competition is observed nowadays in the field of electro-technics. It means that Belarusian enterprises will have to fight for their own place, not only in the international market, but also domestically.

"Our basic task is to 'wake' the industry. The enterprises should,

once again, pay attention to how adequately their production competes with the goods of foreign manufacturers, to what requirements it corresponds and how competently we apply international standards," said Mr. Nazarenko.

By holding the assembly, the organisers want to show that Belarus is ready for intensive development in the technical sphere, and that there is potential to create many joint ventures.



Goods from Baranovichi logistics centre to be delivered to shops in due time

Non-stop movement of goods

Logistics centre in Baranovichi up and running at full capacity

By Sergey Smirnov

Nowadays, it is the biggest and most modern warehouse in the retail trade system of our country. The sum of investments has been 25,000,000 Euros. Now here, on the floor space of more than 20,000 square metres, receipt, storage and dispatch of goods to the shops of the Evroopt retail chain are organised.

The storage of goods is accomplished in three temperature zones. The 'dry' warehouse is at room temperature and holds goods which don't need special storage requirements. These have been stockpiled in seven tiers. Chilled rooms, from 0 to 8 degrees, hold all the fruits and vegetables, and in freezing rooms, at a constant temperature of minus 18 degrees, frozen goods are preserved.

The logistics centre in Baranovichi also contains rooms where bananas are stored to ripen.

The dry warehouse of the logistics centre serves shops in Grodno, Brest and a part of the Gomel Region, thus decreasing transport costs and the final price of the goods. This centre is capable of accepting 120 trucks a day without pause.

Place for two brands to be found

By Vladimir Samsonov

Horizont plans production of all-in-one PCs

Horizont Holding Company intends to start production of all-in-one PCs in the second half of this year. "One of the Asian companies will become our partner in this project," explained Yuri Predko, Horizont's Director General.

The equipment is planned to be sold in Belarus and the markets of the CIS countries. "Production of all-in-one PCs in Belarus has become possible thanks to the imposition of a 10 percent entrance duty across the Customs Union," noted Mr. Predko.

According to the words of the Director General, the rake off of Belarusian components in the all-in-one PCs will be between 25 to 45 percent. Machines produced in Belarus will appear in the market under the brand name of the Asian company and also the Horizont brand.