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Brewing of highest quality

Belarusian beer industry enters global level regarding scale of production and quality in just a few years and is already actively exporting its beverages to foreign markets

By Vladimir Yakovlev

Minsk's Krinitza JSC has been long liaising with German beer industry leaders, producing a licensed beverage from their recipes. Krinitza is surely acknowledged by the most famous global companies, since none would partner a firm which failed to ensure good quality. The Belarusian brewery's beer fully meets the highest German standards, supervised by a qualified German brewer (employed by Krinitza as Deputy General Director for Quality).

Germans much appreciate Krinitza's most popular 'Krinitza

N1' brew, which worthily rivalled others participating in a beer contest held in German Nuremberg, taking bronze as a result. No doubt, this recognition will strengthen the position of the Belarusian brand abroad.

"It's vital that the company's accumulated potential allows us to co-operate with the most famous brands in Europe and the USA," admits Krinitza JSC's General Director, Grigory Petkevich, with satisfaction. "This not only strengthens our position on the market but also enriches our production with the latest technologies."

Krinitza is now an absolute

leader among Belarusian breweries. Since 2002, dozens of millions of dollars have been invested into its production, enabling the company to enhance its production volumes and become the most powerful brewery in the country. In 2010 alone, it exported about 3.3m decalitres of beer (double 2009 figures) to earn an impressive \$11m. Krinitza beer is very popular in Russia, which purchases over 75 percent of all exports. Additionally, Lithuania (known for its beer traditions) and other Baltic States love Krinitza's beverages. Supplies to Ukraine are growing, while Kazakhstan has now received its first

two deliveries. Armenia and, even, Vietnam drink Belarusian beer. China has been a successful trial market. Its huge market shall open to Krinitza, once an economically profitable logistical chain is found. Krinitza's export supplies are to rise by 20 percent in 2011; production volumes are growing by almost the same figure — reaching 18m decalitres. Meanwhile, the company plans to occupy 32-33 percent of the country's market in 2011.

The share of imported beer in Belarus could fall to just 5 percent, with our country especially proud that its beer is produced from nat-

ural ingredients, primarily of domestic production. A new branch has been created within agriculture, to grow malt barley, while our own malt-production enterprise has been set up. Europe faces a lack of this product, with prices rising, yet Belarus has no such problems. Krinitza has launched a joint venture to grow hops, in the Brest region. It boasts one of nine specialised combines operational in Europe, ensuring mechanisation of the labour-intensive process. In future, our country may be able to stop importing malt altogether, even launching exports of these vital brewing ingredients.

Mutual trade potential yet to reach full scale capacity

Belarus and Iran confirm interest in setting up trade representations in their countries

By Tatiana Lobasova

Further prospects for mutually beneficial bilateral co-operation have been discussed in Minsk by Belarus' Trade Minister, Valentin Chekanov, and the Iranian Minister for Trade and Economics, Mehdi Gazanfari.

Both noted that Belarus and Iran remain reliable partners in all spheres of trade, with Iran actively buying Belarusian machinery, viewing it as good value for money. Over the first ten months of 2010, bilateral turnover reached almost \$80m (137 percent against the same period of the previous year).

However, the two ministers also noted that this volume could be expanded. The Iranian Minister expressed his readiness to promote Belarusian products via the trading network in Iran, while his country is keen to supply its good to Belarus.

Mr. Chekanov stressed that our



Samand-LX assembled at joint venture in Minsk

two ministries share the same view on this issue and confirmed Belarus' interest in increasing turnover with Iran. He noted that direct contacts between Belarusian and Iranian businessmen, via bilateral meetings

and visits, can greatly promote this. He wishes to see our two states' chambers of commerce and industry working together to maximum effect, with trade representation offices set up in both countries.

Return to balmy days

By Olga Burmistrova

Belarus' 2010 currency earnings from exporting road transportation services may reach pre-crisis levels

According to the Chairman of BAMAP Association, Nikolai Borovoi, the first ten months of 2010 saw \$537m generated by Belarusian international road carriers. The positive balance stood at \$320m — up 1.2-fold on 2009. In October 2010, over \$65m was received from road transporta-

tion services and, in December, this figure was expected to match the same level. This will bring currency earnings to a level approaching that of the pre-crisis year of 2008.

According to Mr. Borovoi, the Belarusian fleet of international road carriers consists of over 11,000 automobiles; of these, 8,000 travel roads internationally, with 4,000 operating within the CIS. In total, Belarusian road carriers liaise with 42 countries worldwide.

Active exports for non-stick cookware

By Sergey Kochetov

Begoml's Vetrax (Vitebsk region) to launch production of non-stick cookware, jointly with Italian Giaretti

The 3.5m euro project envisages the instalment of two lines to produce non-stick aluminium cookware, based at Begoml's factory. The manufacture of frying pans of different sizes is to be

launched initially, following designs by the Italians. The range may expand in the future.

The Belarusian-Italian company will produce up to 200,000 units monthly, with sales via a dealership network in Belarus, including all regional centres. Exports to the Baltic States, Russia and Ukraine are planned. Production is due to begin in March 2011.