



Roundtable with CEOs: Contribution of Enterprises and Plans for the Future

On August 13, 2025, a round table was held with the participation of the heads of Polotsk enterprises and the head of the RUE "Polotsk CSMS" on the territory of the OJSC "Polotsk Bread Products Plant". 31 heads of enterprises and organizations of the city were present.

Among the speakers of the meeting were: the chairman, director of the executive directorate of the Vitebsk regional union of employers, deputy head of the economic department of the Polotsk district executive committee, director of the RUE "Polotsk CSMS", representatives of the city media, etc.

The following issues were raised for discussion:

socio-economic development of the Polotsk region, the contribution of enterprises to development and ways to improve joint work; implementation of the investment program "One District - One Project" (using the example of the enterprise SOOO "Novopolotsk Plant of Technological Metal Structures", the project will be completed by the end of 2025), modernization and construction of new facilities (socially significant facilities, construction of the BelGee auto center in Polotsk, reconstruction of the bridge, fire station and other facilities); development of the entrepreneurial sector, priorities for the region in the implementation of the investment project "Regional Initiative". For example, the project for the implementation of production of chainsaws, components and other gasoline tools of Lesdrevconsult LLC in Polotsk, included in the program in June of this year, will not only create new types of products, but will also attract financial resources to the Polotsk region and will contribute to the creation of new jobs; expansion of the list of trading partners, strengthening cooperation with the Russian Federation; five-year plan for the quality and safety of products in modern conditions. The work of RUE "Polotsk CSMS" in this direction.

The Director of the Polotsk Standardization Center voiced the key aspects of the quality infrastructure in the Republic of Belarus, outlined the vectors for the development of standardization, metrology, conformity assessment, and testing potential. Information was provided on the motivation for the production of high-quality products and services by regional enterprises (on the competitive movement), on joining technical committees and revising technical conditions.

During the meeting, a position was expressed on mutual communication and assistance in solving problems of improving the quality and competitiveness of enterprises, including metrological support and equipment of production facilities, product testing, standardization and conformity assessment, and system management.

As part of the business meeting, a demonstration of the product range of Polotsk Bread Products Plant OJSC took place; in 2024, the enterprise became a laureate of the Best Goods of the Republic of Belarus competition (in the Food Products nomination - premium wheat flour M54-25). At the end of the meeting, a tour of the plant's workshops took place, during which a visit to the elevator responsible for receiving and storing grain at the enterprise was especially interesting. This building is the highest point in the city of Polotsk.

The event became an important platform for exchanging experiences and opinions between the heads of enterprises and the center, which will contribute to increasing the effectiveness of interaction.