АГЕНТСТВО СТРАТЕГИЧЕСКИХ ИНИЦИАТИВ

SUPPORTED BY

Минпромторг России

Минпром Беларуси

БИСИ




TWO COUNTRIES, THOUSANDS OF FACTORIES


GUIDE TO INDUSTRIAL TOURISM OF THE UNION STATE

Informative tours to Russian and Belarusian enterprises





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TWO COUNTRIES,

THOUSANDS OF FACTORIES

President of the Russian Federation V.V. Putin

AS PART OF THE PRESIDENTIAL ADDRESS TO THE FEDERAL ASSEMBLY

SOURCE: WWW.KREMLIN.RU
PHOTO SOURCE: WWW.KREMLIN.RU

«This academic year has launched a career guidance system in all schools nationwide. Starting from the sixth grade, students have the opportunity to learn about a wide range of professions.

I would like to address the heads of enterprises, scientific institutions, and medical centers: please, open your doors to schoolchildren, let them see your workshops, as was proposed to me during one of my recent visits, your museums, and your laboratories.

Please, get involved in this important work.»

President of the Republic of Belarus A.G. Lukashenko

SPEECH BY THE PRESIDENT OF BELARUS AT THE REPUBLICAN PEDAGOGICAL COUNCIL

SOURCE: PRESIDENT.GOV.BY
PHOTO SOURCE:
PRESIDENT.GOV.BY/RU/PHOTOS-FOR-PRESS

Think about how we can revive labor practices for schoolchildren.
Let them see how far the real production has advanced today.
Let them meet professionals working there, talk to them, learn about working conditions, modern machinery and equipment they use in their job. This will be the most effective form of career guidance.

SOCIO-ECONOMIC EFFECTS OF INDUSTRIAL TOURISM DEVELOPMENT

Personnel

1 

ATTRACTING HIGHLY QUALIFIED PROFESSIONALS AND SKILLED WORKERS TO ENTERPRISES

2 

PROMOTING WORKING AND TECHNICAL PROFESSIONS

3 

CREATING AN EFFECTIVE CAREER GUIDANCE SYSTEM

4 

REDUCING THE OUTFLOW OF SPECIALISTS AND YOUTH FROM THE REGIONS

5 

FORMATION OF A PERSONNEL RESERVE AND PERSONNEL POTENTIAL, including through the involvement of industrial enterprises in the educational process

Investments

1 

FORMATION OF NEW COOPERATION CHAINS AND DEVELOPMENT OF INDUSTRIAL PARTNERSHIP NETWORK

2 

ATTRACTING INVESTMENTS INTO INDUSTRY

3 

EXCHANGE OF EXPERIENCE BETWEEN COUNTRIES, REGIONS, AND ENTERPRISES

4 

ENTRY INTO NEW MARKETS (INTERREGIONAL, INTERNATIONAL)

5 

ESTABLISHING PARTNERSHIPS WITHIN THE COUNTRY TO DEVELOP INDUSTRIAL ROUTES, AS WELL AS INTERNATIONAL ROUTES, INCLUDING ON THE TERRITORY OF THE UNION STATE

Promotion

1 

ENHANCING CONSUMER LOYALTY TOWARDS MANUFACTURERS

2 

PROMOTION OF NATIONAL AND REGIONAL BRANDS

3 

DEMONSTRATION OF ADVANCED TECHNOLOGIES

4 

FORMATION OF A POSITIVE IMAGE OF ENTERPRISES as open, modern, competitive production facilities

5 

INCREASING CONSUMER CONFIDENCE IN ENTERPRISES' PRODUCTS

Tourism development and eco-promotion

1 

INCREASING ECO-RESPONSIBILITY OF ENTERPRISES AND ENVIRONMENTAL EDUCATION OF RESIDENTS through demonstration of green technologies

2 

INCREASE IN TOURIST FLOW by creating a new product

Anton Alikhanov

MINISTER OF INDUSTRY AND TRADE OF THE RUSSIAN FEDERATION

Industrial tourism is not just tours to factories, but a tool that clearly demonstrates frontier technological achievements and production processes.

In creating this guidebook, we drew on the historical ties between Russia and Belarus, as well as on the modern production chains that closely connect our industrial processes.

We are united not only by a shared past, but also by successful interaction in the present, where each stage of production complements and enhances the overall result. Industrial tourism makes it possible to showcase this interconnectedness, promote products and technologies, and, most importantly, demonstrate that our industry and economy are developing thanks to our joint efforts and the shared potential we are investing in the future.

Svetlana Chupsheva

DIRECTOR GENERAL, AGENCY FOR STRATEGIC INITIATIVES

“Two countries, thousands of factories” is the motto of a large-scale joint project between Russia and Belarus aimed at exchanging experience and knowledge in the field of industrial tourism.

The Agency for Strategic Initiatives has made significant progress in this direction: over 4 years, more than 1,000 Russian enterprises have opened their doors to schoolchildren, students and tourists. In 2024, more than 2 million people became industrial tourists. We are ready to share our established practices and technologies to expand this experience.

Belarus will soon open a Competence Center which will become a platform for exchanging established practices and training professional personnel. The developed Guide will be the first step towards creating a single methodological and information space to reveal new opportunities for the joint development of industrial tourism and strengthening economic ties between our countries.

Alexander Efimov

June 2024 to June 2025 -
MINISTER OF INDUSTRY OF THE REPUBLIC OF BELARUS

Industrial tourism is currently one of the most promising areas for the Ministry of Industry of Belarus, with its development being among the priority tasks of the national economy.

The development of this type of tourism is of great importance at the state level: a working group on industrial tourism has been created under the Interdepartmental Expert Coordination Council on Tourism under the Council of Ministers.

In Belarus, more than 130 enterprises from various industries are open to tourists. Machine-building, light and food industry enterprises are very popular.

An integrated approach to the development and promotion of industrial tourism in Belarus not only strengthens the economy and creates new jobs, but also increases interest in the manufacturing sector and blue-collar jobs among young people, contributes to the growth of skilled human resources and develops innovations in various industries.

It is important that industrial tourism has become a tool for strengthening the technological sovereignty of the country and its economy, and for building confidence in the future of Belarus among citizens.

I believe that the growth trajectory can be cooperation between Belarusian and Russian enterprises in the field of industrial tourism. The combination of the potentials of the two countries will create a new direction - industrial tourism of the Union State.

Oleg Makarov

DIRECTOR,
BELARUSIAN INSTITUTE OF STRATEGIC RESEARCH

The joint work of Belarus and Russia in the industrial sphere is substantiated by the natural logic of developing economic integration of our countries; it is laid in the foundation of the Union State.

In recent years, our countries have made successful steps to merge accumulated competencies, and interest in industrial tourism has grown. Industrial tourism has a special meaning for the Union State: it allows to show the success of the Union State construction on particular examples.

The Belarusian Institute of Strategic Research echoes the importance of industrial tourism for industry, society and the state development. Interaction with the Russian Agency for Strategic Initiatives is a successful example of developing new formats for deepening Belarusian-Russian relations.

The "Two Countries, Thousands of Factories" Project is an attempt to unite the industrial tourism potential of our countries and expand the geography of travel. This publication tells 15 inspiring and colorful stories of creating industry examples which are familiar to us. The list of enterprises covers regions of Belarus and Russia, it includes production facilities from various industries, including those known from the times of industrialization of the USSR.

Perhaps, for the first time, the reader can learn about and visit not only the individual enterprise, but also the entire cooperative chain in both countries. We wish you interesting and informative trips!

АГЕНТСТВО СТРАТЕГИЧЕСКИХ ИНИЦИАТИВ

The Agency for Strategic Initiatives (ASI) provides an enabling environment for the development of leadership ideas and projects aimed at achieving significant socio-economic effects. Since founded in 2011, ASI has supported promising leadership projects, promoted the dissemination of best management practices, and assessed the work of regional teams in enhancing the investment climate and improving the quality of life.

The key role in these processes is given to the person and his idea. The Agency provides support to project leaders at all stages of implementation: it helps eliminate administrative barriers, adapts successful products for regional and corporate use, provides strategic consulting, and assists in finding partners and investors.

One of the ASI's priorities is the promotion of leaders and their ideas. The Agency not only helps projects achieve success, but also actively works to boost the initiatives awareness, making them an example for others. Such attention to the leader's personality allows creating motivation and build confidence in the changes that become possible thanks to their ideas and work, because people change the country!

БИСИ

The Belarusian Institute of Strategic Research (BISR) was established by the Decree of the President of the Republic of Belarus on February 12, 2019, to provide information and analytical support to government agencies and officials in strategic areas of foreign and domestic policy, conducting scientific research on the state and development trends of international, socio-political and socio-economic processes.

The main objective is to provide information and analytical support to the President of the Republic of Belarus, the Administration of the President of the Republic of Belarus, the Council of Ministers of the Republic of Belarus and other government agencies in strategic areas of foreign and domestic policy.

BISR analyzes the state of international relations, geopolitical changes in global, regional and subregional aspects; conducts research and prepares analytical materials on the socio-political and socio-economic situation in the country; participates in the development of strategic planning documents (doctrines, concepts strategies); monitors the media, including using its own software and hardware; presents the results of analytical and scientific research at national and international platforms.

CONTENT

“In the winter, this same teacher, together with some of his students, inspects factories, manufactories, and artists’ workshops in the city, so that the subjects he teaches in this area can be explained in practice; for drawings and descriptions cannot give a clear and sufficient understanding of this.”

Recommendations of the 1804 Charter for Educational Institutions for Gymnasium Teachers. By the mid-19th century, visits to several enterprises during the academic year became a mandatory part of the gymnasium curriculum. Since 1903, complulsory reports of teachers, students and cadets on visiting enterprises have appeared.

THE HISTORY OF INDUSTRIAL TOURISM DEVELOPMENT

It is interesting that the practice of visiting various enterprises and observing technological processes as an essential part of the educational and informative process, a component of cultural leisure and a tool for career guidance, has been in existence for several centuries.

A NEW TURN OF TODAY'S RAPID DEVELOPMENT of industrial tourism in the Union State is a historically consistent continuation of a systematic, methodologically anchored approach to the development of industrial tourism.

"Lead them into the homes and granaries of the peasant, into the workshops of artists and craftsmen; show them how the manifold riches of the earth are processed, how they are prepared for use, for the benefit and enjoyment of mankind; teach them to recognize the principal tools employed in such labors, and to render due respect to those engaged therein. This shall open their minds and judgment, as well as their imagination and fancy, to many abundant sources of useful and agreeable reflection."

The renowned educator Nikolai Novikov writes in his treatise "On the Upbringing of Children" (1783), during the reign of Catherine the Great.

In the early 20th century, the first methodological guidelines for organizing tours to industrial enterprises appeared in the Russian Empire. They included recommendations for visiting relevant facilities in connection with the study of specific subjects within the school curriculum.

In 1905, the first Russian industrial guidebook by A. A. Bakhtiyarov, "Petersburg Industry. A Walk Through Factories and Plants", was published and gained great popularity. The excursions included visits to the Imperial Porcelain Factory (which remains a popular tourist destination to this day), shipbuilding and chemical plants, and other enterprises in the city.

In Belarus, starting from the mid-19th century, excursions to local enterprises were conducted as part of career guidance for students of institutes, for recruitment purposes, to inspect the best provinces, state peasant farms, and machinery. The most popular among them was agricultural production.

The systematic development of industrial tourism in the USSR began during the Civil War period. Its aim was to promote labor and political education.

In 1923, a guidebook to Moscow's industrial enterprises contained information on how and when it was possible to visit the enterprises. Most of the enterprises received tourists almost daily.

At the same time, Nadezhda Krupskaya published an article about excursions as an effective propaganda method. The emphasis was placed specifically on industrial excursions.

In 1926, V. I. Markina published a manual "Industrial Excursions in Primary School." It opened the release of a whole series of manuals on organizing excursions to production facilities.

It was assumed that a teacher or even a student, using these manuals, would be able to prepare a text for an excursion to an enterprise. Researcher D. Vasilevsky was one of the first to describe objects for a cultural-historical and industrial-economic excursion to Orsha.

In 1928, brief information was published on 18 Minsk enterprises, including a felt factory, the "Progress" confectionery factory (Slodych), the Vorovsky wallpaper factory (Belorusskie Oboi), and the "Belarus" brewery (Alivaria). A booklet authored by E. Levchuk proposed a classification of excursions, with an emphasis on industrial ones.

The involvement of tourists in the search for sources of raw materials necessary for the socialist economy was another vector of development of industrial tourism in the Soviet period.

For example, the Society of Proletarian Tourism and Excursions announced an all-Union research expedition of tourists to find raw materials and study natural productive forces. In 1931, the same Society, in the brochure “Excursion to the Factory,” outlined a methodological scheme for organizing and conducting tours to enterprises.

Industrial tourism became an effective tool for showcasing the achievements of Soviet industry to the world.

Introductory tours to industrial enterprises were organized for diplomats and foreign students. Particular care was taken in selecting the enterprises, routing, and preparing the text of the excursion.

During the post–World War II reconstruction period in the Soviet Union, industrial excursions took on an ideological character for schoolchildren and students and were conducted primarily at sites of labor glory and major all-Union construction sites.

In 1904, the Minsk Agricultural Society made a decision

ABOUT THE FIRST EXCURSION TO THE BOBRUISK SCHOOL OF GARDENING AND THE GARDENS OF THE MARYINA GORKA SCHOOL

In 1965, the Minsk City Excursion Bureau was opened under the Belarusian Council for Tourism and Excursions. According to the institution, a characteristic feature of that period was the growth of tourist visits to factories, especially by rural residents.

The first enterprise in the Belarusian SSR to launch industrial tourism and commercialize it was the Neman Glass Factory (Berezovka, Lida District, Grodno Region). Regular excursions began to be held there in the early 80s of the twentieth century.

In the post-perestroika period, due to the most complex processes of industrial transformation and the closure of many enterprises, the development of industrial tourism stopped.

In the 2000s, with a new round of economic development of countries and industry, interest in visiting industrial facilities began to revive - both new modern production facilities and large-scale industrial facilities of the Soviet period.

In Russia, foreign manufacturers were the first to broadcast the policy of openness, making industrial excursions part of the corporate marketing strategy and corporate standards. Tours were launched at enterprises of the Carlsberg group, Danone and others. Then Russian food production facilities started to open their doors to tourists, the leader in terms of attendance in Moscow was and remains the Confectionery Factory Krasnyj Octyabr.

In 2022, 800,000 people visited industrial enterprises

In 2023, 1,400,000 people visited industrial enterprises (every 100th Russian)

In 2024, 2,000,000 people visited industrial enterprises

MODERN HISTORY. INDUSTRIAL TOURISM IN THE RUSSIAN FEDERATION 🇷🇺

Today, industrial tourism in the Russian Federation is experiencing a new stage of development. More than 1,500 enterprises are choosing a policy of openness and honest, direct dialogue with future employees, partners, and residents of the regions where the companies operate.

In 2018, major metallurgical enterprises opened their doors to tourists — Magnitogorsk Iron and Steel Works (MMK PAO) in the Chelyabinsk Region and Vyksa Steel Works (part of the United Metallurgical Company) in the Nizhny Novgorod Region.

The term “industrial tourism” first appeared in 2019 in the Tourism Development Strategy of the Russian Federation until 2035, which included the following provision: “As part of implementing state policy to stimulate demand for tourism services among Russian citizens, it is necessary to ensure: the expansion of tourism activities as a tool for career guidance among schoolchildren and students, and the development of industrial, rural, and scientific tourism.”

In 2019, the Agency for Strategic Initiatives launched a new project on the industrial tourism development — "Open Industry".

Over five years of systematic support, an effective operational model has been established in Russia. It is based on interagency cooperation and involves almost all regions of the Russian Federation, the country’s largest industrial corporations and enterprises across various sectors, development institutions, universities, and the tourism industry.

The "Open Industry" Initiative is a vivid example of the large-scale development of leadership projects of bright entrepreneurial initiatives from the regions of Russia, supported by the Agency. One such relevant and in-demand initiative, proposed by leader Sergey Ryzhov from Samara, was enhanced by the Agency’s expert community. Next, the involvement of concerned executive authorities, the establishment of interdepartmental coordination, information support, and the involvement of the regions helped transform this local initiative into a comprehensive systemic solution, create a training and mentoring system and replicate the experience not only throughout the country, but also in neighboring states.

THE GOAL OF THE "OPEN INDUSTRY" PROGRAM

2019

LEADERSHIP PROJECT FOR THE INDUSTRIAL TOURISM DEVELOPMENT "HOW THINGS ARE MADE" WAS SUPPORTED BY THE AGENCY FOR STRATEGIC INITIATIVES. A METHODOLOGY FOR THE INDUSTRIAL TOURISM DEVELOPMENT WAS CREATED - A UNIVERSAL TRAINING GUIDE FOR REGIONAL EXECUTIVE AUTHORITIES AND ENTERPRISES ON ELABORATING INDUSTRIAL TOURS.

2020

THE PROJECT RECEIVED SUPPORT FROM THE MINISTRY OF INDUSTRY AND TRADE OF THE RUSSIAN FEDERATION. AGREEMENTS ON INDUSTRIAL TOURISM DEVELOPMENT WAS SIGNED WITH PILOT REGIONS, AND THE PROCESS OF ELABORATING INDUSTRIAL TOURS WAS BUILT MANUALLY AT THE REGIONAL LEVEL.

2021

AN EDUCATIONAL PROGRAM WAS LAUNCHED. A SYSTEMIC APPROACH TO INDUSTRIAL TOURISM WAS IMPLEMENTED IN 30 REGIONS; INDUSTRIAL TOURS WERE CREATED AT 250 ENTERPRISES; 2 COMPETENCE CENTERS FOR INDUSTRIAL TOURISM DEVELOPMENT WERE OPENED; AN ONLINE GUIDE TO INDUSTRIAL ENTERPRISES WAS LAUNCHED.

2022

50 REGIONS AND 500 ENTERPRISES WERE INVOLVED IN THE PROGRAM IMPLEMENTATION; A PRACTICE-BASED CAREER GUIDANCE SYSTEM WAS LAUNCHED; 800,000 PEOPLE VISITED INDUSTRIAL ENTERPRISES AT YEAR-END; 5 COMPETENCE CENTERS FOR INDUSTRIAL TOURISM WERE OPENED.

IN 2022–2023, THE COUNTRY'S STRATEGICALLY IMPORTANT ENTERPRISES OPENED THEIR DOORS FOR THE FIRST TIME —, state-owned corporations, industrial giants, including enterprises of the state corporation Roscosmos, EVRAZ, SIBUR Holding, UK Metalloinvest LLC.

Special attention should be paid to the diversity of industrial sectors represented in the program. The participating enterprises belong to a wide range of industries: from metallurgy, energy, aviation and mechanical engineering, light and food industries to agriculture and folk arts and crafts.

The leaders in industrial tourism engagement are enterprises in mechanical engineering, food, chemical, fuel and energy, and light industries. Almost any industry can attract tourist interest, provided that the tour program is well-organized and the production technology is presented in detail.

Among the program participants are major companies such as the Komsomolsk-on-Amur Yuri Gagarin Aviation Plant, part of the United Aircraft Corporation, and Sakhalin Energy LLC, enterprises of the Norilsk Nickel Group, Severstal, EuroChem, RusHydro, SIBUR, United Metallurgical Company, and Rusagro. In addition to the leading companies of Russian industry, many other businesses were also ready to showcase their production and engage in dialogue with consumers — including ATV manufacturers, musical instrument factories, Russian jewelry and cosmetics brands, oyster and mussel farms, animation studios, bitcoin farms, and many other enterprises, including innovative ones.

PROMOTING HUMAN RESOURCES AND TECHNOLOGICAL POTENTIAL OF RUSSIAN MANUFACTURERS

2023

A PROFESSIONAL STANDARD “SPECIALIST IN INDUSTRIAL TOURISM ORGANIZATION” WAS DEVELOPED; THE FIRST 1,000 PEOPLE RECEIVED A NEW HIGHLY DEMANDED PROFESSION IN THE FIELD OF INDUSTRIAL TOURISM; 73 REGIONS AND MORE THAN 1,000 ENTERPRISES WERE INVOLVED IN THE "OPEN INDUSTRY" PROGRAM.

2024

LAUNCH OF INTERNATIONAL ROUTES, AN INTERNATIONAL GUIDE, AND INTERNATIONAL COOPERATION IN THE DEVELOPMENT OF INDUSTRIAL TOURISM WITH CIS COUNTRIES. THE "OPEN INDUSTRY" PROGRAM INVOLVED 81 SUBJECTS OF THE RUSSIAN FEDERATION AND MORE THAN 1,300 ENTERPRISES.

RUSSIAN PROGRAM "OPEN INDUSTRY"

The initiative to develop industrial tourism was joined by 82 subjects of the Russian Federation, i.e., almost the WHOLE COUNTRY

The comprehensive program “Open Industry” comprises a number of measures and activities to promote the technological and human resources potential of Russian enterprises.

Mechanisms for training, methodological support, expertise, and promotion of industrial tourism products have been developed.

EDUCATIONAL PROGRAM “OPEN INDUSTRY” FOR INDUSTRIAL TOURISM DEVELOPMENT

The program of methodological support and training for interdisciplinary regional teams includes a series of educational events, lectures, and expert consultations aimed at developing participants’ professional competencies in creating and promoting a competitive industrial tourism product, as well as forming effective tools for promoting enterprises and the industrial potential of the region.

EDUCATIONAL PROGRAM “OPEN INDUSTRY” FOR INDUSTRIAL TOURISM DEVELOPMENT

Since 2023, the Agency for Strategic Initiatives, together with the Center of Competence in Tourism and Hospitality (St. Petersburg), has been implementing the educational program "Open Industry" as part of the national project "Tourism and Hospitality." Over the past two years, more than 1,500 people from over 70 regions have completed the program and acquired a new qualification: "Industrial Tourism Development Specialist." Starting from 2024, the program graduates receive a professional retraining diploma upon completion. This diploma grants the right to perform professional activities in the field of industrial tourism organization.

The program is a digital product in the field of continuing education. It includes a lecture course consisting of six educational modules, homework assignments, and tests.

Each of the six thematic educational blocks has standalone value and allows participants to update their knowledge in a specific area of industrial tourism development. When combined, these blocks form a comprehensive program that trains specialists in industrial tourism with competencies in designing, developing, and promoting industrial tourism products — from guided tours and career guidance programs to national industrial routes and student internships. The program also supports regional teams in developing a strategic approach to using industrial tourism as a tool to address the socio-economic challenges of their region.

Educational program modules:

1. Industrial Tourism as a Communication Project for the Region, Municipality, and Enterprise. Goals, Objectives, Strategy of Industrial Tourism
2. Organizing Industrial Tourism at Enterprise and Its Territory
3. Creation of an Industrial Tourism Product
4. System for Promoting Industrial Tourism Products — Methods, Tools, Channels, Key Messages, and Performance Metrics
5. Creative and Innovative Approaches and Formats in Organizing Industrial Tourism
6. Developing Industrial Tourism Products for External Markets

	2021	2022	2023	2024
Number of regions:	30	50	73	82
Number of enterprises:	250	500	1,000	1,300
Number of residents of Russia:	600	800	1,400,000	2,000,000
FINAL PROJECTS:	· Strategies for the industrial tourism development in the regions · Tours to factories and industrial sites	· Strategies for the industrial tourism development · Career guidance programs for schoolchildren · Short-term internship programs for students · Industrial routes	· Strategies for the industrial tourism development · Tours to factories and industrial sites · Regional and interregional industrial and popular science routes · Educational and informative projects for children · Internship programs for students · Projects showcasing green energy · Museum and information complexes · Large-scale career guidance festivals · Innovative IT projects for promoting industry	

Survey results on industrial tourism by individual regions of Russia based on the 2021–2022 educational program:

BEFORE

INDUSTRIAL TOURS

15%
senior students

are ready to work at industrial enterprises in their regions

5.8
out of 10 — the rating

given by regional residents to the quality of products manufactured in their regions

AFTER

INDUSTRIAL TOURS

68%
schoolchildren and students

declare their willingness to consider an enterprise as a place for work and career development

8.9
out of 10 — the rating

by the participants of the tours regarding the equipment, technological level, and product quality of the visited enterprises

PROMpeople: the most hospitable enterprises in Russia

A study by the Agency for Strategic Initiatives on the openness of Russian enterprises

>10

thousand people

participated in the survey. Among them were managers, engineers, designers, and workers.

. Representatives from 85 regions

· The survey was conducted from June through November 2023

90%

of respondents

believe that Russian enterprises should open their doors to visitors

The most open industrial sectors

(highest percentage among respondents who stated that their enterprises are open to tourists):

89%
METALLURGY

89%
FOLK ARTISTIC CRAFTS

84%
MECHANICAL ENGINEERING

83%
CHEMICAL INDUSTRY

Ranking of the most hospitable enterprises

1. Azot KAO
2. PAO TMK
3. UK METALLOINVEST LLC
4. Rosseti Centre PJSC
5. Gazprom PJSC
6. MMK PJSC
7. OMK PJSC
8. Transneft PJSC
9. UK Kuzbassrazrezugol JSC
10. CENKI JSC

Russia has formed and opened competence centers for industrial tourism

CHELYABINSK REGION (MAGNITOGORSK)

Competence Center for Industrial Tourism at the Magnitogorsk Iron and Steel Works

The first competence center for industrial tourism in Russia. Opened on the basis of one of the largest metallurgical enterprises, it specializes in training for organizing safe processes in industrial tourism. Here, visitors can and should not only admire the beauty of flowing molten metal but also gain knowledge on how to safely develop excursion and career guidance programs for visiting production sites and organize regular group visits to enterprises.

PERM KRAI

Competence Center for Career Guidance and Industrial Tourism

How can enterprises, tour operators, and school administrations effectively coordinate their efforts? How can today's schoolchildren be "transformed" into potential future employees who aspire to work at specific enterprises? How can career guidance visits to factories be integrated into the school curriculum? These skills, the experience of more than ten enterprises in the Perm Krai, as well as supporting methodological materials, are available at the Competence Center in Perm Krai.

KEMEROVO REGION — KUZBASS

All-Russian Competency School for Designing Industrial Tourism Routes

The experience gained in the development of industrial tourism by the State Autonomous Institution "Kuzbass Tourism Agency", major enterprises of Kemerovo and Novokuznetsk, tour operators, museums, souvenir producers, as well as restaurants and libraries in uniting and systematizing meanings and resources for the creation of industrial tourism routes will be valuable both for representatives of executive authorities and for businesses and tourism industry professionals.

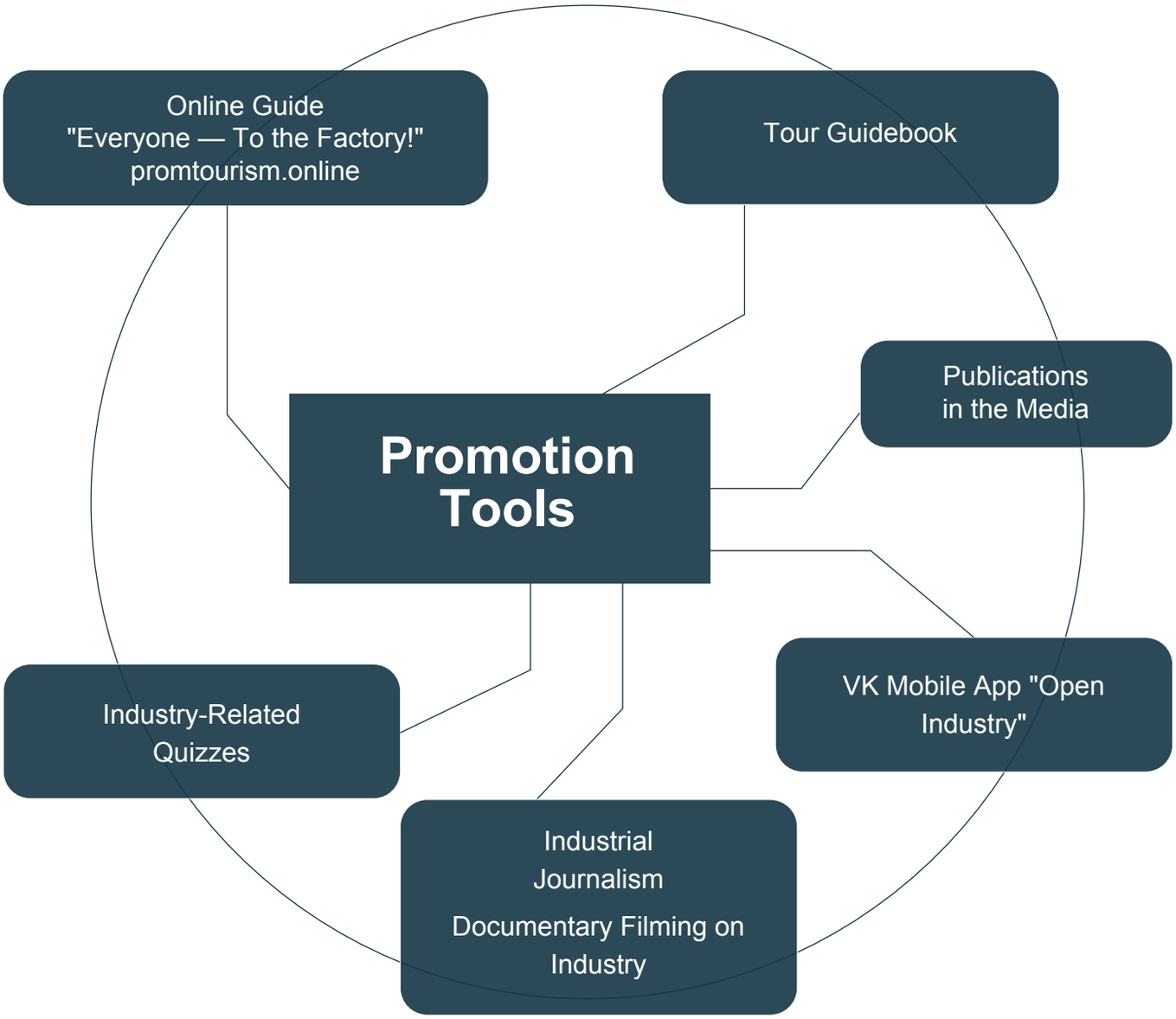
REPUBLIC OF BASHKORTOSTAN (BLAGOVESHCHENSK)

Center of Competence for Ecology, Sustainable Development, and Circular Economy in Industrial Tourism based at POLIEF JSC

The Competence Center, opened on the basis of one of the flagships of the petrochemical industry, shares experience in the formation and promotion of environmental initiatives, educational and informative projects aimed at raising environmental culture and awareness of citizens, establishing industry links between employees of industrial enterprises and organizing reference visits.

BELGOROD REGION (STARY OSKOL)

Competence center in the field of mining and metallurgy based on the educational and career guidance center "Zhelezno!" Exhibition with the support of Metalloinvest Management Company LLC.



THE AGENCY OPERATES IN THE FIELD OF INFORMATIONAL PROMOTION OF RUSSIAN ENTERPRISES:

- By the end of 2024, the first documentary films were released about Russian enterprises within the framework of the Industrial Journalism project (jointly with the Ministry of Industry and Trade of Russia and Tavrida.Art).

- The mobile app "Open Industry" on VKontakte and the online guidebook with tour booking capabilities "Everyone — To the Factory!" are operational.

- The guidebook "Everyone — To the Factory!" has been created, featuring 90 enterprises from 36 Russian regions. A true encyclopedia of factory life.

- With the support of information partners, the Agency organizes business events and sessions on industrial tourism at major international business exhibitions and forums.

- A broad information campaign in the media: thematic TV and radio programs on tourism, print publications, online platforms, and social networks.

More than

1,500

people

WERE AWARDED CERTIFICATES OF ADVANCED TRAINING AND PROFESSIONAL RETRAINING IN INDUSTRIAL TOURISM ORGANIZATION FOLLOWING THE EDUCATIONAL PROGRAM

Target Indicators for the Industrial Tourism Development in Russia until 2030

At least

10%

of Russian enterprises

implement a policy of openness: they have developed and regularly conduct career guidance tours, projects, and internships for schoolchildren and students, as well as partnership programs for experience exchange and excursions.

At least

20%

of Russian schoolchildren

are involved in a practice-oriented career guidance system based on familiarization with professional and career development opportunities at enterprises; at least 15% of students participate in internship and practical training programs at industrial enterprises.

Created at least

25

industrial routes,

including major Russian enterprises, high-tech productions, farms, wineries, traditional crafts enterprises, technology parks and special economic zones, as well as historical and cultural sites of industrial heritage that vividly showcase the past, present, and future achievements of Russian industry.

MODERN HISTORY. INDUSTRIAL TOURISM IN THE REPUBLIC OF BELARUS

A new round in the industrial tourism development in Belarus was launched by the BELAZ plant, which has been implementing the project "BELAZ — Brand of Belarus" since 2015. In 2017, another national flagship — the Minsk Tractor Plant — opened its production facilities to tourists. Other Belarusian enterprises soon followed their example.

The pandemic slowed down the development of the tourism industry, while simultaneously giving a strong boost to domestic tourism: since 2021, there has been a growing interest in industrial tourism.

In the National Tourism Development Strategy of the Republic of Belarus until 2035, industrial tourism is identified as one of the priority areas. This direction is coordinated at the national level by the National Tourism Agency and the Ministry of Sports and Tourism of the Republic of Belarus.

For Belarusian enterprises, industrial tourism is an opportunity for cooperation within the country and within the Union State, as well as a means of increasing investment attractiveness.

The keynote of enterprise-based tourism in Belarus is industrial patriotism:

- *the formation of historical understanding of technological and industrial development, the preservation of cultural heritage, the demonstration of the country's industrial capabilities to both citizens and foreign visitors, and support for the development of related infrastructure and regional economies;*
- *a serious career guidance effort that helps retain and pass on accumulated industrial competencies to future generations and makes a significant contribution to achieving technological sovereignty and security of the Belarusian state.*

In 2 times

ICREASED IN 2020–2023 THE NUMBER OF ENTERPRISES ENGAGED IN INDUSTRIAL AND CAREER GUIDANCE TOURISM.

Over 130

BELARUSIAN ENTERPRISES USE INDUSTRIAL TOURISM AS A TOOL TO PROMOTE THE COUNTRY'S INDUSTRIAL POTENTIAL.

About 250 thousand people

VISITED INDUSTRIAL SITES OF BELARUS IN 2024.

Prospects of industrial tourism as reflected by Belarusian sociology

10%

OF CITIZENS GIVE PREFERENCE TO THE SPHERE OF INDUSTRIAL TOURISM AS THE MOST PROMISING FOR THE DOMESTIC TOURISM DEVELOPMENT.

In 2024, the Institute of Sociology of the National Academy of Sciences of Belarus conducted a sociological survey “Tourism Preferences of the Country’s Population.” According to the survey, which included a sample of 900 respondents, an overwhelming majority of citizens (92.6%) view Belarus as a destination for leisure, which serves as a fundamental and promising factor for engaging the population in industrial tourism.

The public is ready to support industrial tourism, as respondents generally have a positive perception of the state's progress in the domestic tourism development.

71%

OF RESPONDENTS BELIEVE THAT THE DOMESTIC TOURISM SECTOR IN BELARUS HAS IMPROVED OVER THE LAST TWO OR THREE YEARS.

67.7%

OF CITIZENS HAVE NOT YET FORMED A CLEAR UNDERSTANDING OF INDUSTRIAL TOURISM.

58.3%

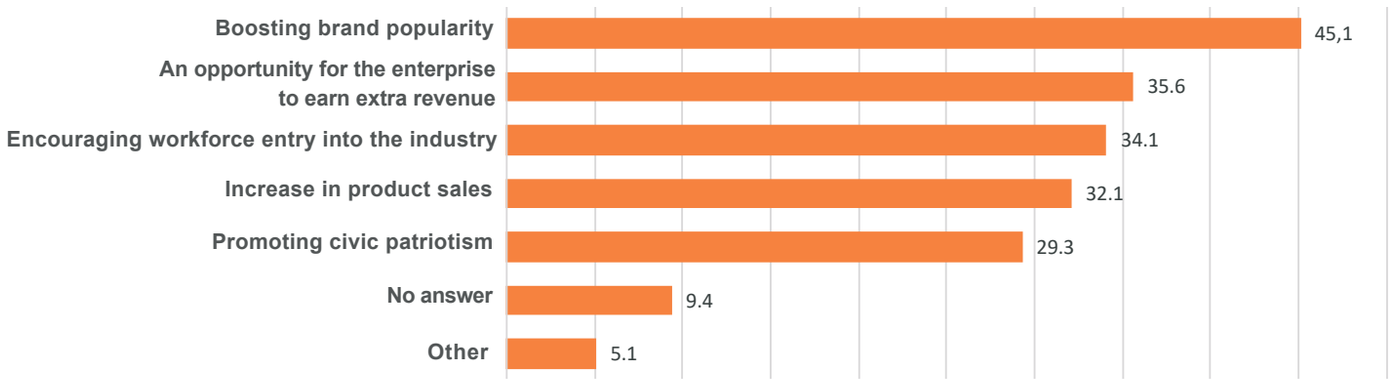
OF RESPONDENTS SHOW INTEREST IN INDUSTRIAL TOURISM.

One of the key areas of industrial tourism development is patriotic education of youth.

82%

OF RESPONDENTS ARE AWARE OF THE POSSIBILITY OF VISITING ENTERPRISES ON A TOUR.

WHAT SHOULD INDUSTRIAL TOURISM PRIMARILY PROMOTE, %



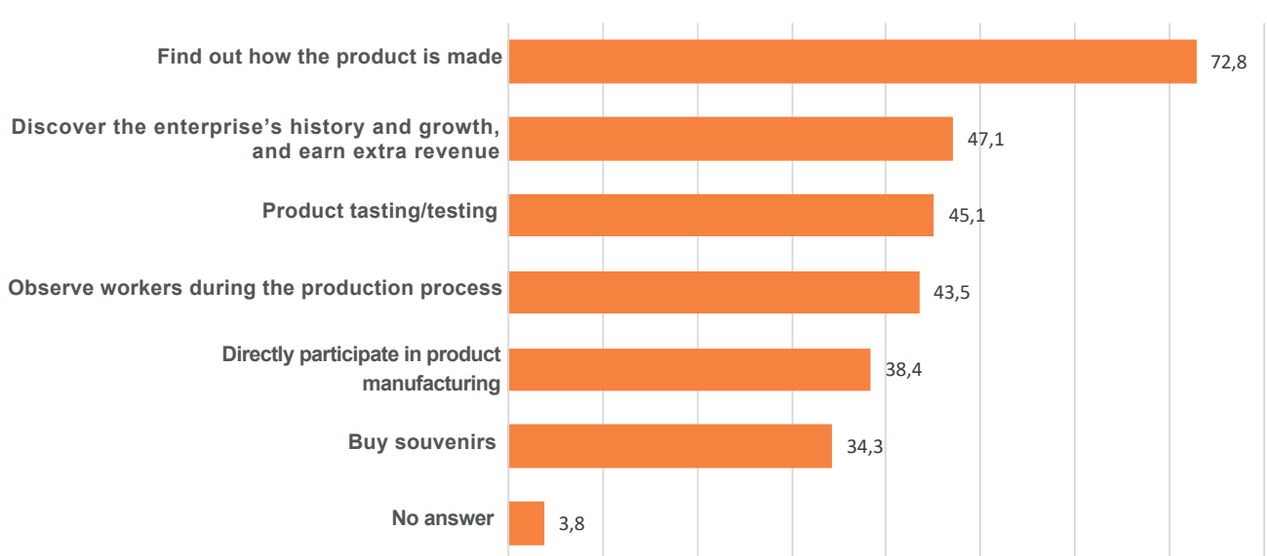
Young people are more interested in visiting enterprises and developing industrial tourism:

23.7%

of citizens aged 18-30

BELIEVE THAT INCREASING THE NUMBER OF OBJECTS FOR VISITS IS OF GREAT IMPORTANCE FOR THE INDUSTRIAL TOURISM DEVELOPMENT. THEIR GREATEST INTEREST IS IN THE CURRENT STATE OF THE ENTERPRISE AND CAREER PROSPECTS.

WHAT INDUSTRIAL TOURISM OPPORTUNITIES ATTRACT YOU, %



TOP 10 INDUSTRIAL TOURS TO RUSSIAN ENTERPRISES:

FROM LAUNCHING ROCKETS TO THE SOFTNESS OF THE ORENBURG SHAWL

VOSTOCHNY COSMODROME

Amur Region

Space attracts everyone, regardless of age and occupation. The launch of a rocket — when a massive spacecraft roars as it breaks away from Earth and soars into the starry sky — feels like one of the wonders of the world. Many people dream of hearing the "roar of the cosmodrome" at least once in their lives and, if not becoming an astronaut, then at least seeing a rocket launch with their own eyes.

NOW THIS OPPORTUNITY IS AVAILABLE TO EVERYONE who visits the Vostochny Cosmodrome in the Amur Region. In 2023, the cosmodrome was visited on a guided tour by the President of Russia, Vladimir Putin, and the leader of North Korea, Kim Jong Un.

Vostochny Cosmodrome is a new chapter in space exploration — new orbital constellations, interplanetary missions, and new opportunities for young people. The area of Russia's first civilian cosmodrome is about 700 square kilometers.

The construction of the cosmodrome in the region is a major step not only for the development of science and the defense industry. Vostochny holds enormous potential for attracting tourists — even today, it's the most searched destination among travelers in the Amur Region.

Tourists will be able to visit the so-called "zero point" in the heart of the cosmodrome — the launch complex. And during launch periods, they may even witness with their own eyes a Soyuz launch vehicle soaring into space. One of the most fascinating points of the tour is the observation deck at the one-of-a-kind technical complex. The latest developments by Russian engineers were used in its design.

Before departure, the "space tourists" will have lunch at the cosmodrome cafeteria side by side with the people who truly bring the stars closer, and will also be able to purchase stylish souvenirs, including items created in collaboration with Russian designers for major launches.

CHELYABINSK PIPE ROLLING PLANT

Chelyabinsk region

Located on the southern part of the Urals, the "Vysota 239" workshop of the Pipe Metallurgical Company (TMK) was named after its elevation above sea level at which the production facility is located. The facility was launched in 2010, with investments in the project totaling around 23 billion rubles. Its area is approximately 100,000 square meters.

THE WORKSHOP PRODUCES PIPES with diameters ranging from 508 to 1,422 millimeters, featuring both internal and external anti-corrosion coatings. In cooperation with another electric-weld pipe workshop, it also manufactures pipes with a diameter of up to 2,500 millimeters. The workshop's products are used in permafrost conditions, seismic zones, and on the seabed.

Visiting this industrial facility can be compared to a trip to Disneyland — that's how impressive, large-scale, modern, and safe it is. Vysota 239 is a shining example of innovative manufacturing: clean, stylish, and beautifully designed.

Staff wear white coats without fear of getting dirty, the cafeteria is shaped like a pipe billet, and a "space elevator" brings visitors to the start of the tour. The space is filled with air, glass, light, and color. Everything here is as safe and transparent as possible.

In the spans of the workshop, visitors can watch as metal sheets are transformed in minutes into giant multi-ton pipes with a single solid weld. Tourists observe the entire process from an overpass gallery adorned with live palm trees and wooden parquet floors. The workshop stuns with its vivid colors and unconventional architectural solutions. And at the end of the tour, guests arrive at a Japanese rock garden located on the roof of the production equipment — a place to relax and reflect on the power of technological progress going hand in hand with natural beauty.

In 2023, the Vysota 239 workshop took part in the first nationwide creative event, "Factory Night"

FOR ONE NIGHT, VYSOTA 239 TURNED INTO A GIGANTIC MUSICAL INSTRUMENT FOR A PROMENADE PERFORMANCE, WITH THE WORKERS THEMSELVES BECOMING ACTIVE PARTICIPANTS IN THE SHOW.

ASIA MUSIC COMPANY

Irkutsk Region

Just five minutes’ drive from Irkutsk, on a site that not long ago was nothing but an empty lot, now stands the Asia Music Company — a factory for theatrical and concert equipment. This is a Russian manufacturing facility specializing in the production of acoustic systems, seating for auditoriums and sports arenas, stage drapery and mechanics, as well as its own line of acoustic pianos and grand pianos under the "Sonata" brand.

In most cinemas in Russia

THE SOUND OF THE MOVIES IS REPRODUCED BY EUROSOUND ACOUSTIC SYSTEMS PRODUCED BY ASIA MUSIC COMPANY.

IN 30 YEARS THE COMPANY has grown into the largest manufacturer and is now rightly entered in the list of systematic enterprises in Russia. Industrial tourists are offered a tour called “The Theatre Begins with the Coat Rack, We Do the Rest,” where they are told about the structure of concert and cinema halls, the backstage of theatres and the secrets of amazing shows.

During the tour of the enterprise, you can feel like a true stage production professional, see the entire process of manufacturing theatrical and concert equipment, and find out how difficult it is to make a grand piano. You’ll also get to visit the first piano factory in Siberia and hear the sound of instruments made in the Irkutsk region.

PROMOBOT

Perm Krai

Promobot is a developer and manufacturer of robotic solutions. The company conducts R&D in mechatronics, electronics, neural networks, autonomous navigation, speech recognition, artificial skin and muscles, and human-machine interaction.
Since 2024, Promobot has been producing collaborative and educational robotic arms — the Promobot M13 and Promobot M Edu.

THE COMPANY'S PRODUCTS ARE ENTIRELY MANUFACTURED IN RUSSIA and are supplied to 44 countries around the world. Promobot service robots work as consultants, tour guides, and diagnosticians, replacing or assisting human staff. You can find Promobot robots in the Museum of Contemporary Russian History, the Tretyakov Gallery, as well as in major international shopping centers and high-traffic areas — for example, the Dubai Metro.

A tour of the robotics company Promobot offers a glimpse into the full cycle of robot creation — including humanoid robots — from concept to mass production.

Visitors will get to know Promobot robots, ask questions, and learn how to interact with these mechanical assistants. By the way, these robots can recognize emotions and help maintain a cheerful atmosphere — they're always ready to crack a joke, recite poetry, or dance for the audience.

One of the most fascinating stops on the tour is the room showcasing silicone facial components and the process of creating humanoid robots like the Robo-C. Here, you'll not only learn how a robot can be given any appearance, but also interact with Alex the robot, who answers visitors' questions. And for those interested — there's even an opportunity to "implant" real hair into a robot.

The first robot was created in a garage on the outskirts of Perm -

THE COMPANY'S FOUNDERS JOKINGLY TOLD THEIR NEIGHBORS IN THE GARAGE COOPERATIVE THAT THEY WERE BUILDING A ROCKET.

MICRON

Moscow

Microelectronics is one of the critical and cross-cutting technologies essential for technological sovereignty. Micron is the industry leader and the number one chipmaker in Russia. It operates the country's only serial microelectronics production facility with topological standards up to 90 nanometers and produces more than 900 product types.

MASS PRODUCTS OF MICRON are chip modules for electronic documents: foreign passports, NSPK Mir cards, compulsory medical insurance policies, Moskvyonok school cards and Moscow metro tickets, as well as a wide range of industrial microcircuits. The enterprise carries out a full cycle of integrated circuit manufacturing.

Micron is the only chip factory in the world offering regular public tours. Visiting the facility gives guests the chance to see the production process, the clean rooms of the microelectronics factory, and the everyday work life of Micron's employees — the engineering elite of the country. Industrial tourism routes started in 2017, with one of the first programs being "Mondays at Micron." Visiting a chip factory is an absolutely unique event and, for many, a life-changing experience. There are 12 different routes designed to meet the needs of various target audiences — schoolchildren, university students, industry experts, and tourists. Visitors see the robotic production lines, meet the best engineers in the field, breathe the special atmosphere of the clean rooms, hold silicon wafers with integrated circuit crystals, and examine multi-layer chips under microscopes. They also sample dishes from a special "Taste of Micron" menu and have lunch in the factory canteen. Guests can create exclusive souvenirs with their own hands and gain a vivid, hands-on understanding of high technology and engineering professions. Thus, the tour engages all the senses to create a comprehensive impression of the enterprise.

Monthly tours are held for engineering classes as part of the "Engineering Class in Moscow Schools" project, as well as "Engineer Days" — free tours for organized groups of university and college students in relevant fields. We regularly meet students from the HSE University, MIET, Bauman Moscow State Technical University, RTU MIREA, etc. In 2024, a series of career guidance tours called "Key to the Profession" was launched for schoolchildren and college students, featuring masterclasses from factory engineers ("Process Equipment Setup Engineer," "Process Engineer"). Special excursion programs titled "Chemistry in Microelectronics" and "Informatics in Microelectronics" have also been developed.

When we were invited in 2021 to join the Moscow Region team for the Industrial Tourism Educational Program by the Agency for Strategic Initiatives, each tour was still an author-driven experience, full of on-the-spot improvisation. But within just a few incredibly productive months, our homemade materials were shaped into a core tourism product and a series of four guided tours. Now, by the way, there are 12 such routes, and Micron is one of the leaders in industrial tourism.

Olga Pestereva, Deputy CEO for Communications Management at Micron JSC

ORENBURG PUKHOVNITSY

Orenburg Region

“Orenburg Pukhovnitsy” is a family-owned business founded in 1999 by the Absalymov family. The cooperative’s mission is to preserve and develop the traditional craft of down yarn knitting in the Orenburg region. Today, it remains the only full-cycle factory in Russia dedicated to the production of Orenburg downy shawls.

One shawl requires 250 g of down —

THAT'S MUCH COMBED FROM ONE GOAT AND ONLY ONCE A YEAR.

3,000 unique down goats

LIVE ON THE ORENBURG PUKHOVNITSY FARM. THESE GOATS HAVE NOT ADAPTED TO ANY OTHER REGION OF RUSSIA.

The down of Orenburg goats is the finest in the world.

ITS THICKNESS IS JUST 16–18 MICRONS, WHILE THE DOWN OF ANGORA GOATS IS HIGHER — ABOUT 22–24 MICRONS.

HERE, THE DOWN IS COLLECTED from the goats during combing, then processed through several meticulous steps: it is washed, dried, scrubbed, bleached, dyed, steamed, spun into yarn, and finally hand-knitted into the finished product.

During a tour of Orenburg Pukhovnitsy, visitors can touch the incredibly soft down, carefully gathered by skilled hands, and witness the entire process of its transformation. Guests are introduced to every stage of creating the legendary Orenburg downy shawl and learn the secrets of handling and processing the unique down of the Orenburg down goat.

Visitors also meet the farm's most important residents — the goats themselves. At the museum located at the factory's main gate, they can explore antique shawls and trace the evolution of the Orenburg shawl through history. In the down-processing workshop, they observe artisans working with heat to manually treat and even dye the raw material.

But that's not all: tourists are invited to take part in a masterclass where they can make their own little down heart framed with lace-like webbing. The tour ends with a cup of herbal tea — just as warm and heartfelt as the entire journey through the enterprise.

FIBER OPTIC SYSTEMS

Republic of Mordovia

Optic Fiber Systems is the first and only factory in Russia producing optical fiber — one of the most essential components of modern communication networks. At first glance, optical fiber is just a thin glass thread: the diameter of a finished light-conducting fiber, including its protective coating, is only 245 microns — that's just 0.245 millimeters.

AT THE SAME TIME, THE TECHNICAL CAPABILITIES of optical fiber are virtually limitless. For example, a single fiber can simultaneously carry more than 10 million telephone conversations. It's no exaggeration to say that today's entire digital world is woven from these very threads.

The tour "Journey at the Speed of Light: How Optical Fiber is Made in Russia", like many others, begins at the museum, where visitors learn about the history of optical fiber, its properties, advantages, and various applications.

This tour follows a vertical route. It goes from top to bottom starting at the 8th floor of the production tower. Here, 60–70 kg preforms (a synthetic quartz blank in which the future fiber's structure and key optical characteristics are formed through chemical vapor deposition) is placed in which the future fiber's structure and key optical characteristics are formed through chemical vapor deposition) is placed. Descending through the production floors, tourists literally follow the path of optical fiber: from heating the preform and drawing the thread, to spooling the finished fiber that will be shipped across Russia and abroad to cable manufacturing plants.

One of the most striking moments is the "catching of the drop." The first melted glass emerging from the furnace takes the shape of a droplet. It is carefully drawn downward to reduce its diameter until it becomes a delicate glass fiber just a few hundred microns thick. This fiber travels from the top to the bottom of the tower. As a souvenir from the tour, each visitor receives their own drop of optical fiber — a unique reminder of the experience.

URALHIMMASH

Sverdlovsk Region

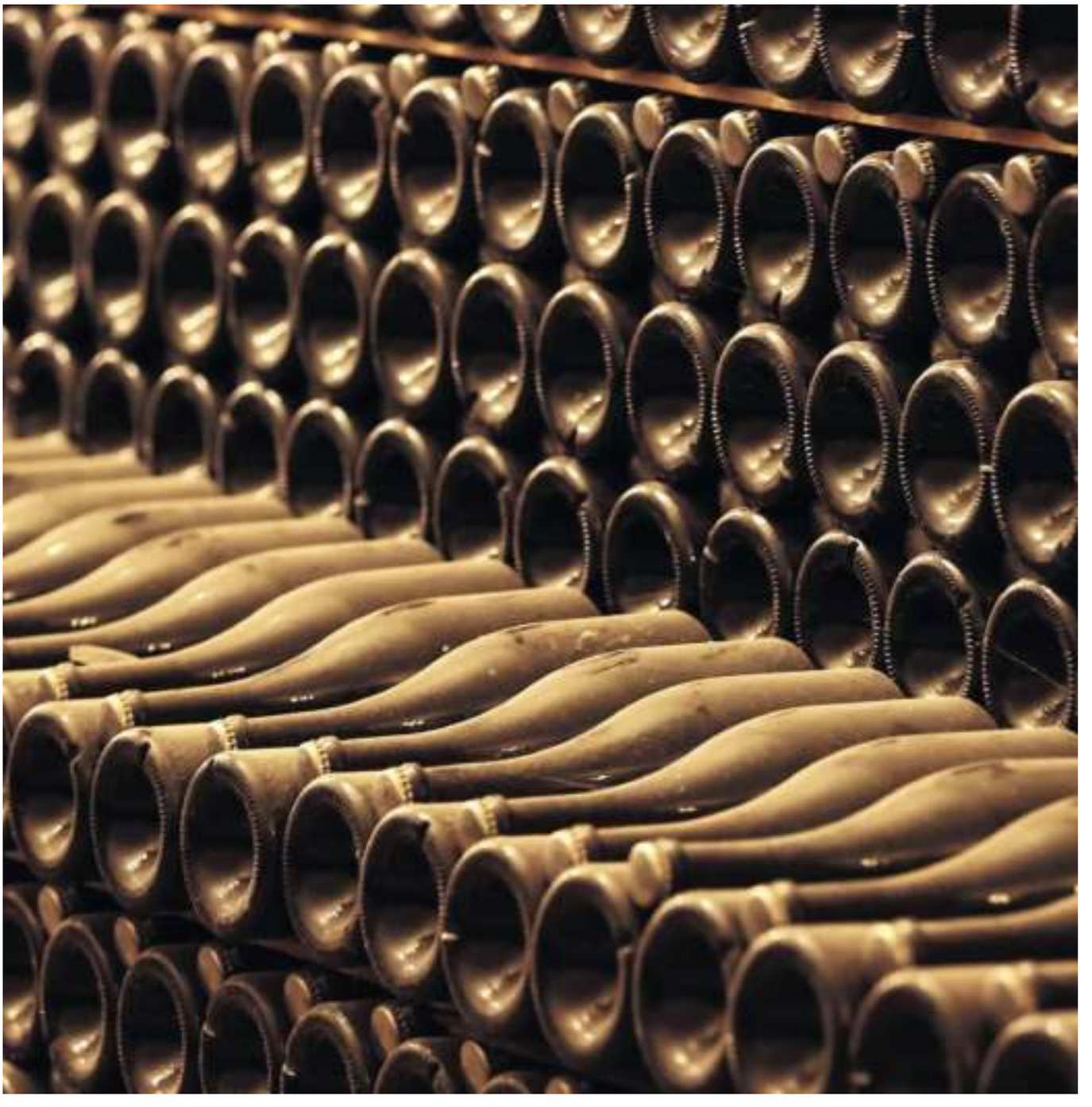
The history of Uralhimmash in many ways reflects the history of the country itself: through hardship and perseverance, it has grown into one of Russia’s leading chemical engineering enterprises. The first products were manufactured here for the front lines in 1942 — at a time when the machines were set up right in the snow, under the open sky.

GRADUALLY, ALONGSIDE THE MILITARY GOODS PRODUCTION, a peaceful "Uralhimmash" was also established, which, after the war ended, fully shifted to producing goods for civilian life.

Today, the plant manufactures pressure vessels and equipment for enterprises in the oil and gas, petrochemical and chemical industries, nuclear energy, metallurgy, and other sectors.

Production facilities are open to industrial tourists. In addition, Uralhimmash actively promotes creative projects. Every year, as part of the "Night of Museums" festival, the plant hosts exhibitions, tours, quests, and theatrical performances. In 2021, one of Uralhimmash's operational workshops even hosted a physical theater performance called “The Russian Muse of Salvador Dalí.”

Another project supported by Uralhimmash was “Authentic Ural Cuisine at the Plant.” Right in the workshops, surrounded by metal sheets and shell rings, leading Ural chefs held master classes for plant workers on preparing traditional Ural dishes. By the way, visitors can also try a lunch in the AUC style as part of the guided tour program.



CENTER FOR WINE TOURISM ABRAU-DURSO

Krasnodar Region

The Russian Wine House Abrau-Durso is the leading producer of sparkling and still wines and the most award-winning winemaking enterprise in Russia, with a 154-year history.

IT CAN BE SAID THAT INDUSTRIAL TOURISM HAS BEEN PRACTICED HERE since the early 20th century: the first mention of the Abrau-Durso museum collection dates back to November 25, 1927, and even then it included more than 669 exhibits.

Today, a large museum and historical complex located at the operating enterprise welcomes 250,000 visitors annually.
It is housed in a historic building — the former factory, whose construction was completed in 1907 and later reconstructed in 1945.

Decades later, this historical complex remains not only a guardian of the Abrau-Durso legacy, but also the most visited winery museum in Russia and a recognized cultural heritage site of Krasnodar Krai.

The complex's exhibition features three key periods in the history of this legendary wine house:
the Imperial, the Soviet, and the Modern eras, covering events in the country from the mid-19th century to the present day. Here, guests can witness real magic — the simultaneous aging of around 10 million bottles of sparkling wine. The complex offers nine diverse guided tour routes, all passing through the operational facilities of Abrau-Durso.

On these educational tours, visitors immerse themselves in the fascinating world of winemaking, where a special atmosphere reigns. Professional and experienced guides offer a behind-the-scenes look at the secrets of the méthode champenoise, leading guests from start to finish through the process of crafting renowned classic sparkling wines.
The exhibition is constantly evolving, delivering new vivid experiences:
in the newly added "aroma room", visitors can hone their sommelier skills, while the multimedia installation "The Heart of Abrau" embodies the thrilling energy behind the creation of Abrau-Durso wines, leaving a lasting impression.

KOMSOMOLSK-ON-AMUR YURI GAGARIN AVIATION PLANT

Khabarovsk Krai

Komsomolsk-on-Amur is the aviation capital of the Russian Far East, home to two of the largest plants of the United Aircraft Corporation under Rostec.
The enterprise with a 90-year history, a branch of UAC PJSC - KnAAZ named after Yuri Gagarin - holds a leading position in both the Russian and global aviation industries.

KEY AREAS OF ACTIVITY include the production, testing, and delivery of military aircraft, manufacturing of components for civil aircraft, as well as maintenance, modernization, and repair of aviation equipment.

Today, the plant is also involved in the development of the next-generation short-haul jet aircraft SJ-100.

For over 80 years, the plant's territory remained completely closed to visitors, and this is not surprising, as the enterprise manufactures aircraft that serve as the aerial shield of the nation. It was only in 2016 that schoolchildren and university students were allowed to visit KnAAZ for the first time. Since then, over 7,000 students have had the opportunity to witness the full scale of its production power firsthand. As part of career guidance tours, visitors are introduced to the world of large-scale aircraft manufacturing and to cutting-edge global aviation technologies.

The first stop on the route is the Yuri Gagarin KnAAZ Expo Center — the only museum in the Russian Far East dedicated to military and civilian aviation equipment. Here, the plant's history comes to life. In the production workshops — the very heart of KnAAZ — visitors can observe aircraft being built before their eyes: from component manufacturing to final assembly, and also learn about IT technologies in aircraft construction. During the tour, every guest can feel the spirit of the plant — the pulse and rhythm of its workshops and departments, where modern, high-end aviation technology is brought to life. A sense of pride in Russia's aerial power and unforgettable impressions will remain in the memories of those fortunate enough to visit this citadel of domestic aircraft manufacturing.

Nearby stands another major enterprise — the Production Center of Yakovlev PJSC in Komsomolsk-on-Amur — one of the country's leading manufacturers of civil aircraft.

The plant has produced over 200 Superjet-100 short-haul passenger aircrafts, which are now operated by nine Russian airlines. As part of the import substitution program, the Production Center is currently working on a fully domestically-produced version of the aircraft.

In addition, the plant has become a specialized center within the United Aircraft Corporation for the production of hatches and doors for the MC-21, Tu-214, and Il-114 aircraft.

KnAAZ celebrated its 90th Anniversary

IN 2024, ON RUSSIAN AIR FLEET DAY, AUGUST 16–18.

THE SYNERGY OF INDUSTRIAL TOURISM: RUSSIA—BELARUS

GIGANTOMANIA

SEEING THE BELAZ THREE TIMES IS A MUST

First, at the very moment of birth: when the freshly painted cab moves along the conveyor, gleaming bright yellow.

SECOND — standing on tiptoe for a photo next to a fully assembled BELAZ, arms stretched wide, trying to hug (and still not reaching) its colossal wheel. Then — carefully, following every safety rule — climbing up onto the deck (yes, that's right, the BELAZ has a deck, just like a ship) and looking down from above, seeing the world from the giant's point of view, just as its driver would.

AND THIRD — from the edge of a massive quarry, watching the now toy-like BELAZ trucks below as they swiftly and precisely load up their bottomless beds with mined rock. Then, just as skillfully, they navigate the enormous spiral roads — the inner-circle highways leading to the processing plants.

The world's biggest mining dump truck BELAZ-75710

SLIGHTLY LONGER THAN A METRO TRAIN CAR. ITS POWER UNIT IS SIX TIMES MORE POWERFUL THAN THE ENGINES OF TODAY'S FORMULA 1 CARS. WEIGHS MORE THAN A FULLY LOADED AIRBUS A380 PASSENGER JET.

ONE HISTORY — HUNDREDS OF FACTORIES

The rapid development of the mining industry in the second half of the 20th century posed new challenges for machine builders. The existing equipment could no longer fully meet the needs of miners: what was needed was not only new heavy-duty vehicles, but also more maneuverable machines.

Valentin Kobylinsky — Soviet designer,

A PROMINENT FIGURE IN INDUSTRIAL DESIGN OF THE 1950s–1970s, WHO STOOD AT ITS ORIGINS IN THE USSR. HE CREATED THE SKETCHES FOR THE UAZ-469 OFF-ROADER AND THE PAZ-652 BUS, THE MKSh-25 CRANE AND THE T-150 TRACTOR.

Modern models of yellow giants

MAINTAIN DESIGN CONTINUITY — THE SAME L-SHAPED CAB, AND THE EXTERNAL AIR FILTERS ARE STYLIZED AS HUGE ROUND HEADLIGHTS.

IN KUZBASS, ONE AFTER ANOTHER, coal open-pit mines were opened, marking the beginning of a dynamic era of open-pit coal mining in the region. At about the same time, an order was signed in Norilsk to build the Kayerkan coal mine.

Meanwhile, in the Kursk region, development began on the Mikhailovskoye iron ore deposit, part of the Kursk Magnetic Anomaly. In Belgorod Region, near the city of Gubkin, the late 1960s saw the start of construction on a mining and processing plant based on the Lebedinskoye iron ore deposit, also within the Kursk Magnetic Anomaly.

By that time, the MAZ assembly plant in Zhodino already had experience producing heavy trucks. Across the USSR, MAZ-525 25-ton dump trucks were hard at work. Building on this accumulated experience in manufacturing heavy-duty vehicles, a decision was made to design a completely new mining dump truck. To work on this project, the Minsk Automobile Plant invited one of the leading figures of Soviet industrial design — Valentin Kobylinsky.

The designers worked closely with the enterprises where this machine of the future was expected to operate. After several months, countless sketches and drawings were turned into a 1:10 scale clay model — an asymmetrical L-shaped cab with a ladder and built-in round headlights, a design that would become the hallmark of BELAZ for decades to come. Thus, in 1961, the first BELAZ-540 was born, with a payload capacity of 27 tons.

BELAZ-RECORD HOLDER

Along with the development of the mining industry, BELAZ has constantly evolved. Despite the existing range of load capacities, some enterprises required record-breaking dump trucks. And BELAZ-75710, with a payload capacity of 450 tonnes, became exactly that — in the literal sense. It was presented to the public in September 2013, on the eve of the 65th anniversary of BELAZ OJSC.

The first customer of the vehicle was a Russian coal enterprise from Kuzbass — the holding company “Siberian Business Union.”

For ten years, the dump truck operated at the Chernigovets coal mine in the town of Berezovsky, Kemerovo Region. During this time, in addition to its industrial achievements, BELAZ won the hearts of hundreds of participants in industrial tourism routes that pass through Chernigovets. The design of the largest dump truck began with the search for the biggest tires available in production.

In January 2014, the truck set two Guinness World Records at once, and was also entered into the Record Books of Europe and the CIS.

FOR THE WORLD'S LARGEST BED — 645.4 CUBIC METERS. WHEN SETTING THE WORLD RECORD ON THE FACTORY TERRITORY, THE DUMP TRUCK CARRIED 503.5 TONS OF CARGO; FOR THE WORLD'S LARGEST TWO-AXLE DUMP TRUCK, THE BELAZ-75710 HAS A PAYLOAD CAPACITY OF 450 TONS (992,080 POUNDS AND 2.88 OUNCES).

OREL STEEL ROLLING PLANT — ONE OF THE LARGEST RUSSIAN ENTERPRISES FOR THE WIRE AND METAL FASTENERS PRODUCTION.
The largest metallurgical plant in Orel has been manufacturing hardware products since 1967, and over the past ten years, nuts and bolts from this enterprise have been used in practically every infrastructure construction project in Russia. Among its partners from Belarus are also "Gomselmash" and MTZ.

On the tour of the enterprise with the catchy name "Without a Bolt, Life Isn't the Same," tourists visit several workshops of the modern production facility, see how fasteners are made, how products are tested, and even participate in testing the strength of Orel's bolts themselves. There is also a museum at the factory, where the tour begins and visitors get acquainted with the historical heritage of the metallurgists.

BELAZ is more than just a brand of heavy machinery — these yellow giants have become one of the symbols of modern Belarus.

Today, BELAZ OJSC — the managing company of the BELAZ-HOLDING — is the world's largest manufacturer of mining dump trucks and transport equipment for the mining and construction industries. The company holds 30% of the global market for heavy-duty quarry trucks.

BELAZ produces more than 550 modifications of mining equipment for work in different climatic conditions — from severe Arctic frosts to the gruelingly high temperatures of Africa. Special equipment of BELAZ is equally effective in the extraction of coal and diamonds, iron ore and phosphates. In the quarries of Indonesia, BELAZ trucks, sinking up to their bodies in viscous soil during the rainy season, work on the removal of overburden and rocks.

The history of BELAZ (Belarusian Automobile Plant) began in 1948. Initially, the enterprise produced peat equipment - peat dryers and tedders, brush cutters and trailer rollers. Later, the plant was renamed "Dormash" and began producing road and melioration machines.

The body of 130-ton BELAZ

CAN ACCOMMODATE A ONE-ROOM APARTMENT

OOO SUEK-Khakassia

IMPLEMENTS INDUSTRIAL TRIALS OF A ROBOTIC COAL TRANSPORTATION SYSTEM BASED ON 130-TON BELAZ-7513R MINING DUMP TRUCKS

The plant gained global recognition through the production of heavy-duty machinery. In 1958, the first 25-ton MAZ-525 dump truck rolled off the assembly line of what was already the Belarusian Automobile Plant. Since 1961, the plant has been producing the legendary “quarry conquerors” — BELAZ dump trucks.

Over time, the “heavyweight” team was growing, with the introduction of increasingly higher-payload models and the launch of mass production of airfield tow tractors for aircraft.

Belarusian-made equipment operates in 80 countries across nearly every continent.

BELAZ AS INDUSTRIAL TOURISM OR BELAZ — THE BRAND OF BELARUS

BELAZ was the first in the mechanical engineering industry of the Republic of Belarus to open its doors to tourists. Since 2015, the enterprise has been visited by more than 300 thousand people. These are citizens of more than 25 countries.

Initially, the development of industrial tourism at BELAZ was handled by the company's Ideology Department. Tour guides were originally invited from outside the organization. Over time, more and more employees became involved in the initiative, and guided tour routes were developed. This eventually led to the formation of a dedicated Industrial Tourism Department at BelAZ, which now employs eight people.

The journey into the world of mechanical engineering begins at the BelAZ Museum of Labor Glory.

The museum showcases miniature models of equipment produced since the earliest days of the plant, as well as examples of current machines. A photo exhibition and scale models illustrate the stages of the plant's construction, modernization, and the present-day operations of BELAZ OJSC.

In the course of the general tour of the plant territory (which covers an area larger than four Red Squares in Moscow), visitors pass by the main assembly line, the vehicle and trucks testing and assembly workshop.

The main assembly line workshop is often called the heart of the plant — and for good reason. This is where dump trucks with payload capacities ranging from 30 to 90 tons are assembled. Tourists have the opportunity to witness the process firsthand and learn many details about the assembly of these machines, as well as how this shop differs from other production facilities.

The strongest impression on the guests, without a doubt, is made by the meeting with BELAZs - dozens of super-heavy machines are presented on the demonstrating platform. These are not just exhibition models, but prototype vehicles of new designs and mass-produced mining dump trucks.

Participants of individual tours will receive two bonuses. This is an opportunity to feel like a real BELAZ operator and try their hand at driving the machine using a simulator. Then comes a short ride around the testing ground — in the cabin of a BELAZ truck, right next to a professional dump truck driver. By the way, the test site fully replicates the working conditions and the atmosphere of real quarries. With a bit of luck, visitors may even witness other machinery in action on the ground.

The legendary 450-ton truck is impressive in its size: just one wheel is four meters high!

YOU CAN NOT ONLY ADMIRE THE RECORD-BREAKING VEHICLE, BUT ALSO CLIMB UP TO THE PLATFORM NEXT TO THE DRIVER'S CABIN. ONCE AT THE TOP, IT FEELS LIKE STANDING ON AN OBSERVATION DECK. AND THE PHOTOS TAKEN FROM THIS ANGLE TURN OUT TRULY UNFORGETTABLE.

In the Sakhalin Region — the most remote on the BelAZ map

POINT OF RUSSIA, 200 UNITS OF BELAZ MACHIES ARE OPERATING AT COAL MINES.

The giant tires themselves are produced by the Belshina Open Joint-Stock Company in Bobruisk.

The enterprise provides tours both at the production site and in the museum exhibition.

The enterprise is part of the Belneftekhim concern, and the official founding date of the plant is considered to be New Year's Eve of 1972 — when the first Belarusian tire for a 27-ton BELAZ truck was produced at the experimental site of the mechanical production block.

Since 2017, Belshina has been visited by around 3,000 people. In 2023 alone, 600 tourists toured the plant that manufactures mass and extra-size tires. Here, visitors can witness the process of how modern tires are made — from passenger car tires to ultra-large.

The plant produces tires for passenger cars, trucks, tractors, buses, as well as construction and road machinery.

The largest tires in the world are produced at the plant in Bobruisk!

In the quarries of the Kola Peninsula, despite the harsh northern climate,

QUARRY DUMP TRUCKS WITH A LOAD CAPACITY OF 30 TO 220 TONS WORK.

The Belarusian tire brand is used by the sports team "MAZ-SPORTauto," which participates in various rally raids and in 2023 reached the top podium position at the international Silk Way Rally. During the tour, visitors learn that the factory produces summer tires in winter and winter tires in summer, that a tire can be assembled from semi-finished parts, and what kind of rubber compound is required for it to become a finished tire. Traditionally, the greatest interest among tourists is attracted by the tire vulcanization workshop, the "artistic drawing" of the tread, and the production of extra-large tires. If lucky, visitors can even touch a freshly vulcanized tire — still warm from the oven — and be sure to take a souvenir photo.

KURSK MAGNETIC ANOMALY

Belgorod Region | Kursk Region

The Kursk Magnetic Anomaly (KMA) is the largest region in the world in terms of iron reserves. KMA was first discovered by the astronomer and academician P. B. Inokhodtsev in 1773.

25 cubic meters —

THE MAXIMUM EXCAVATOR BUCKET CAPACITY. SUCH A BUCKET CAN EASILY HIDE AN AFRICAN ELEPHANT.

KEY IRON ORE MINING PLANTS in the KMA — the Lebedinsky Mining and Processing Plant (LGOK) and the Mikhailovsky Mining and Processing Plant (MGOK) named after A. V. Varichev. Both plants are part of Metalloinvest and are popular among tourists.

Mikhailovsky GOK is one of Russia's leading enterprises in iron ore mining and processing. It produces sinter ore, concentrate, and pellets, including premium-grade products.

Five guided tour routes have been developed for visitors of Mikhailovsky GOK, tailored for different age groups and varying in duration. The plant can also be visited as part of the national tourist route in the Kursk Region titled "Nightingales and Iron."

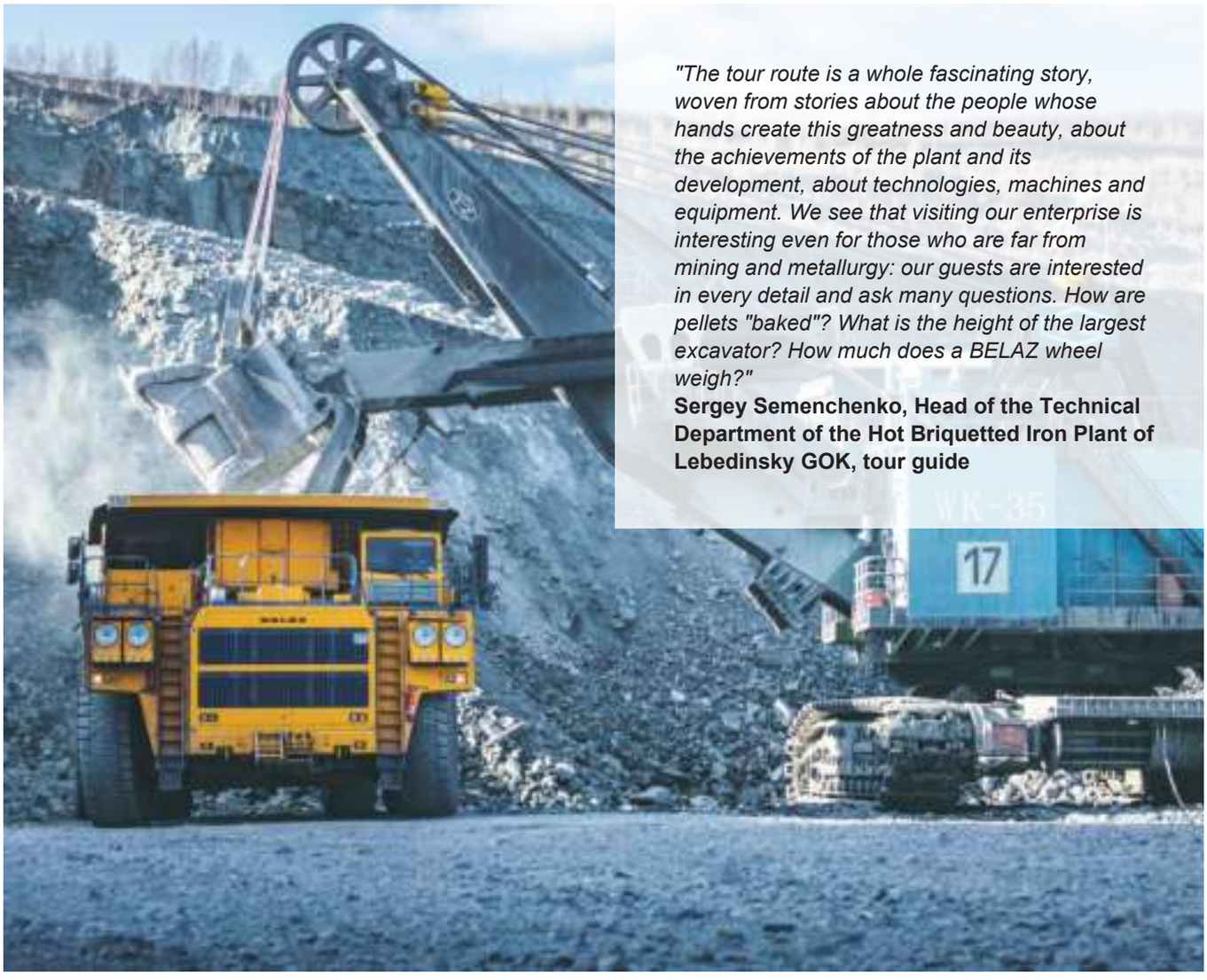
The central attraction of these routes is the Kursk Magnetic Anomaly — the largest iron ore deposit in the world. From the observation deck, guests can enjoy a stunning view of the open-pit mine — its depth exceeds the height of the Federation Tower in Moscow-City — and witness the entire ore extraction process, including the operation of the crushing and conveyor complex, drilling rigs, excavators, and both rail and road transport systems.

The plant opened its doors to industrial tourists in 2021, and over the past three years it has welcomed **5,000 VISITORS.**

LEBEDINSKY GOK

Belgorod Region

For 56 years at the Lebedinsky Mining and Processing Plant, stone has been turned into iron with no magic — only science, technology, and true professionals: miners, metallurgists, people of hundreds of different trades. During industrial tours, visitors can see this for themselves.



"The tour route is a whole fascinating story, woven from stories about the people whose hands create this greatness and beauty, about the achievements of the plant and its development, about technologies, machines and equipment. We see that visiting our enterprise is interesting even for those who are far from mining and metallurgy: our guests are interested in every detail and ask many questions. How are pellets "baked"? What is the height of the largest excavator? How much does a BELAZ wheel weigh?"

Sergey Semenchenko, Head of the Technical Department of the Hot Briquetted Iron Plant of Lebedinsky GOK, tour guide

LEBEDINSKY GOK is the largest man-made iron ore "bowl" in the world. The area of this picturesque Martian valley is 20 square kilometers (5 X 4 kilometers), with a depth reaching 0.5 kilometers. The quarry has been listed twice in the Guinness Book of Records: as the largest non-fuel mineral mining site in the world and for developing the unique deposit known as the Kursk Magnetic Anomaly.

The plant's products include iron ore concentrate, iron ore pellets, and hot-briquetted iron (HBI).

LGOK supplies products to the Belarusian Metallurgical Plant, which, among other items, produces seamless pipes for gas pipelines and metal cord for large-sized tires.

Visitors can choose from three industrial routes. Young tourists from six years old are most impressed by equipment the size of a house; they happily take photos with BELAZ trucks or quarry excavators. The "From Ore to Rolled Products" route for tourists aged 18 and older starts at the Magnitorium exhibition center. The tour of this multifunctional interactive site immerses visitors in the production theme and sets the tone for the "mining wave." Then tourists will see the Martian landscapes of the quarry, fascinating observations of the machinery in operation, and, of course, the production of pellets and HBI itself.

Before any tour begins, all tourists undergo a safety briefing and receive workwear and personal protective equipment. This ensures safety measures are followed while providing full immersion in the profession. At the end of the tour, visitors can enjoy a real miner's meal alongside the plant's employees and purchase stylish and useful souvenirs — a water bottle, a hoodie or a T-shirt with "DA RUDA" (eng. - YES ORE) embroidery, a notebook, a backpack, an umbrella, or a helmet keychain.

KUZBASSRAZREZUGOL COAL COMPANY

Kemerovo Region - Kuzbass

Kemerovo Region — Kuzbass — the land of miners and metallurgists, a territory of conquest and overcoming, and at the same time a true cultural phenomenon: here they admire jazz, value Mayakovsky, and stage shuttering performances. Kemerovo Region is an incredible blend of hard work, drive, courage, and creativity.

More than 50% of Russian coal

IS EXTRACTED IN KUZBASS, THE PROJECTED COAL RESOURCES OF THE REGION ARE ESTIMATED AT 300 BILLION TONS.

IN THE CAPITAL OF THE REGION, ON THE HIGH BANK OF THE TOM RIVER stands a monument to the miner, with a small light glowing in his chest — a heart that never stops beating. This place is a source of strength for many Kemerovo residents; it symbolizes not only the resilience of the miner's spirit, but also a place of heroic deeds — those performed daily by miners and other industrial workers, as if it were the simplest of tasks.

A total of 151 coal mining and processing enterprises are located across the territory of the Kemerovo Region — Kuzbass: 39 mines, 55 open-pit mines, and 57 coal processing plants. In open-pit mines, coal is mined in an open way and transported in giant dump trucks — the same BELAZ trucks. Perhaps the largest number of these super heavy-duty vehicles is concentrated in this region. Kuzbass was one of the first subjects of the Russian Federation to develop industrial tourism. Among other things, coal mining enterprises began offering tours for curious travelers. The flagship among them — and across Russia — is the Kedrovsky open-pit coal mine, operated by Kuzbassrazrezugol Coal Company JSC. Its history spans more than half a century.

The tour is built around the idea of full professional immersion: tourists can step into the role of a miner and get acquainted with the workings of the modern coal industry.

It was in Kemerovo that BELAZ opened the first ever BELAZ-Cafe in honor of its 75th anniversary.

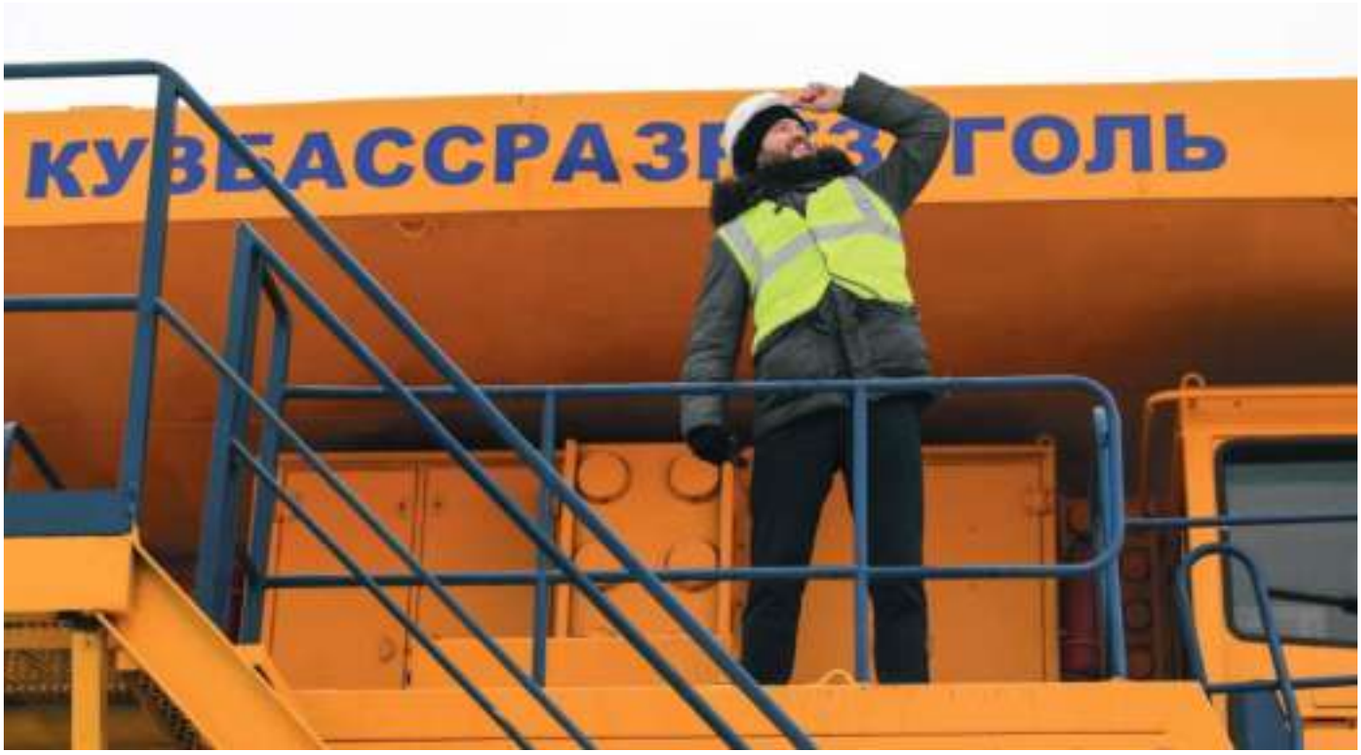
HERE YOU CAN TRY THE STEAK "POWER OF BELAZ", "BELAZ-STYLE CHEESECAKE" OR, SAY, DOUBLE ESPRESSO "VIGOR OF BELAZIST".

In 1947, coal mining was launched at the first open-pit mine in Kuzbass – Krasnobrodsky. And on May 19, 1964, a specialized plant “Kuzbasskarerugol” was created, which united all open-pit coal mining enterprises in the Kuznetsk Basin. At that time, there were 13 of them with a total of more than 14 thousand workers, and in the first year of the plant’s creation, its miners produced almost 19 million tons of coal.

Getting to the mine is not easy: it is a dangerous production facility. But since 2021, coal miners have been kindly opening their horizons to industrial tourists. Yes, horizons! That's what miners call the levels of the mine workings.

The tour is based on the principle of immersion in the profession: tourists can try on the role of a miner and get acquainted with the work of the modern coal industry.

The route begins with the administrative and household building. Guests visit the medical center, and then go to the digital control room. Here, they can monitor online the operation of the open-pit mine and the movement of equipment, zoom in on any section of mining site, contact the miners and even look into the cabin of a working quarry dump truck and talk to the driver.



90
thousand tons of coal

CAN BE CARRIED ON BOARD BY THE “KUZBASSRAZREZUGOL” OPEN-PIT DUMP TRUCKS IF LOADED SIMULTANEOUSLY.
IT’S LIKE TWO “TITANICS” — THE LARGEST SHIP IN THE ENTIRE HISTORY OF SHIPBUILDING.

There is an open-air museum of quarry equipment at the observation deck of the Kedrovsky coal mine:

BELAZ DUMP TRUCK WITH LOAD CAPACITY OF 220 TONS, EXCAVATORS AND OTHER EQUIPMENT ARE TOURISTS' FAVORITE PHOTO ZONES. BEFORE BECOMING A ROLE OF HONORARY TOURIST EXHIBITION, BELAZ HAD COVERED MORE THAN 800 THOUSAND KILOMETERS UNDER THE CONTROL OF MINERS FROM VIKTOR RYABETS' TEAM.

The enterprise also has a museum. In the Miner's Glory Museum, tourists will learn how coal was formed, how the history of open-pit coal mining in Kuzbass began, and who stood at its origins. At the medical center, visitors undergo a pre-shift medical examination. At the end of the route, all guests receive a piece of coal with an artistic painting by Kuzbass artists as a gift.

Every year, the Kedrovsky coal mine is visited by more than 1,500 guests from Russia, Belarus, South Africa, China, and other countries. The Kedrovsky coal mine is a leader in industrial tourism and attendance among enterprises of the mining and metallurgical complex of Kuzbass.

MEDVEZHY RUCHEY (NORNICKEL)

Krasnoyarsk Krai

More than 80 types of minerals are extracted In Krasnoyarsk Krai. The region ranks first in the production of precious metals and second in coal mining. In particular, Taimyr holds vast deposits of natural resources, formed deep within the Taimyr land billions of years ago. To the south of the peninsula lies the world's largest mining and metallurgical center — the city of Norilsk, the birthplace of the company Nornickel — the flagship of non-ferrous metallurgy.

ONE OF THE OLDEST mining enterprises in Norilsk is the Zapolyarny mine, from which the active development of the unique Norilsk copper-nickel ore deposits began. The Zapolyarny mine includes the underground mine and the Medvezhy Ruchey quarry. The upper part of the ore body is mined in a quarry, and in the lower part, the ore is mined underground.

The Medvezhy Ruchey quarry of the Zapolyarny mine is not only the northernmost quarry in Eurasia, but also one of the largest quarries of this type in Russia: the depth of the quarry bowl reaches 450 m, the width is more than 1.3 km, and the length is more than 4 km.

Recently, the Medvezhy Ruchey quarry opened for industrial tours.

Interestingly, almost all tours to quarries start from the very top and immediately offer guests to admire the beautiful views from the observation deck. But here, first you need to get there. The emotions from what is seen increase progressively as the shift bus with tourists ascends the industrial serpentine road.

At the very top, guests can enjoy the view of the quarry in all its magnificence and scale.

130 tons —

THE MAXIMUM LOAD CAPACITY OF BELAZ ON NORILSK LAND. ITS WHEEL DIAMETER IS LARGER THAN A HUMAN HEIGHT. THE MINING EQUIPMENT PARK OF THE MEDVEZHY RUCHEY QUARRY HAS 40 BELAZ TRUCKS.

The quarry MEDVEZHY RUCHEY of the ZAPOLYARNY mine is a place of contrasts, where history and modernity intertwine in an amazing way.

On one hand, we travel along the roads of the pioneers of this deposit, and along the way, we encounter traces of industrial activity from the last century. At the same time, modern mining equipment operates on the quarry benches, and 130-ton BELAZ trucks freely circulate along the winding ore roads, almost non-stop transporting overburden and ore from the mining site to further processing. Here is an open-air museum of mining equipment, featuring various models of mining machinery that were once used for ore extraction at the quarry. From the observation deck, the giant dump trucks working on the quarry benches, impressive in their grandeur, look like toys.

The enterprise also has personalized BELAZ trucks

THE FIRST PERSONALIZED HEAVY-DUTY TRUCK STARTED WORK ON APRIL 6, 2022, AFTER A SOLEMN COMMISSIONING CEREMONY.
THE MACHINE'S CAB SHIELD BEARS THE NAME OF ALEXANDER VORONTSOV — A GEOLOGIST, RESEARCHER OF THE FAR NORTH, AND ONE OF THE PIONEERS WHO DISCOVERED COPPER-NICKEL DEPOSITS IN THE NORILSK MOUNTAINS. IT WAS HE WHO, ALMOST 90 YEARS AGO, TOGETHER WITH HIS COLLEAGUE ALEXEY ROZANOV, DISCOVERED THE RICHES OF THE EASTERN BRANCH OF THE NORILSK-1 DEPOSIT.

THE PATH OF BELAZ

Before reaching the quarry, the dump trucks go through a challenging journey. BELAZ trucks are assembled at the plant in Zhodino, they go through a run-in, then are disassembled again and shipped first by rail, and then via the Northern Sea Route to Norilsk.

Trucks arrive in Norilsk disassembled into parts: the body, engines, various components, and individual elements. On site, using heavy-duty cranes, the dump truck is reassembled and transformed into a working unit.

The enterprises of the Nornickel company have all technical infrastructure necessary for maintenance and scheduled repairs of these machines.

At Nornickel, BELAZ trucks are valued for their high payload capacity, powerful engine, fuel efficiency, high speed, and maneuverability.

BYSTRINSKOYE MINING COMPANY (BYSTRINSKY MINING AND PROCESSING PLANT)

Zabaykalsky Krai

Zabaikalsky Krai is Russia's gold nugget. Gold, silver, and a whole “rainbow” of non-ferrous metals are mined here — tin, zinc, lead, copper, and more. Amid the dense taiga forests, not far from the borders with Mongolia and China, stands the Bystrinsky Mining and Processing Plant. And even here — 7,500 kilometers from Minsk — the Belarusian BELAZ trucks have made their way.

BYSTRINSKOYE is one of the largest polymetallic deposits in the world. The Bystrinsky Mining and Processing Plant (Bystrinsky GOK) was built in record time — the first processing line launched at the end of 2017, just three and a half years after construction began. The facility produces metal concentrates: copper, iron ore, and gold-bearing.

"Bystra," as the workers affectionately call the plant, has become one of the largest greenfield projects of our time. Not only was a modern production facility built, but also a cozy and functional village for staff, along with all the necessary infrastructure: over 200 kilometers of power lines, a new railway branch, and an electric substation.

"Bystra" is surrounded by taiga and mountain ranges. Foxes often greet the dump truck drivers at the rock waste site, workers stroll along an eco-trail they built themselves, and almost every morning starts with blasting operations in the quarry. All this can not only be seen firsthand during the industrial tour "Bystra — You Are Space", but you can also immerse yourself for two days in the life of the GOK employees: visit several plant sites, eat from the local canteen ("kormushka"), take part in sports competitions, and, of course, find out what space has to do with it all.

"Excursions help in career guidance of schoolchildren and students: it turns out that dozens of specialties are involved in the mining and processing plant, and these are not only miners, geologists and enrichment workers, but also power engineers, mechanics, geologists, mine surveyors, chemists, drivers, machinists, accountants, HR managers, builders and even journalists."

Elena Romanova, Head of Communications Department

13

BELAZ-75581 dump trucks

WITH A PAYLOAD CAPACITY OF 90 TONS AND EQUIPPED WITH AN ELECTROMECHANICAL TRANSMISSION (EMT) TRANSPORT ORE MASS FROM THE PITS TO THE PRIMARY CRUSHING AREA, AS WELL AS HAUL OVERBURDEN TO THE DUMPS.

GRANIT (RUPP GRANIT)

Brest Region

The “Granit” enterprise emerged on what was once forestland and swamps, and in just half a century since the first large-scale blast on October 21, 1973—conducted to extract mineral resources—it has transformed into a powerful mining complex. Even back then, young specialists who came to the enterprise were impressed by its scale.

94.6%
of on-metallic building materials

(OF TOTAL EXPORT) WERE SUPPLIED TO THE RUSSIAN FEDERATION IN 2023.

Granite quarry today –

THE LARGEST OPEN-PIT MINING SITE IN CENTRAL EUROPE, IMPRESSIVE IN SCALE. THE QUARRY IS APPROXIMATELY 1.7 KILOMETERS WIDE AND 2.9 KILOMETERS LONG, WITH A TOTAL AREA COMPARABLE TO 640 FOOTBALL FIELDS. ITS DEPTH REACHES 150 METERS, WHICH IS 20 METERS BELOW THE BALTIC SEA LEVEL.

THE GRANIT ENTERPRISE is based on the powerful Mikashevichy granite deposit, which holds reserves of 267 million cubic meters — enough to keep the enterprise running for over 42 years.

The plant was built using its own crushed stone. The rock mass was crushed right at the quarry face under the open sky using mobile crushing and screening units. It's safe to say that the strength of the granite was tested by the enterprise itself.

The quarry has been closely connected with Russian enterprises both in the past and in the present. The design documentation for the plant was developed by top scientists from the Leningrad institute Soyuzgipronerud. Mining equipment was also supplied by Russian companies. In turn, the Granit enterprise supplies Russia with crushed stone and screenings for construction projects, road building, and production needs.

The company offers several excursion routes — after all, it's impossible to see and take in all the incredible facets of this industrial giant in just one visit. They recommend starting your introduction to the enterprise from one of tourists' favorite spots — the picturesque twenty-meter waterfalls. The journey to them alone is a thrilling adventure.

Over

30

thousand people

VISITED THE QUARRY OVER 6 YEARS.

As you descend 60 meters into the depths of the quarry, you'll be surrounded by rocky walls on one side and a steep drop-off on the other, leading to the bottom of the open-pit mine. The sight is enough to take anyone's breath away — even the most daring adventurers.

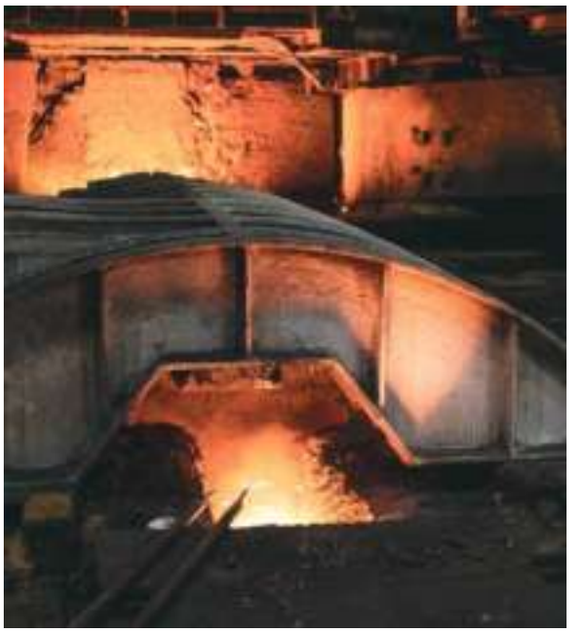
From this level, the technological processes can be seen much more clearly. Below, you can observe the BELAZ trucks, drilling rigs, and excavators loading rock mass. Many tourists compare these scenic corners of the quarry to the landscapes of Karelia.

Another popular tour is a visit to the viewing platform of the Mikashevichi granite quarry — And this is not surprising! Even before arrival, tourists are captivated by the breathtaking panorama. From the height of the platform, the quarry seems to stretch out like an open palm. The giant machines working at the bottom appear tiny, no bigger than a matchbox, and the drilling rigs look like fishing bobbers set against a massive industrial backdrop.

But that's not all. At the site, you can visit an exhibit of oversized stones; in the museum, discover fascinating archaeological finds; climb into a giant excavator bucket or sit in the cab of a walking excavator; watch precision driving competitions featuring 90-ton BELAZ trucks, or even see how a bulldozer plays basketball. But the most important thing is this: no matter which excursion travelers choose, vivid impressions and unforgettable memories are guaranteed.

In 125 countries

AND ON FIVE CONTINENTS, BELARUS TRACTORS ARE OPERATING.



THE PATH OF METAL

Products of the MMK PAO are used for the production of the tractor frame, wheel discs and rims, roof, doors, hood, tanks (oil, fuel), attachments, and more.

Minsk Tractor Works is among the TOP 10 largest

EXPORTERS OF TRACTOR EQUIPMENT IN THE WORLD: MORE THAN 90% OF THE PRODUCED EQUIPMENT IS SUPPLIED ABROAD.

The annual volume of MMK PAO products supply

TO MTZ OJSC MADE:
14 THOUSAND TONS IN 2021,
18.2 THOUSAND TONS IN 2022,
15.8 THOUSAND TONS IN 2023.

HUNDREDS OF THOUSANDS OF BRIGHT TRACTORS from the Minsk Tractor Works are hard at work in municipal and agricultural sectors across Russia, Belarus, and other countries around the world. These machines help solve a wide range of tasks, and its reliability and consistent quality reflect the high level of professionalism of the companies that create it: both the Minsk Tractor Works and its primary steel supplier — the Magnitogorsk Iron and Steel Works from the Chelyabinsk Region.

Before becoming a tractor cabin, the metal embarks on a fascinating journey, traveling from the depths of Russian soil to the assembly line in Belarus.

“The Steel Heart of the Motherland” — that’s what Magnitogorsk, the main center of Soviet ferrous metallurgy, was called throughout the 20th century. Today, the plant is a vast industrial complex with a full production cycle, starting from iron ore processing and ending with the output of finished products. Here, iron ore is turned into steel for future tractors, cars, icebreakers, household appliances, and coins.

It all begins with iron ore: it is extracted by blasting in open pits, crushed into fine powder, and passed through a magnetic system that separates waste rock. The result is powdered iron concentrate, which is baked like hot pies at sinter plants to produce iron ore sinter. These “pies” serve as “food” for blast furnaces. The blast furnaces, in turn, smelt pig iron — an alloy of iron and carbon.

Here, there is a key nuance: automotive-grade steels — the kind used by MTZ — must be ductile and suitable for stamping. That’s why they contain a minimal amount of carbon. Such steels are produced from pig iron and scrap metal in electric arc furnaces and oxygen converters.

But that’s not all: the steelmaking process produces slabs — metal ingots up to 350 millimeters thick, up to 12 meters long, and weighing up to 30 tons. In the rolling mill, these slabs are first heated to a red-hot state and then, like pliable dough, are turned into sheets of the required thickness. In addition to the hot rolling mills, MMK also operates cold rolling mills, where steel sheets of more precise dimensions and high surface quality are produced.

During the hot rolling process, the slab is heated to a red-hot state, while in the cold rolling process, the sheets are given a smooth and shiny surface.

Once the bright, even steel coils are carefully packaged, they are shipped by rail to Minsk.

There, a new and equally fascinating transformation journey begins for them.

"Mill 2000" was commissioned in 2011 and became a key unit of the high-tech cold rolling complex located in Sheet Rolling Shop No. 11 of MMK.

The main purpose of the complex is the production of high-quality cold-rolled and galvanized steel for the automotive industry, home appliance manufacturers, and the construction sector.

MAGNITOGORSK IRON AND STEEL WORKS (MMK PAO)

Chelyabinsk Region

On February 1, 1932, the first pig iron was produced from the blast furnace of the Magnitogorsk Iron and Steel Works (MMK). This is how the legendary "Magnitka" announced to the world the birth of the first domestic giant of ferrous metallurgy. Since then, the plant has been etched in steel into the chronicles of the Soviet Union and has become a symbol of its industrialization.

According to statistics, every third shell and every second tank of the USSR

DURING THE GREAT PATRIOTIC WAR WERE MADE OF MAGNITOGORSK METAL.

THE PLANT DESIGN AND CONSTRUCTION DEADLINES were so tight that foreign experts doubted the possibility of completing this grand project. The entire country, without exaggeration, worked on the construction! Forty-six design organizations, 108 educational institutions, and 49 railways were involved for transporting cargo, equipment, and workers. 158 factories from all corners of the USSR sent metal structures, equipment, specialists, and entire teams of top workers to Magnitostroy. Production grew at an incredible pace.

During the Great Patriotic War, the plant was among the first to stand in defense of the Motherland. Just two hours after the war was announced, a decision was made to convert several furnaces to produce special metal. Here, the efforts of every worker forged the future victory.

Today, tourists have the opportunity to visit the legendary plant to touch its heroic history, see the scale of production with their own eyes, and fully enjoy its industrial aesthetics.

Approximately 18,000 people visit MMK annually. Eight tours have been developed, covering the enterprise itself, the city of Magnitogorsk, and the Magnitogorsk Reservoir. The experience is equally engaging for schoolchildren who are just choosing their future profession, students, professionals, curious tourists, and foreign delegations. Hockey teams and figure skating championship participants conquer the Magnitogorsk ice and then enthusiastically become industrial tourists.

"We currently have routes for both adults and children from six years old. By the way, we are practically the only metallurgical enterprise that allows such young children to visit. But the emotions that we see on their faces after the excursion are priceless! We do not stop and are constantly developing new directions: in 2020, online excursions appeared, a separate program was developed for people with disabilities, there are also seasonal projects, one of which is a boat excursion. Magnitogorsk is located in two parts of the world: the city itself is in Europe, and the plant is in Asia, and the Ural River separates them. During a short trip along the river, we talk about the main facilities of the city and the plant."
Marina Korneva, Leading Specialist of the Strategy and Development Directorate of PJSC Magnitogorsk Iron and Steel Works

More than 800 million tons —

THE VOLUME OF STEEL PRODUCED BY THE PLANT. ACCORDING TO EXPERT ESTIMATES, THIS AMOUNT WOULD BE ENOUGH FOR 40 EGYPTIAN PYRAMIDS.

The “Taming the Fire” tour offers a real opportunity to see how steel is made and how true metallurgists work — those who are able to harness the fire. The tour begins in the largest blast furnace shop in Russia. This is the very heart of the plant: the uninterrupted operation of this unit determines the entire production process at MMK. It was here that more than 90 years ago the first metal of Magnitka — pig iron — was smelted.

Guests will witness the bustling, nonstop life of the workshop: dense jets of steam shooting up noisily over the blast furnaces, the steady labor hum of majestic machinery merging into the overall industrial “symphony” of the plant, and the blast furnaces themselves, in whose searing depths — at temperatures far higher than in a volcano’s crater — pig iron is born.

If the blast furnace shop is the heart of the plant, then the rolling shop is its brain. The next stop on the route is the rolling production facility.

This is the “Mill 2000” cold rolling complex — a facility with no analogues in Russia. Here, visitors can see how steel sheet is rolled — the very same sheets used in automobile manufacturing, in the production of “white” household appliances, and in the construction industry.

After the tour, guests can enjoy a steelworker’s lunch in the shop canteen alongside real metal tamers — the workers of the plant. And in the souvenir pavilion, they can purchase memorable gifts.

In 2022, the plant became an intellectual hub for industrial tourism, bringing together all frontier developments in this field. It was here that Russia's first Competence Center for the industrial tourism development was established.

MINSK TRACTOR WORKS (MTZ OJSC)

MInsk

Today, the Minsk Tractor Work is a full-cycle production facility with its own scientific and technical center, more than a hundred types of machinery in a wide range of configurations. High quality, broad product range, and affordable prices have made MTZ one of the world’s leading suppliers of agricultural machinery, while the BELARUS TRACTORS brand — the Belarusian tractor — has become a source of national pride.

The range of BELARUS machinery

INCLUDES 160 MODELS AND OVER 220 MODIFICATIONS FOR OPERATION IN ANY CONDITIONS.

The most well-known BELARUS in the world is the tractor.

THE HISTORY OF MINSK TRACTOR WORKS is fascinating, complex, and filled with a wide variety of events. In 1940, the territory of today's MTZ became the construction ground for the largest aircraft factory in the USSR. Only 365 days were allocated for the construction and commissioning its production facilities. However, the Great Patriotic War brought this high-speed construction project to a halt.

For three years during the war, the Nazis used the unfinished factory's workshops to repair transport aircraft. The fateful decision to build a tractor plant in Minsk was made on a train. In July 1945, the head of the BSSR government Panteleimon Ponomarenko, during the meeting of the USSR government delegation, proposed to the Chairman of the Council of Ministers Joseph Stalin to build the Minsk Tractor Plant on the site of the destroyed aircraft plant.

For Minsk, the emergence of a major industrial enterprise essentially meant rebirth. After the war, the city was completely destroyed, and its future appearance and infrastructure development depended largely on the region's industrial potential.

The starting point in the history of Minsk Tractor Works is May 29, 1946. Specialists from all over the Soviet Union came to Minsk to build the future machine-building giant, but even that was not enough for a project of such scale. The first state order was received when the factory's construction was still in full swing. Since then, modernization and re-equipment at MTZ have continued nonstop to this day: new workshops and production lines are opened, buildings are commissioned, and modern equipment is launched. MTZ's foundry production is the largest in the Republic of Belarus.

The model range is developed with regard to the requirements and specifics of various markets and environmental standards (from Stage-0 to Stage-5). The assortment includes a wide variety of products: compact tractors with 35–60 horsepower, versatile row crop tractors with 55–130 horsepower, general-purpose tractors with 150–365 horsepower; specialized models of various power levels: gardening, rice, cotton, crawler tractors, versions for municipal services; forestry machines; and equipment for winter sports.

The product line is built on standardized components and technical solutions, which allows for optimizing the cost of products, spare parts, and repairs; reducing the range of repair materials and consumables; and simplifying personnel training both for operating the machinery and for service maintenance.

Every 5 minutes, a new BELARUS tractor rolls off the MTZ assembly line.

Industrial tourism at MTZ began developing in 2017, and today the number of visitors to the plant is approaching 70,000. Guests from more than 80 countries have visited Minsk Tractor Works.
Tours are held in Russian, but translation services are available in English, French, German, Spanish, and Portuguese.

During the excursions, tourists will see how parts are manufactured on modern equipment prior to being assembled into units of the future tractor.

Then, they will visit the heart of the enterprise — the tractor assembly building — where they will witness how these very parts come together to form a tractor named BELARUS!

For adult visitors, there is a unique opportunity to "assemble" a BELARUS tractor with their own hands. Under the guidance of experienced specialists, guests are invited to perform several technological operations. Upon completing the "assembly," tourists receive a personalized certificate and information about where the tractor they helped build will be put to work.

And if that's not enough, a lap of honor on the most powerful tractors around the plant's territory is at their disposal.

A bonus to visiting the workshops is the massive territory of the plant — a true city within a city! MTZ is a city with 3 avenues and 35 streets, and the number of employees is comparable to the population of a small regional town.

Tourists are also welcome to visit the BELARUS tractor exhibition and the MTZ Museum and Industrial Center of Labor Glory. Remarkably, the very first serially produced MTZ-2 tractor, manufactured at the plant in 1953, is still fully functional — that is, if you take it down from its pedestal.

INDUSTRIAL TOURISM ON WHEELS

Tens of millions of cars under the Zhiguli and LADA brands have connected the roads and lives of people across the Union State and all of Eastern Europe.

AVTOVAZ LAUNCHED TO THE PEOPLE, without a doubt, one of the most famous brands of the USSR, modern Russia and the entire post-Soviet space.

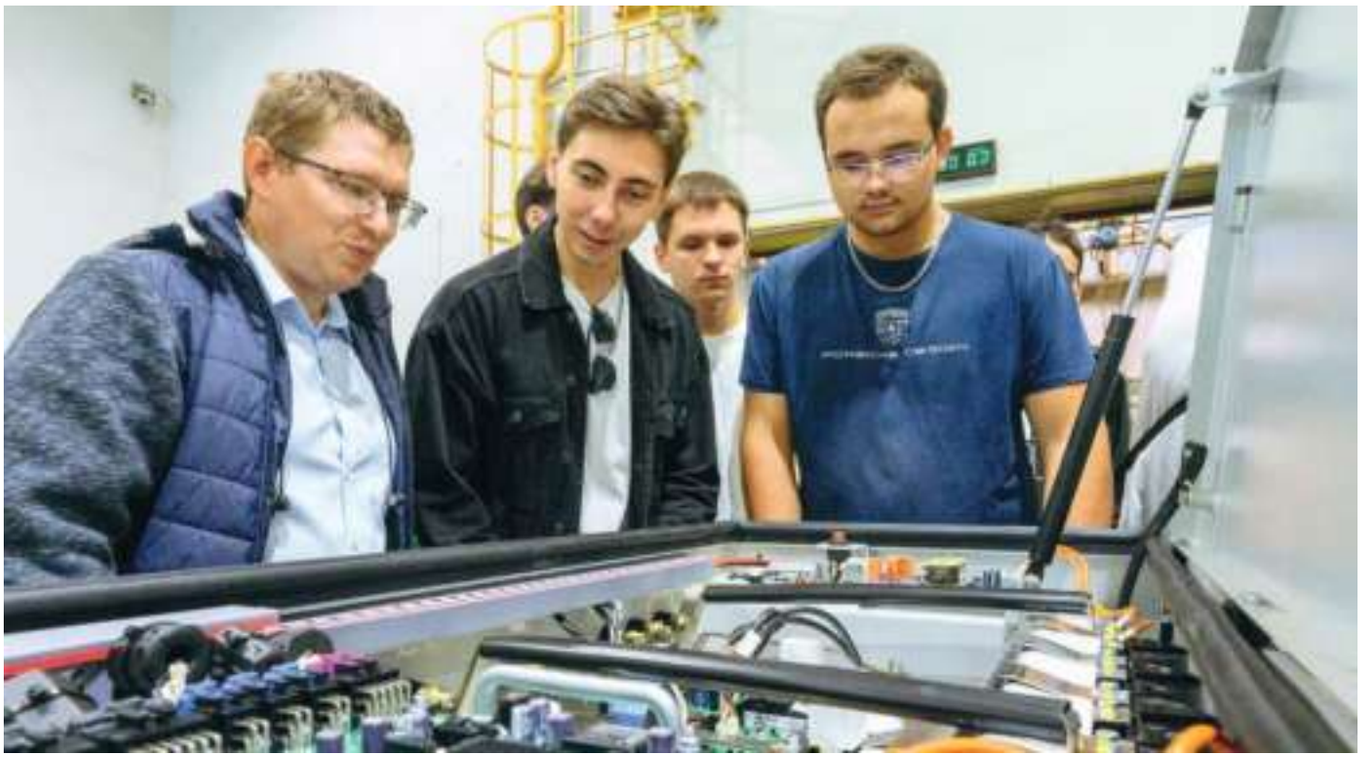
A company from Belarus, in turn, brings to life thousands of units of eco-friendly public transport: electric buses, trolleybuses, and trams under the BELKOMMUNMASH brand have become a familiar part of the urban landscape in more than 85 cities around the world.

Public transport manufactured in Minsk can be found not only across the Republic of Belarus but also in many Russian cities — including Samara and Smolensk, Novosibirsk and Nizhny Novgorod, Saint Petersburg.

HOLDING MANAGEMENT COMPANY BELCOMMUNMASH BKM HOLDING

Минск

For decades, BKM Holding has held a leading position among manufacturers of urban electric ground transport across the entire post-Soviet space. Belkommunmash was founded on July 1, 1973, and was originally focused on servicing and repairing municipal passenger vehicles.



1994 — production of the first Belarusian trolleybus.
1999 — production of the first Belarusian tram 1M and a new series of trolleybuses "Syabar".
2007 — new generation trolleybuses "Vitovt".
2009 — the first Belarusian low-floor trams.
2016 — serial production of Vitovt electric buses on supercapacitors.
2018 — introduction of a modified version with overnight charging capability and a range of 200 kilometers; upgrades to the “Syabar” and “Olgerd” model lines.

WITH THE DEVELOPMENT OF THE COMPANY’S EXPERTISE and the growing demand for the renewal of urban electric transport fleets, the decision was made to launch domestic production in Belarus.

Today, Belkommunmash has grown into a true industrial giant. More than a thousand employees design, manufacture, sell, and service vehicles produced at the only enterprise in the CIS that unites the production of both wheeled and rail-based passenger transport under one roof.

In addition to passenger electric vehicles, the company also manufactures charging infrastructure. In 2021, a prototype of the Vitovt Truck Electro Prime, a 10-ton electric truck, was created, successfully tested, and is now being prepared for mass production.

In November 2021, BKM Holding opened nearly the entire factory production line to industrial tourists. From this line, vehicles from the "Vitovt" and "Olgerd" series—named after famous Belarusian princes—roll out onto the streets of dozens of cities.

On the tour “Transport of Today. Transport of Tomorrow,” tourists will spend an hour and a half visiting the electronics workshop, bodywork and paint shops, and assembly sections for pantographs and battery assembly and commissioning. They’ll also tour the electrical equipment testing laboratory and the electrotechnical laboratory — in short, they’ll see the entire process of creating trolleybuses or trams.

During the excursion, tourists will be able to talk to the employees of the enterprise, take part in a thematic quiz with gifts, including learning how many kilometers of wiring are inside one vehicle, why the factory switched to producing low-floor models, who benefits most from such transport, how long an electric bus’s charge lasts, and who decides the color of public electric transport.

By the way, the new paint shop is one of the most exciting stops on the route, according to visitors.

Even before these high-tech and eco-friendly vehicles hit the city streets, tourists will have a chance to sit behind the steering wheel, see the driver's cabin from the inside, and ride as passengers around the factory grounds in a freshly assembled vehicle — an unforgettable experience!

Each vehicle assembled at the plant is unique in its own way—

ALL MACHINES ARE ASSEMBLED BY HAND, WORKERS PUT A PIECE OF THEIR SOUL INTO EVERY TROLLEYBUS, TRAM OR ELECTRIC BUS.

AVTOVAZ JSC

Samara Region

AVTOVAZ is the largest car manufacturer in Russia, a company with a long and fascinating history. It was the Volga Automobile Plant that made cars truly mass-produced and affordable for Soviet citizens.
Today, AVTOVAZ produces the most popular cars in the country.

The first millionth car — a dark cherry VAZ-2103

WITH SAND-COLOURED INTERIOR UPHOLSTERY - STORED IN THE AVTOVAZ MUSEUM.

One of the developers of the new general plan for Togliatti

WAS THE FAMOUS LENINGRAD ARCHITECT BORIS RUBANENKO. HE ALSO TOOK PART IN DESIGNING THE PROJECT FOR THE RAILWAY STATION SQUARE IN MINSK AFTER THE GREAT PATRIOTIC WAR.

ON JULY 20, 1966, the USSR government signed a resolution on constructing the Volga Automobile Plant in Togliatti. And already in 1970, the first Zhiguli were assembled at the plant: six cars in the colors of the Russian Federation flag - two blue and four cherry. The construction was grandiose and large-scale: in four years, together with the plant, a thermal power station was built in Togliatti, a residential district with fully modern infrastructure, and many other industrial and communal facilities. In the vision of architects from the late 1960s to early 1970s, the Automobile Plant district of Togliatti was a model of the “city of the future” and a symbol of Soviet modernism.

The district’s plan envisaged wide streets and the location of residential blocks at some distance from the industrial zone — these solutions remain relevant even decades later. The release of the first millionth AVTOVAZ car was a special day. It was on December 21, 1973, when a Zhiguli with a six-digit serial number rolled off the production line, that the entire plant complex, covering more than 600 hectares, was officially put into operation.

Throughout its history, AVTOVAZ has produced over 60 models, the most popular being the VAZ-2101: the total production volume of all versions exceeded 4.8 million cars. One of the longest-produced vehicles in the world is the Soviet-designed off-road vehicle VAZ 2121 Niva, which is still manufactured today under the name LADA NIVA Legend.

For many years, visits to the enterprise were available only to students of specialized universities and entrepreneurs as part of business missions. But starting from 2024, anyone interested can touch the history, present, and often even the future of the Russian automotive industry. The three-hour guided tour program called “AVTOVAZ — The Road to Success!”, has enjoyed overwhelming popularity since its launch: tickets must be booked several months in advance.

The tourist route begins with a visit to the AVTOVAZ Museum, which houses a collection of approximately 20,000 exhibits. The museum features legendary vehicles, unique concept cars, engines, and other automotive components, along with archival photographs and historical documents.

On the production site, visitors are introduced to the key technological processes of AVTOVAZ.

In the press shop — the largest in Europe — guests can observe the stamping lines where body parts are shaped. These very parts define a vehicle’s appearance, structural integrity, reliability, and safety. In the body welding shop, tourists witness hundreds of robots performing automated welding operations and skillfully manipulating body components.

The final stage of car production is the assembly line. Visitors get a chance to see how the bestsellers of the Russian automotive market are brought to life — from painted body shells to the moment they roll off the production line.

During the tour, visitors become familiar with AVTOVAZ's multi-level quality control system, with the solutions that enhance production efficiency and environmental sustainability, and, of course, with the skill of employees and the variety of professions involved in the creation of cars. The final part of the industrial tourism route is a panoramic tour from the city's highest observation point — located on the 24th floor of the plant's administrative building. Here, guests are also invited to enjoy a factory-style business lunch at the restaurant within the same building.

A visit to the legendary industrial giant will give bright emotions to everyone: both connoisseurs of classic models of the Soviet past from the plant museum, and fans of modern production, filled with robots and many automated operations. Experience of conducting tours of AVTOVAZ shows that guests of the enterprise not only find answers to their questions, but also begin to perceive the realities of the domestic industry in a new way, and see with their own eyes that automobile production is powerful, modern, and, of course, beautiful.

"Our shared aspiration is to make AVTOVAZ accessible to everyone today — including every schoolchild or student who is thinking about their future career. We are pleased to open the doors of our production site, where visitors can fully understand the specifics of modern car manufacturing, feel the power of Russian industry, witness a high level of robotic automation, and see firsthand the decent working conditions at our enterprise. At the initial stage of our industrial tourism project, we plan to host one tourist group per week. In addition to this schedule, we regularly hold career guidance events for schoolchildren and students from all over the country."

Maxim Sokolov, President of AVTOVAZ JSC

FARM EQUIPMENT OF CREATIVE MECHANICAL ENGINEERING

The land-breadwinner always generously pays a thrifty owner, supported by years of accumulated knowledge, modern machinery, and kind words spoken with an open heart. Agriculture is a pillar of the nation and a traditionally vital sector of the economy in both Russia and the Republic of Belarus.

A SIGNIFICANT ROLE IN SUSTAINABLE DEVELOPMENT of the agro-industrial complex is played by agricultural engineering. The production of specialized machines and equipment for soil cultivation can be considered one of the most constructive and creative branches of mechanical engineering — one that unites both industrial workers and farmers in their shared contribution to the birth of bread.

Industrial tourism enables residents of Russia and Belarus to gain a comprehensive understanding of this important and fascinating sector. It offers the opportunity to visit two enterprises — different in scale and pace of transformation, yet remarkably similar in their focus and pursuit of high efficiency. These are Gomselmash, the legendary combine harvester and agricultural machinery manufacturer in Gomel, and the Gryazi Cultivator Plant in the Lipetsk Region — an expert producer of tillage equipment. Both companies skillfully combine deep-rooted experience and tradition with digital technologies and modern approaches to production management.

GRYAZI CULTIVATOR PLANT (GKZ)

Lipetsk Region

Over its 65-year history, the plant has seen much and has evolved from a machine testing station into an industrial giant known throughout the Soviet Union. Today, the plant manufactures cultivators, plows, harrows, subsoilers, soil packers, and fertilizer application machines.

1,650 million football fields -

THAT'S HOW MUCH LAND CAN BE CULTIVATED IN JUST ONE SEASON USING GKZ's "DOBRYNYA" PLOWS.

Dobrynya reversible plow

HAS BEEN THE MOST PRODUCED IN RUSSIA FOR TWO YEARS NOW.

THE PRODUCT RANGE is continuously updated in line with agrotechnology trends across various soil and climate zones of Russia, and model lines are being expanded — including customization to meet the individual needs of agricultural producers.

Plowing is rightly considered one of the most demanding and critical stages in land cultivation. Gone are the days when the land was worked with wooden scratch plows or the first single-furrow metal plows. Implements have evolved — and the modern plow has become almost unrecognizable. In 2018, the Gryazi plant launched a new generation of agricultural machinery for soil cultivation: the KPU-9 all-season cultivator and the Dobrynya reversible plow.

During the factory excursion, industrial tourists learn about the plant’s technical capabilities, its unique path through the post-Soviet transition — a period during which around 8,000 similar enterprises across the country shut down — and the honorable story of GKZ’s revival in the 2000s. Guests will have the chance to see firsthand the results of the most large-scale production modernization in the history of the Gryazi Cultivator Plant, completed in 2024.

Since 2023, the "Open Industry" program has been attracting tourist groups to the plant — including local and out-of-town visitors, students, business delegations, media representatives, and bloggers. More than 1,000 people have visited the site during this time.

Strictly wearing safety helmets and following a specially marked route, industrial tourists are guided through the key technological zones involved in the production of reversible plows. Guests can witness the transformation of metal and learn how it takes on the shape of a tillage machine under the influence of complex and modern machinery. They will also hear what assembling a plow has in common with changing the wheels on a Formula 1 race car — and see the painting complex in action, which required digging out a pit the size of 50 KamAZ trucks right inside the workshop.

One of the secrets of its success, GKZ attributes to an effective production system: guests can get acquainted with the key tools of lean manu-facturing and see specific examples that demonstrate the effectiveness of this approach. Thanks to sound management decisions, the plant in the small town of Gryazi, Lipetsk Re-gion, increased its production of reversible plows by 270% and rose to first place in Russia — all without expanding its fleet of machines or increasing its workforce.

The driving force behind these innovations at the enterprise is General Director Aleksandr Isakov (Ph.D. in Engineering, winner of the “Leaders of Russia” competition in 2024). By the way, in most cases, he him-self acts as a guide during industrial tours of the Gryazi Cultivator Plant.

“We show where bread on the shelves comes from. After all, the whole cycle begins precisely with tractor, combine, and cultivator plants. For us, industrial tourism is a small mission — I would call it a form of social responsibility. It's a true pleasure when, at the end of the tour, we hear the phrase: ‘We didn’t even know such plants existed in Russia.’”
Aleksandr Isakov, GKZ General Director

GOMSELMASH

Gomel Region

The entire history of GOMSELMASH is a story of continuous development: from its founding in 1930 and the production of the first simple agricultural machines to the creation and mass production of grain and forage harvesters, machine complexes based on universal power units, mowers, beet harvesters, potato harvesters, and other types of agricultural machinery.

GOMSELMASH machinery —

INCLUDES 17 TYPES OF AGRICULTURAL MACHINERY, 75 BASE MODELS AND MODIFICATIONS, AND 70 TYPES OF ADAPTERS AND ATTACHMENTS FOR HARVESTING VARIOUS CROPS. FROM THESE MACHINES, AGRICULTURAL ENTERPRISES CAN SELECT THE MOST EFFICIENT MODELS FOR THEIR SOWN AREAS AND CROP VARIETIES.

TODAY, GOMSELMASH does not manufacture individual machines, but rather entire model lines of agricultural equipment for various purposes. This approach allows a single manufacturer to provide machinery for all key crop production processes — from comprehensive soil preparation and sowing to harvesting.

GOMSELMASH combines operate in Russia, Kazakhstan, the Czech Republic, Slovakia, Romania, Bulgaria, the Baltic states, Argentina, Brazil, China, and other countries, including its home country, Belarus. The company has a broad distribution network, a number of joint ventures and assembly plants — including in China, Kazakhstan, and Russia.

The enterprise has been open to visitors since 2021. During this time, around 3,500 adult and young tourists have become acquainted with the history and production of agricultural machinery in Belarus.

The tour route includes a visit to the museum and machinery exhibition, as well as production areas — the mechanical workshop, the assembly and delivery shop, the press shop, the welding and painting shop, and also the “Charovnitsa” restaurant, where guests enjoy an authentic GOMSSELMASH-style lunch.

During their time at the plant, tourists learn that the establishment of GOMSELMASH was the first step toward creating a forage machinery manufacturing industry in the vast country. Experienced guides share stories about the company’s production records and the capabilities of its equipment.

By the way, the brand-new GOMSELMASH combines, still smelling of fresh paint, must pass a factory “obstacle course” at the test ground. During the tour, visitors can sit next to a professional test driver and personally try out the machines — even experience the honorable profession of a combine operator. It’s no surprise that after such an immersive experience, many seriously consider a career change. In fact, there have been cases in the history of the company’s industrial tourism when visitors became employees of GOMSELMASH.

Belarus' self-sufficiency level in milk is 270% –

THIS ALLOWS THE EXPORT OF DAIRY PRODUCTS IN ALMOST ANY VOLUME WITHOUT HARMING THE COUNTRY'S FOOD SECURITY.

MILKY RIVERS, INDUSTRIAL SHORES

Dream of immersing yourself in rural life and enjoying fresh dairy products? Want to get acquainted with high-tech cheese production, feed calves, or pet friendly goats? All this is possible thanks to industrial tourism at dairy enterprises of the Union State.

Belarus accounts for 6% of global milk exports,

THE COUNTRY RANKS SECOND IN THE WORLD IN EXPORTING CONDENSED MILK, THIRD IN EXPORTING BUTTER AND DRY WHEY, FOURTH IN EXPORTING CHEESE, FIFTH IN EXPORTING SKIMMED MILK POWDER.

THE ENTERPRISES HAVE PLENTY TO AMAZE even the most sophisticated and demanding tourists. Besides the fascinating processes of dairy product creation, visitors can taste the products, and at some enterprises, even prepare their own dishes using products made practically before their eyes. And, of course, it's interesting to try on the role of an inspector — to personally take samples, check quality, and ensure production safety.

Belarus is rightfully famous for its dairy products. The country is home to dozens of enterprises producing milk, cheese, and fermented dairy products, well known not only within the republic but also in Russia and even farther neighboring countries. For many consumers, the label "Made in Belarus" is already an unquestionable mark of quality, and milk in the country is even called "white gold."

BABUSHKINA KRYNKA

Mogilev Region

Babushkina Krynka is the managing company of the holding Mogilev Dairy Company Babushkina Krynka. The enterprise continues the legacy of the well-known Mogilev Dairy Plant, which was built back in 1979.

from 600 to 700 tons of milk

PER DAY ALLOW THE ORGANIZATION'S PRODUCTION CAPACITIES TO PROCESS.

The raw materials zone covers almost all areas of the Mogilev Region

THE COMPANY'S PORTFOLIO CONTAINS OVER 300 PRODUCTS: milk, kefir, sour cream, cottage cheese, ice cream, yogurts, cheeses, and much more. Babushkina Krynka is beloved both in Belarus and abroad. The company actively exports its products to more than 20 countries around the world, including the CIS countries, China, Indonesia, Algeria, Lebanon, Moldova, the UAE, Pakistan, Bangladesh, and the Philippines.

For several years now, the enterprise has been a significant landmark on the industrial tourism map of Belarus. The production facility is visited by both adults and children — but especially popular are the tours for school groups. And it’s no surprise: here, visitors not only learn a lot about dairy production, but also get to enjoy delicious ice cream made right before their eyes.

Product safety and quality are top priorities, so visitors do not come into direct contact with the products or equipment. Instead, they observe the production cycle through panoramic windows. Before entering the gallery, tour participants go through a safety briefing, disinfection procedure, and receive individual protective means.

Tour groups include up to 30 people, and the tour itself lasts one hour. During this time, guests learn about the production of various milk-based products, watch the process in real time, and gain insight into the strict hygiene and personnel standards. After the tour and tasting, each visitor receives a special set of products made at the facility.

TUROV DAIRY PLANT

Gomel Region

Turov Dairy Plant specializes in the production of semi-hard and soft cheeses. It was founded in 2010 in one of the oldest cities in Belarus — Turov.

More than 80% of manufactured products

ARE SOLD TO FOREIGN MARKETS.

The enterprise operates a Quality Management System

AND A FOOD SAFETY MANAGEMENT SYSTEM THAT COMPLY WITH INTERNATIONAL STANDARDS. ITS PRODUCTION LABORATORY IS ACCREDITED UNDER ISO/IEC 17025, ENSURING THE HIGH QUALITY OF THE PRODUCTS.

9,250 tourists

FROM VARIOUS COUNTRIES VISITED THE TUROV DAIRY PLANT IN 2024, OF WHICH ABOUT 1,100 WERE RUSSIANS.

THE FIRST BATCHES OF PRODUCTS were released in May 2013. The enterprise's facilities allow for the processing of over 250,000 tons of raw materials annually.

Although the production site is relatively young, it already ranks among the top ten largest dairy processing enterprises in Belarus and is one of the key enterprises shaping the local economy.

The plant produces a variety of delicious soft and semi-hard cheeses under the brands Bonfesto and Bonfesto Cooking. Among the most popular varieties are soft and semi-hard mozzarella, ricotta, cream cheese, and mascarpone. The assortment also includes provola, scamorza, and other types of cheese. Just 10–15 years ago, most of these cheeses in Belarus were represented almost exclusively by imported brands.

The Turov Dairy Plant plays a significant role in the economy of the Zhitkovichi District and actively participates in the industrial tourism development program. Since 2014, the plant has been organizing tours and attracting visitors to the Pripyat Polesie region.

The tour route runs through the gallery zone of the enterprise, where panoramic windows provide a view of the Pasta Filata cheese production workshop. During the tour, guests learn about the history of the plant, the technologies used in the production process, and the company’s notable achievements.

The part that fascinates visitors the most is the cheese molding process —watching the curd flow and the finished cheese being transferred into cooling baths.

After exploring the plant, the most anticipated and delicious part of the tour begins — the tasting session. Guests gain insights into the culture of cheese consumption, explore different ways to use cheese, and discover popular and delicious recipes.

Right on the factory grounds, there is a Bonfesto-branded store and Bonfestocafé. After the tasting, everyone eagerly visits the store, often leaving with at least half the product range.

The Bonfesto café serves signature dishes made from cheeses produced at the Turov Dairy Plant.

According to the Belarusian project “Eda — khot’ kuda” (*eng. - "Food Worth Traveling For"*), mozzarella wrapped in bacon is considered the gastronomic hallmark of the city of Turov. And many international tourists return to Turov just for the local tiramisu made with mascarpone.

MILASHA FARM & CHEESE DAIRY

Irkutsk Region

Milasha is a family-run enterprise led by three generations working side by side: grandmother, mother, and son. Perhaps it is this unique family dynamic that gives the products their special homemade flavor, while guests on the tour experience a sense of warmth and homely comfort.

26
types of cheese

ARE PRODUCED ON THE FARM.

THE HISTORY OF MILASHA began back in 2011, when Oksana Rossova (now the chief technologist of the enterprise) moved to the village of Granovschina. Her original plan was to build a small cottage and enjoy a peaceful life surrounded by nature. But fate had other ideas: shortly afterward, some relatives gifted her two goats. Then, during a trip to France, Oksana visited a Camembert cheese factory. That experience sparked the idea to create a small, artisan cheesemaking business in Siberia.

As she experimented with different recipes to perfect her ideal cheese formula, the goats multiplied quickly. The land had to be expanded, and eventually, the entire family joined forces around what would soon become the Milasha farm.

Over
200
labor, home front veterans, children of war, and Victory volunteers

VISITED THE FARM AS PART OF THE PROJECT "THANK YOU FOR THE VICTORY" AND 500 SCHOOLCHILDREN AS PART OF THE PROJECT "SCHOOL OF THE YOUNG FARMER".

The development of agritourism became one of the responses to post-pandemic challenges and later to economic sanctions. In 2020, in an effort to attract customers and stimulate sales, the idea of organizing family gastronomic programs for groups of three to five people emerged. These events proved to be in demand, and after the restrictions were lifted, larger group programs were launched.

In 2022, to avoid raising retail prices due to sanctions, the farm's owners renovated the facility and opened it to visitors. Thanks to this, revenue increased by 56% over the year, while profits remained the same.

Today, the farm offers two types of tour programs: for adults — "Cheese Gastronomy," and for schoolchildren — "Delights from Milasha." The "Cheese Gastronomy" program lasts two and a half hours. Guests arrive at the farm, meet the goats, and then head to the gastronomic hall for a cheese tasting. Afterward, guests and the farm hosts cook hot dishes and salads together, chatting about cheese-making along the way.

The "Delights from Milasha" tour is designed for school groups. After meeting the farm residents, children not only taste different cheeses but also make some with their own hands.

An important ideological aspect of Milasha's tours is to draw young people's attention to rural life and work. Schoolchildren get emotionally involved in the countryside lifestyle and begin to understand that where they live and work is a matter of personal choice.

EKONIVA

Kaluga Region

The EkoNiva Group is the largest producer* of raw milk in Russia and Europe. The company was founded in 1994 by entrepreneur Stefan Dürr. Stefan Dürr first came to the USSR in 1989 as an intern student to complete an agricultural internship at farming enterprises in the Kursk and Moscow regions.

* Rating by the National Union of Milk Producers (Soyuzmoloko), Milknews, and Streda Consulting: “Top-30 Largest Milk Producers in Russia — 2023.”

632,400 hectares

IS THE AREA OF AGRICULTURAL LAND

AND 35 YEARS LATER, he heads a holding that ranks among the top five largest owners of agricultural land in Russia. The total area managed by the holding reaches 632,400 hectares. In addition to dairy production, the companies within the EkoNiva Group are involved in breeding and beef cattle farming, seed production, crop farming, and organic agriculture.

The holding manages assets in 13 regions across Russia, including Voronezh, Kaluga, Kursk, Leningrad, Moscow, Novosibirsk, Orenburg, Ryazan, Samara, and Tyumen regions, as well as in Altai Krai, and the Republics of Bashkortostan and Tatarstan.

EkoNiva is one of the pioneers of industrial tourism in Russia. The company launched its farm tour projects for the general public back in 2013. Tours are held at livestock complexes and processing plants in the Moscow, Kaluga, Voronezh, and Novosibirsk regions, as well as in Tatarstan. Children and adults can see firsthand how real milk is produced and enjoy natural dairy products made on site.

Just as the journey to high-quality milk begins with the birth of a calf, the excursion also starts with an introduction to the youngest residents of the farm — calves aged 0 to 3 months. Visitors learn how the little ones live, see the individual calf hutches they inhabit, and discover the purpose of the special ear tags. These “earrings” serve as a kind of passport for each animal, containing key information such as date of birth, weight, vaccinations, and later on — milk yield statistics and other important data.

At the location where the shelters for calves aged three to eight months are set up, the guide explains how the conditions of animal care evolve during this stage of their life. After the "kindergarten" phase, the tour continues to the pens with adult cows, where visitors learn a wealth of fascinating facts about the physiology of forage cows and the specialists who provide the animals with essential daily care.

But perhaps the most fascinating and mesmerizing sight unfolds in the milking parlor, where 72 cows can be milked simultaneously using a special "carousel" system. To produce top-grade milk, the specialists ensure a gentle, stress-free milking process. From the outside, it seems as though the cows know exactly what to do: they calmly enter the carousel, stand for the required amount of time, and just as calmly step off.

In addition to the tour itself, visitors can enjoy workshops and tastings. They can paint a wooden cow and take it home as a souvenir. Guests are also invited to make a milkshake using a pedal-powered blender and taste a variety of dairy products from EkoNiva.

248,600 heads of cattle—

THAT'S THE AVERAGE HERD SIZE ON EKONIVA FARMS. HALF OF THEM ARE FORAGE COWS, THE VERY ONES THAT PRODUCE MILK

THE SWEETS BACKSTAGE

Who didn't dream in childhood of stepping inside a candy factory — to see with their own eyes how delicious chocolate and sweets come to life, how fluffy marshmallows and colorful caramels are made, and to try on, even if just for a moment, the role of a real wizard conjuring up all these treats?

JUST IMAGINE: the irresistible aroma of freshly made sweets in the air, and before your eyes — a breathtaking spectacle of candy rivers, sheets of marshmallow, waves of chocolate, and fluffy clouds of meringue. Thanks to industrial tourism, full immersion in the world of confectionery has become a reality: now anyone can fulfill a childhood dream and step right into the heart of legendary candy factories in Russia and Belarus.

The hardest part is choosing which factory to visit first. Will it be the iconic Babayevsky Confectionery Concern, with its over 200-year history, home to classics like Babaevskaya Belochka, Vizit, and the beloved Vdokhnovenie chocolate — flavors that many remember from childhood? Or perhaps the famous Kommunarka factory? According to statistics, it produces every fourth chocolate bar on the Belarusian market and every fifth on the Russian one. Each of these factories also features a chocolate museum. And whether tourists find themselves in Russia or Belarus, they can embark on a delicious journey of discovery. Visitors follow the full journey of cocoa beans — from the cacao tree to the sweet joy lining store shelves. Along the way, they'll learn the history of chocolate and how ancient Aztecs once used cocoa beans.

If rivers of chocolate flow at Babayevsky and Kommunarka, then at Belarus's Krasny Pischevik factory, guests are met with shores of marshmallow and marmalade, and neat lines of airy confections. No matter which factory you choose, a sea of emotions and sweet surprises is guaranteed!

KRASNY PISCHEVIK

Mogilev Region

Krasny Pischevik is the oldest confectionery enterprise in Belarus. The factory's history dates back to as early as 1870, when a yeast plant was established in the town on the Berezina River. After the revolution and the establishment of Soviet power, the enterprise was nationalized.

The factory produces more than 300 types of products

AND AT LEAST 50 BRANDS. AND RUSSIA REMAINS THE MAIN EXPORT PARTNER.

Even during the difficult wartime for the entire country, the factory produced 33 types of sweets.

AND IN 1924 (100 years ago!), the factory came under the control of Belarusian State Trust of the Food Industry and began producing marmalade and caramel. Exactly ten years later, the first batch of the famous halva was released here, and soon they began producing marshmallows.

In the 1950s, the factory changed its specialization.The focus shifted to the production of pastila, marmalade, and marshmallows. In the following years, the production expanded with new workshops, buildings, and modernization of outdated technological lines. By the late 1980s, the production capacity of Krasny Pischevik reached 18 thousand tons of products per year, and its gift marshmallow assortments were included in souvenir sets for the Kremlin.

Today, the enterprise is rightfully considered a leader in Belarus in the production of pastila and marmalade products. For many years, the confectionery factory's products have delighted both adults and the youngest customers. "Bobruisk Marshmallow", marmalade, and pastila, just like decades ago, remain in high demand among sweet lovers.

The birth of sweets at the factory has always been hidden from prying eyes and remained a mystery to many. But today the enterprise is open to visitors, and everyone has the opportunity to explore the history of the oldest plant in the Mogilev region and discover all the secrets behind the making of their favorite desserts.

The introduction to the factory starts with a brief look into the past: guests are shown a historical film about Krasny Pishchevik. After the screening, tourists embark on a fascinating journey into the very heart of the enterprise. First, they get acquainted with the production of marshmallows. The main highlight of this part of the tour is a hands-on workshop on making various types of handcrafted marshmallows. The journey through the factory continues in the workshop for producing pastila and marmalade products, and then moves on to the newest logistics center, where dozens of tons of sweets await their turn to be shipped to store shelves around the world.

Most of all, tourists are delighted by the stop at the hand-glazing department:

AFTER EVERYONE WHO WISHES HAS TRIED THEIR HAND AT MASTERING THIS CHALLENGING PROFESSION, THE LONG-AWAITED TASTING BEGINS. THE FRESHLY MADE “DANDELION” DISAPPEARS IN AN INSTANT, AND FACTORY GUESTS ALWAYS NOTE THAT THEY HAVE NEVER IN THEIR LIVES TASTED SUCH DELICIOUS MARSHMALLOW. STILL WARM AFTER COATING, IT LITERALLY MELTS IN THE MOUTH AND BECOMES THE MAIN HIGHLIGHT OF THE TOUR.

BABAEVSKY CONCERN

Moscow

Babaevsky Confectionery Concern is one of the largest confectionery enterprises, with its history dating back to 1804, when a former serf peasant named Stepan opened a family-run confectionery workshop. Later, the dynasty of confectioners adopted the resounding surname Abrikosov. After the revolution, the factory received the name by which it is known today — Babaevsky Confectionery Concern.

Based on the archives of the Moscow confectionery factories Krasny Oktyabr and Babaevsky Confectionery Concern

THE “MISHKA” MUSEUM OF THE HISTORY OF CHOCOLATE AND COCOA HAS BEEN OPENED. THE MUSEUM TELLS THE STORY OF THE CREATION AND REVEALS THE SECRETS BEHIND THE PRODUCTION OF THE FINEST SWEETS FROM THE LEGENDARY FACTORIES OF THE UNITED CONFECTIONERS HOLDING.

SPECIALISTS OF BABAEVSKY have created over 200 new types of confectionery products at different times, including such well-known and still popular items as “Babaevsky” dark and bitter chocolate, “Vdokhnovenie" chocolate and candies, “Lux” chocolate, “Visit” candies, “Babaevskaya Belochka,” and many others.

Today, Babaevsky Confectionery Concern combines advanced technology with centuries-old traditions and is a recognized leader in the production of dark and bitter chocolate. Since 2003, the enterprise has been part of the major Russian holding United Confectioners which also operates facilities for cocoa bean processing. In total, Babaevsky Confectionery Concern produces 80 types of chocolate and around 23,000 tons of various confectionery products per year.

The factory tour combines elements of a journey through time and spans an incredible 5,000 years of chocolate history. Special attention in the museum exhibition is given to the lives and work of the key figures in the history of Russia’s confectionery industry: Alexey Abrikosov, grandson of the founder of the Abrikosov & Sons Trading Partnership (now Babaevsky Confectionery Concern), and Ferdinand Theodor von Einem, founder of the Einem Confectionery Factory (now Krasny Oktyabr).

Visitors are also shown masterfully crafted chocolate sculptures, such as an imperial crown or a life-sized brown bear.

After learning the history, guests proceed to the museum’s laboratory, where they can explore the ingredients of chocolate and learn how it’s made. Then they step into a real chocolate kingdom — a modern production line. Molding chocolate, cooling, coating candy shells with glaze, and packaging — tourists can observe the full process of creating their favorite sweets.

At the end of the tour, each guest is treated to a tasting of freshly made confections. Candies and chocolates produced right before their eyes have an especially rich flavor that is simply unforgettable — especially since guests are treated to sweets straight off the conveyor belt! As a souvenir of the chocolate expedition, every visitor receives a box of handmade chocolates.

KOMMUNARKA

Minsk

Kommunarka Factory is one of the largest confectionery producers in the Republic of Belarus, beloved by generations. For nearly 120 years, the factory has been delighting consumers with a wide variety of unique and incredible flavor combinations, while staying true to the tradition of using only natural ingredients.

Kommunarka is the first enterprise in the Republic of Belarus

THAT LAUNCHED INDUSTRIAL TOURISM IN THE FOOD INDUSTRY.

The official birthday of Kommunarka is considered to be May 1, 1931.

ON THAT DAY, THE ENTERPRISE OPENED ON THE VERY SITE WHERE IT STILL OPERATES TODAY. BUT IN FACT, ITS HISTORY GOES BACK EVEN FURTHER. ON JANUARY 11, 1905, IN MINSK, THE PREDECESSOR TO KOMMUNARKA WAS FOUNDED — A BUSINESS REGISTERED AS: "COFFEE SHOP WITH CONFECTIONERY PRODUCTS, AND BAKERY OF CONFECTIONERY GOODS BY GEORGY."

THE FACTORY TODAY is one of the leading brands of Belarus. It produces chocolate, candies, toffee, and cocoa products. Its assortment includes over 250 items, among them the legendary candies: "Mishka na Polyane", "Krasnaya Shapochka", “Minchanka”, and “Kommunarka.” This famous factory not only delights with its natural and delicious products, but has also been offering fascinating tours and workshops for over ten years.

The tour route passes through the working waffle and chocolate workshops, where visitors can see the entire process of making sweets — from recipe development to the moment the finished products are shipped to stores. It goes without saying that throughout the entire production journey, guests are surrounded by incredible aromas of cocoa, nuts, and vanilla, which can make your head spin.

But that’s not all! Anyone who wants can try on the role of a real chocolatier. The factory offers master classes called “The Art of Making Chocolate”, opening the door to the world of creating your own treats. Guests get to make their own collection of candies and learn how to decorate sweets. At the end, they receive a certificate confirming their unique skills.

Of course, a visit to the chocolate factory isn’t complete without tastings and delicious gifts. At the end of the tour, guests can visit the brand’s shop with a wide assortment of products, and then enjoy a cup of exclusive hot chocolate in a cozy café. It’s no surprise that tourists always leave the factory in a great mood, and children (and even some adults!) are ready to take this tour every day if they could.

BAKERY-CONFECTIONERY COMPANY DOMOCHAY

Mogilev Region

Domochay Bakery and Confectionery Company OJSC is the largest producer of bakery and confectionery products in the Mogilev region of Belarus.
Since founded in 1927, Domochay has grown to include three production facilities in Mogilev, four branches, and two production sites in the district centers of the Mogilev region.

Domochay Bread aromatic special — the king of breads in Belarus:

A LOAF WEIGHING 2 KILOGRAMS AND 200 GRAMS. IT IS BAKED IN OVENS JUST LIKE BREAD USED TO BE BAKED IN VILLAGES IN OLD DAYS.

THE COMPANY DOES NOT HIDE THE RECIPE of their success — it's the synergy of accumulated experience and the professionalism of their bakers, combined with state-of-the-art, high-tech equipment and a wide product range. All this allows Domochay to delight the people of Belarus and visitors from abroad with consistently delicious and diverse breads and pastries — from the sliced Mogilevsky loaf to the Shpinatny cake.

They believe here that bread is not just a staple food — it is a symbol of all that is good, valuable, and pure in the world.

A tour of Domochay is one of the warmest and most heartfelt among Belarusian enterprises. Even before reaching the factory, guests are welcomed by the enchanting aroma of freshly baked goods — a scent so rich and inviting, it feels like you could reach out and touch it.

Since 2017, more than 20,000 visitors — both young and old lovers of fragrant bread and fresh pastries — have visited Domochay. Industrial tourists here can enjoy a fascinating route that introduces them to the bread-making process and offers many interesting insights: how bread first appeared, which beneficial microelements it contains, what baked goods are preferred in different countries, which product is the most beloved in Belarus, and which ones are most often exported.

Dressed in lab coats and caps, tourists step into the bakery workshop, where a handful of simple ingredients magically transform into a finished product before their eyes. The composition of some types of bread might surprise you: poppy seeds, honey, grapes, dried carrots, onions, and even smoked brisket are used in the recipes.

Among the entire technological process of bakery production — kneading and shaping the dough, baking, slicing, and packaging — the moments that truly captivate and delight visitors are when the dough goes into the oven and when the finished loaves come out.

By the end of the tour, the irresistible aroma filling the workshop has everyone's mouths watering — and Domochay has prepared delicious surprises for all its guests. Freshly baked treats are available for tasting, and visitors can even take some home as gifts for family and friends.

In 1744, by the highest decree of Empress Elizabeth (Elizaveta Petrovna),

AN AGREEMENT WAS SIGNED TO ESTABLISH A PORCELAIN MANUFACTURING FACILITY. THIS DATE IS CONSIDERED THE STARTING POINT IN THE HISTORY OF PORCELAIN PRODUCTION IN RUSSIA.

FRAGILE BEAUTY

For centuries, porcelain has consistently held royal status. Just 300 years ago, it was literally valued as highly as gold.

The production of porcelain became possible thanks to the Russian scientist Dmitry Vinogradov.

HE MANAGED TO FIND THE NECESSARY RAW MATERIALS AND DEVELOP THE PERFECT FORMULA. CLAY FROM THE GZHEL REGION, WHICH WAS ALREADY RENOWNED FOR ITS CERAMIC PRODUCTION AT THE TIME, TURNED OUT TO BE SUITABLE FOR MAKING PORCELAIN ITEMS.

THE FORMULA FOR CREATING PORCELAIN was kept under the strictest secrecy for centuries, and only a chosen few were granted access to this sacred knowledge. It rightfully bestowed upon them the status of alchemists who had uncovered the precious formula for making “white gold.” Porcelain items became a kind of historical chronicle, reflecting all the key events that took place over the 300 years of its existence in Europe and Russia. The peak of popular love for porcelain came during the Soviet era. It was then that the elegant tableware, once available only to the wealthy, became widespread. Yet porcelain items still managed to retain their elite status, continuing to symbolize prosperity in the home—and even luxury.

The popularity of porcelain gave new momentum to the development of its production. For example, for the Gzhel craft, which had been in decline, a period of revival began in the mid-20th century. It was during this time that its distinctive style, with world-famous cobalt colors, was finally established. New factories also began to open, such as the Dobrush Porcelain Factory in the Byelorussian SSR.

Today, the utilitarian function of things takes a back seat—what matters most is their aesthetic and emotional value. That is why more and more people are gently opening old cabinets to rediscover their festive “grandmother’s tea sets.” And some go in search of new porcelain pieces, eager to enjoy their charm and delicate elegance. Who knows—perhaps a porcelain tea set from the Gzhel Association or the Dobrush Factory will mark the beginning of a new family tradition, passed down from generation to generation, carrying with it love, warmth, and comfort…

GZHEL ASSOCIATION

Moscow Region

Who today doesn't recognize the unique Gzhel signature style — blue painting on a white background? This painting style takes its name from the picturesque region near Moscow — the Gzhel area, which includes around 30 villages and settlements. Here, an entire conglomerate of artisan communities was formed, known as the Gzhel cluster.

The first official mention of Gzhel

IS FOUND IN THE SPIRITUAL WRITING OF GRAND PRINCE IVAN KALITA DATED 1339.

The main distinguishing feature of Gzhel painting

REMAINS ITS AUTHENTICITY AND UNIQUE STYLE. EACH PIECE IS ONE-OF-A-KIND AND CONTAINS A PART OF THE ARTIST'S SOUL. ALL OF THIS GIVES THE ITEMS A SPECIAL VALUE.

Porcelain products are fired at temperatures of 1350 °C and above.

THE FIRST FIRING LASTS A LITTLE OVER 24 HOURS. THEN, ITEMS THAT PASS INSPECTION ARE COATED WITH GLAZE AND RETURNED TO THE KILN. THIS TYPE OF CERAMIC POSSESSES MECHANICAL STRENGTH AND EVEN CHEMICAL RESISTANCE.

THE GZHEL ASSOCIATION is known worldwide as a Russian porcelain manufacturer distinguished by its quality, durability, and beauty. The history of the Association is inseparable from the legacy of Gzhel artisans, who have been creating their masterpieces for over seven centuries on this land, long renowned for its rich deposits of high-quality clay.

The events of the first half of the 20th century weighed heavily on the artistic traditions of the Gzhel craft, and it seemed that the centuries-old national treasure was on the verge of being lost forever. But like a Phoenix rising from the ashes, Gzhel was reborn in the mid-20th century to preserve and enhance Russia's cultural heritage.

The enterprise carefully preserves centuries-old traditions and, as before, continues to create true works of art — tableware, vases, sculptures, interior décor, and much more. Today, the Gzhel Association is the largest and style-defining enterprise of this craft.

The Gzhel Association is the first porcelain production in Russia adapted for industrial tourism. The factory is open to visitors and generously shares its secrets.

Here, every guest can explore the history of the craft and learn about Gzhel's artisans, immerse themselves in the porcelain-making process, stroll through a picturesque park, and admire the unique exhibits at the "The House Where Gzhel Lives" exhibition.

At the working production site, visitors are shown how the items are cast, how the famous cobalt painting comes to life, and how firing takes place in massive kilns. Tourists can peek into the painters' studios and see the painting process with their own eyes.

An experienced tour guide will share the history of the Gzhel craft, introduce visitors to the works of the artists who laid the foundations of its modern principles, and explain the distinctive features that make Gzhel instantly recognizable around the world.

7,000

guests a year

VISIT THE
GZHEL ASSOCIATION.

In addition to guided tours, visitors are invited to take part in masterclasses on Gzhel painting. Here, anyone can feel like an artist — learn the traditional cobalt brushstroke technique and try it in practice.

Gzhel is an integral part of Russia's cultural code and traditional heritage.

This is a place where a craft flourishes, carefully preserving its authentic traditions and the continuity of generations.

- The Gzhel Association is the largest producer of porcelain items in the Gzhel folk art tradition.
- The factory's range includes hundreds of products, from classic Gzhel pieces such as dishes, tea sets, and sculptures, to modern items under the NEO Gzhel line — featuring bold new forms and daring painting styles, as well as collaborations with renowned Russian projects and neurotechnologies.
- The site also features a four-hectare landscaped park.

DOBRUSH PORCELAIN FACTORY JSC

Gomel Region

Dobrush is a small, cozy, and very picturesque town. Due to its location on islands formed by the many branches of the Iput River, it earned its second name — the Belarusian Venice.
It is here that the country's only factory producing the "white gold of Belarus" is located.

About
7,500
people

VISITED THE FACTORY IN 2023,
240 TOURS WERE CONDUCTED

Dobrush Porcelain Factory –

IS THE ONLY PRODUCER OF PORCELAIN TABLEWARE IN THE REPUBLIC OF BELARUS AND IS CONSIDERED TO BE ONE OF THE CITY-FORMING ORGANIZATIONS.

Over 4,000 items across 280 product categories

ARE FEATURED ON THE OFFICIAL WEBSITE OF THE DOBRUSH PORCELAIN FACTORY. MORE THAN 20 MILLION ITEMS ARE PRODUCED BY THE FACTORY EACH YEAR.

THE ENTERPRISE IS RELATIVELY YOUNG — its history spans just under half a century. The official founding date of the factory is considered to be December 28, 1978, when the first product was manufactured. Yet even in this short time, Dobrush porcelain has won widespread popularity and the love of the people, not only in Belarus but far beyond its borders.

The factory is known for its affordable, high-quality, and eco-friendly products. This is truly “kind” tableware that brings joy to its owners every day for many years. There is something familiar, cozy, and heartwarming about Dobrush porcelain.

Like many enterprises keeping pace with the times, the Dobrush Porcelain Factory has opened its doors to visitors, allowing them to witness the complex yet fascinating process of porcelain production.

The tour takes visitors through the operating factory workshops: casting and molding, firing, painting, and other. Guests are introduced to the entire production cycle, starting from the grinding of raw materials deep within massive ball mills, and ending with the hand-painting of finished porcelain pieces.

Before the guests' eyes, a shapeless mass transforms into a blank for a future item, which is then destined to become a delicate and elegant interior piece, a vase, a decorative object, or a tea set.

In the painting workshop, local artists share their secrets and demonstrate how, in their skilled hands, porcelain comes to life through hand-painted designs. Guests also learn the meaning behind the factory's hallmark, found on the underside of each item, and are taught how to recognize high-quality porcelain at the first touch.

Everyone is invited to try themselves as an artist and paint a porcelain piece created by the factory.

In addition to hand-painting, the factory also uses digital printing technology, which allows for cost-effective decoration, a wider range of high-quality and diverse designs, and a significantly faster decoration process — from 10 to 100 items per minute, depending on size. That's why the digital printing machine gets special attention during the tour.

And perhaps the most delightful part of the tour — is the gifts. Every visitor gets to take home a piece of the factory in the form of a porcelain item. Which one? That's a surprise.

TIME LORDS

Time is the most valuable and irreplaceable resource — a mystery humanity has always longed to uncover. It cannot be slowed or turned back, but it can be mastered, and its rhythm harnessed for good.

Helping to tame time in their own way are watch factories — among the most respected producers of classic timepieces: “Raketa” from Saint Petersburg and “Luch” from Minsk.

BOTH ENTERPRISES OFFER A FULL CYCLE of mechanical watch production — a rarity in today’s world, with only a handful of such factories still in existence.

Today, a wristwatch serves more than just timekeeping. Despite the rise of technology and digital devices, many people still choose mechanical watches. They are a timeless accessory, a symbol of elegance and tradition that never goes out of style — a status marker, a fashion statement, a collector’s treasure, or a precious family heirloom, carrying memories and love across generations.

Factory tours of watchmakers forge an emotional connection between people and heritage. When you witness with your own eyes how skilled hands assemble intricate mechanisms, you begin to see classic watches differently. They gain a new meaning — as true works of art.

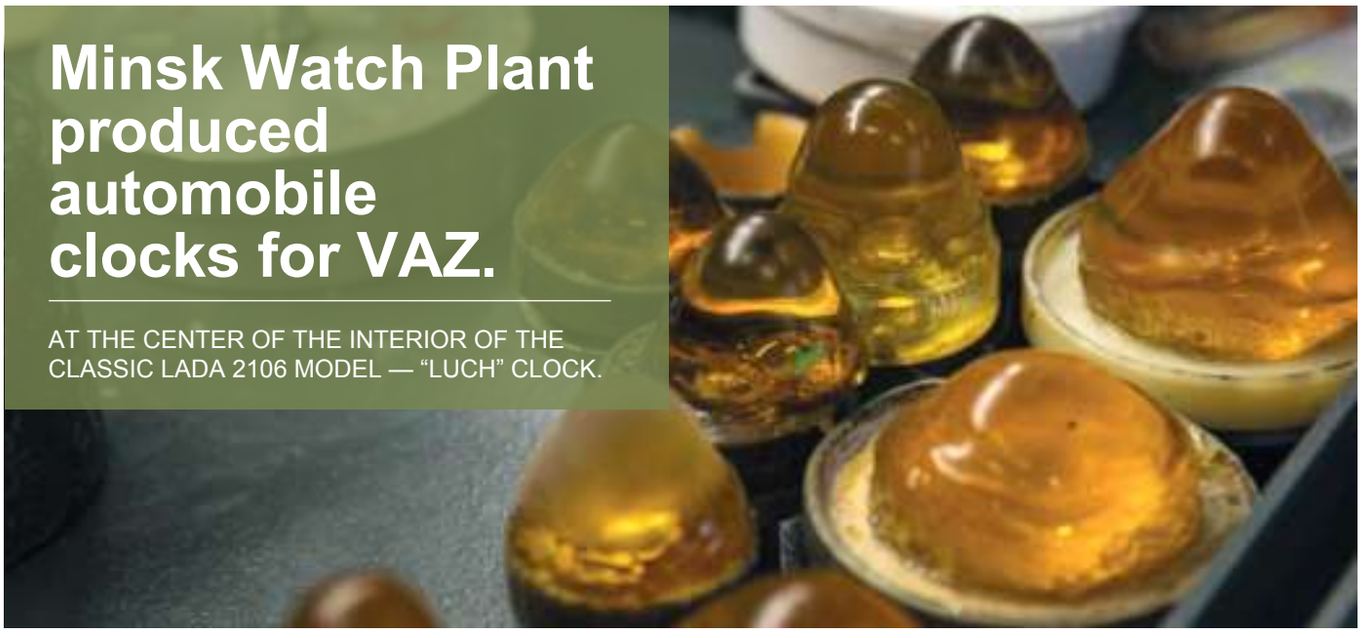
MINSK WATCH PLANT

Minsk

Few people know that some of the oldest functioning tower clocks in Europe are not in England or Germany, but in the Republic of Belarus. Since 1725, an anchor mechanism has reliably kept time on three sides of the horizon from a tower in the very heart of Grodno. Indeed, Belarus has mastered the art of preserving traditions and the secrets of craftsmanship — honoring meticulous handwork and continuing to create new masterpieces in the world of horology.

Minsk Watch Plant produced automobile clocks for VAZ.

AT THE CENTER OF THE INTERIOR OF THE CLASSIC LADA 2106 MODEL — “LUCH” CLOCK.



About 600 mechanisms

PARTIALLY ASSEMBLED PER SHIFT BY EACH OF THE WATCHMAKERS.

In the postwar years, there was a shortage of not only equipment and materials

BUT ALSO OF MANPOWER, SO THE FIRST JOB OF MANY MINSK WATCHMAKERS WAS THAT OF AN ASSISTANT WORKER AT THE CONSTRUCTION SITE OF THEIR HOME PLANT.

The first watches that came off the Minsk Watch Plant assembly line

WERE INTENDED FOR WOMEN.

THE HISTORY OF THE BELARUSIAN WATCH INDUSTRY began in 1953, when the Minsk Watch Plant — the parent of the legendary LUCH brand — was founded. The plant occupied an entire block in one of the central districts of Minsk. The main building was the first fully assembled multi-storeyed industrial facility in the BSSR, and to this day the Plant's tower with its clock and signature angular font remains one of the landmarks of the capital of Belarus.

The development was based on the technological solutions of the USSR’s leading watch factories, and the first team included specialists from the Penza, Moscow, Chistopol, and Uglich watch factories. Over more than 70 years of shining history, the Minsk Luch factory has produced 1,700 different models, many of which received international recognition and were awarded gold medals at industry exhibitions.

An important milestone was the development of its own mechanisms: quartz, mechanical, including self-winding ones. Luch brand watches have a recognizable style and signature: elegant women's watches, the famous one-hand model with the 1801 mechanism, the ultra-thin dress watch with the 2209 calibre, the Luch 2356 with reverse movement, and many others.

After experiencing a peak of popularity in the 1980s, the difficult post-Soviet years, and even bankruptcy, Luch Minsk Watch Plant managed to retain traditional production and is continuing to thrive.

Today the factory block has noticeably transformed, part of the old territory has been turned into a pedestrian street with cafés and bars, and now it is one of the spots that attracts the capital’s youth. The former main entrance has become a coffee shop and, at the same time, a brand store with a telling sign “1801,” named after one of Luch’s iconic movements.

Over

7,000

people

VISITED THE MUSEUM OF WATCHMAKING OF BELARUS IN 2024.

In the new modern building, where the only watch factory in the Republic of Belarus is gradually relocating some stages of production, the renewed Museum of Watchmaking is open since 2023. Luch offers everyone a one-and-a-half-hour journey into the world of hands, dials, and watch mechanisms. This tour allows visitors to learn more about the lives of the first watchmakers, their training and work at the Minsk Watch Plant, introduces the main stages of watch development, and displays rare models. Visitors will discover many interesting and unusual stories about Luch watches, as well as interactive exhibits and archival photographs. Here, one can see rare Luch models: unique medical watches for miners, the famous “string” and “crab” watches, and examples of equipment used in the past for watch production.

The tourist route covers the backstage of modern watchmaking and introduces visitors directly to the technology of watch creation. Guests compare the process of creating a watch case to stone carving.

As the great Michelangelo Buonarroti once said, "...you just need to take away the rest", the same happens here — a metal blank, after a series of mechanical treatments on a CNC machine line, passes through lathes and five-axis milling machines and gradually turns into an elegant case. Tourists also visit the assembly workshops, where they watch how parts are created and assembled into a single mechanism. Then, the tour continues to the printing and airbrushing section.
It is here that visitors learn how unique dials are created and how images are applied to them.

Luch follows current trends — and often sets them — by creating bold limited collections and, of course, not forgetting true connoisseurs. The Minsk Watch Plant continues to produce a line of single-hand watches and other truly outstanding classic models — reliable and high-quality timepieces that keep up with the times. By the way, most of them are available in the brand store, which you should definitely visit after the tour — and may time always be on your side.

"Of course, tourists are inspired — and even surprised — by what the watchmaking process begins with. The design process follows modern technologies. The design is developed on a computer, and the prototype case is printed on a 3D printer. This gives a three-dimensional understanding of the future model. Today, creating such a prototype is much easier, faster, and more accurate, since in the past, the production of experimental prototypes was handled by separate workshops."
Viktor Ogryzko,
Chief Designer of External Appearance

A Luch 2209 adorns the wrist of Stierlitz in the cult classic movie "Seventeen Moments of Spring".

RAKETA PETRODVORETS WATCH FACTORY

Saint Petersburg, Peterhof

A grand construction was underway on the shore of the Gulf of Finland at the early 18th century, where Peter the Great was building Saint Petersburg, rightfully becoming one of the most beautiful cities in the world. In 1721, by decree of Peter the Great, a gem-cutting factory for artistic processing of colored stones was established to support the construction of the new capital of the Russian state.

7,000 people

WORKED IN THE 1970S AT THE PETERHOF WATCH FACTORY, THEY PRODUCED 5 MILLION WATCHES PER YEAR.

At the end of the Soviet era, the General Secretary of the CPSU Central Committee, Mikhail Gorbachev, was on a visit to Italy,

WHERE HE WAS ASKED TO EXPLAIN WHAT “PERESTROIKA” MEANT. GORBACHEV SIMPLY POINTED TO HIS RAKETA WATCH AND SAID THAT THE COUNT ON IT STARTS FROM ZERO, JUST LIKE THE RUSSIAN PEOPLE STARTED EVERYTHING FROM THE VERY BEGINNING. HIS WORDS IMMEDIATELY MADE HEADLINES IN ITALIAN NEWSPAPERS — THAT'S HOW THE HISTORY OF THE BIG ZERO GLOBAL POPULARITY BEGAN.

STARTING WITH MARBLE CUTTING AND POLISHING, the enterprise grew and developed. In Peterhof, diamonds and other precious stones were processed, and products were created that reflected the grandeur of the new Russian Empire. These luxury items were valued throughout Europe.

At the beginning of the 20th century, the main production shifted predominantly to technical products. The new era brought new values, and in 1938 the factory began processing technical ruby stones for watch mechanisms, and during the Great Patriotic War — parts for precise military instruments. The late 1940s marked another stage of development: the enterprise focused on producing wristwatches, starting the release of the now iconic Pobeda model.

In 1961, the enterprise received a new name — Raketa — and released the eponymous watch in honor of Yuri Gagarin’s first space flight. That same year, the legendary watch movement 2609 was invented, which still functions today. Factory capacities increased, an assembly line was launched, and most processes were automated.

During the Perestroika era, Raketa burst onto the scene with a new model — the Big Zero — on the 2609 mechanism, creating one of the most famous Soviet watch designs that has stood the test of time. These watches embodied the aesthetics of minimalism and functionality: a black-and-white dial with large numbers crowned by a big "zero". The model, with its simple, clear, yet unusual design, cannot be called classic in the conventional sense, but it was precisely this exceptional design that became the classic of Raketa.

In 2009, the branded "zero" instead of "twelve" gained a new meaning, as the factory underwent reorganization and entered a revival stage under a new team’s leadership. The main thing remained unchanged — unique technologies and in-house production. Raketa assembles watches from domestic raw materials through a full production cycle, including the manufacturing of tools and equipment, and also exports parts to Swiss manufacturers.

In 2022, Raketa relaunched its factory museum, transforming it into a modern three-in-one art space: combining a conceptual watch boutique, a trendy coffee shop, and a designer museum of the factory’s history.

Here, you won’t find standard glass display cases with captions — this space is meant to inspire through materials, colors, and panels without explanation. The layout resembles a spacecraft more than a 300-year-old factory, highlighting themes central to Raketa’s DNA: the connection between past, present, and future, between time and space, eternal values, and the dream of new achievements and discoveries.

242 parts

ARE USED IN THE BASE MECHANISM, AND DEPENDING ON THE COMPLEXITY OF THE MODEL, THIS NUMBER CAN INCREASE ALMOST INDEFINITELY.

8,201 operations

ARE REQUIRED TO PRODUCE RAKETA BIG ZERO WATCHES.

Visitors who wish to take a tour of the operating factory put on a stylish white coat with the Raketa logo and head to the workshops, where almost all stages of watch assembly can be observed. In the production hall, where watch parts are made, stand Soviet-era machines — each programmed for a specific operation: the creation of gears, barrels, or pins. Threads on tiny components are applied by machine, but burrs are removed by hand, under a microscope. Next comes the mandatory inspection stage, where the tiniest threads are examined under a modern magnifier via monitor. If all components match the blueprints, they are sent for assembly. Here, unlike the machine hall, there is silence and sterility: people in white coats carefully assemble the future watches, each performing a specific part of the mechanism, whose heart is the hairspring and balance wheel.

A tour of the factory offers a chance to see how modern watches are made, how incredibly precise mechanisms are created, and how true masters work — masters with no equal. The Raketa Petrodvorets Watch Factory survived the difficult changes of the 1990s, made it through the boom of quartz and electronic watches, and today produces what is, in many ways, a premium manufactory product — a product with its own history and an incredibly powerful aura.

The first plant

WITH THE RIGHT ATMOSPHERE OF A PREMIUM WATCH MANUFACTURE.

103 specialists

ARE INVOLVED IN THE PRODUCTION OF ALL WATCH COMPONENTS.

TRANSPARENTLY ABOUT TRADITIONS OF INDUSTRIAL GLASSMAKING

Glass is a multifaceted material that holds endless possibilities. It is unique in its nature: it transmits light and refracts it, can change color when heated or when additives are introduced into the composition, and possesses a magical shine.

THE MAGIC OF THIS SHINE, its fragility and transparency, create the impression that glass is born in the hands of a wizard-like master, as hot amorphous mass turns into a work of art through a glassblowing pipe.

But on an industrial scale, things look different: hot furnaces, glass-forming machines, inspection robots. So — is there no magic in the birth of glass? The answers to this fragile mystery can be found at the glass factory, in the very heart of the glassmaking industry. It is here, in massive furnaces and under extreme temperatures, that sand turns into molten mass, from which various types of glass are then formed.

Industrial tourism at glass enterprises of the Union State — such as the Novosibirsk-based Sibsteklo factory or the Belarusian Neman Glass Factory — offers a chance to explore the traditions of glassmaking and the achievements of modern glass industry, where industry and creativity ring in perfect harmony.

SIBSTEKLO

Novosibirsk Region

Sibsteklo is one of the successors of the Ekran plant — a Soviet industrial giant. The factory began operations in 1954, producing equipment for radar and television.
In the mid-1990s, while preserving its focus on electro-optical instrument engineering, Ekran expanded into the production of glass containers.

370 bottles per minute

ROLL OFF THE CONVEYOR BELTS OF SIBSTEKLO, AND THAT'S 2.3 MILLION PER DAY. IF PLACED CLOSE TO EACH OTHER, THEY WOULD COVER THE AREA OF ONE AND A HALF FOOTBALL FIELDS.

The Ekran plant has a special award:

IN 1970, THE TEAM RECEIVED THE ORDER OF THE OCTOBER REVOLUTION FOR… SPACE EXPLORATION! THE FIRST SOVIET LUNOKHOD MOVED ACROSS THE SURFACE OF EARTH'S SATELLITE USING PHOTOELECTRON MULTIPLIERS MANUFACTURED AT EKRAN.

AT PRESENT, the industrial site of Ekran is developing in the format of an industrial park. In addition to the electronic-optical instrumentation plant, various industrial companies are located here. And the glass melting division has grown into an independent enterprise — Sibsteklo LLC. Today, it is one of the largest glass container factories in Russia, a leader in glass waste recycling in Siberia and the Russian Far East, and the anchor resident of the Ekran industrial park.

The glass packaging of Sibsteklo is used by beverage manufacturers from the Urals to the Far East, as well as in Uzbekistan and Kazakhstan, Kyrgyzstan, and Mongolia. The plant's production capacity is over 850 million units of glass containers per year, with operations running around the clock and without interruption.

Tours of the Sibsteklo plant not only introduce visitors to the company's operations, but also promote a culture of responsible consumption. Industrial tourists learn about the importance of waste separation, the value of glass waste recycling, and why used glass should never end up in landfills.

Every 10% of glass waste

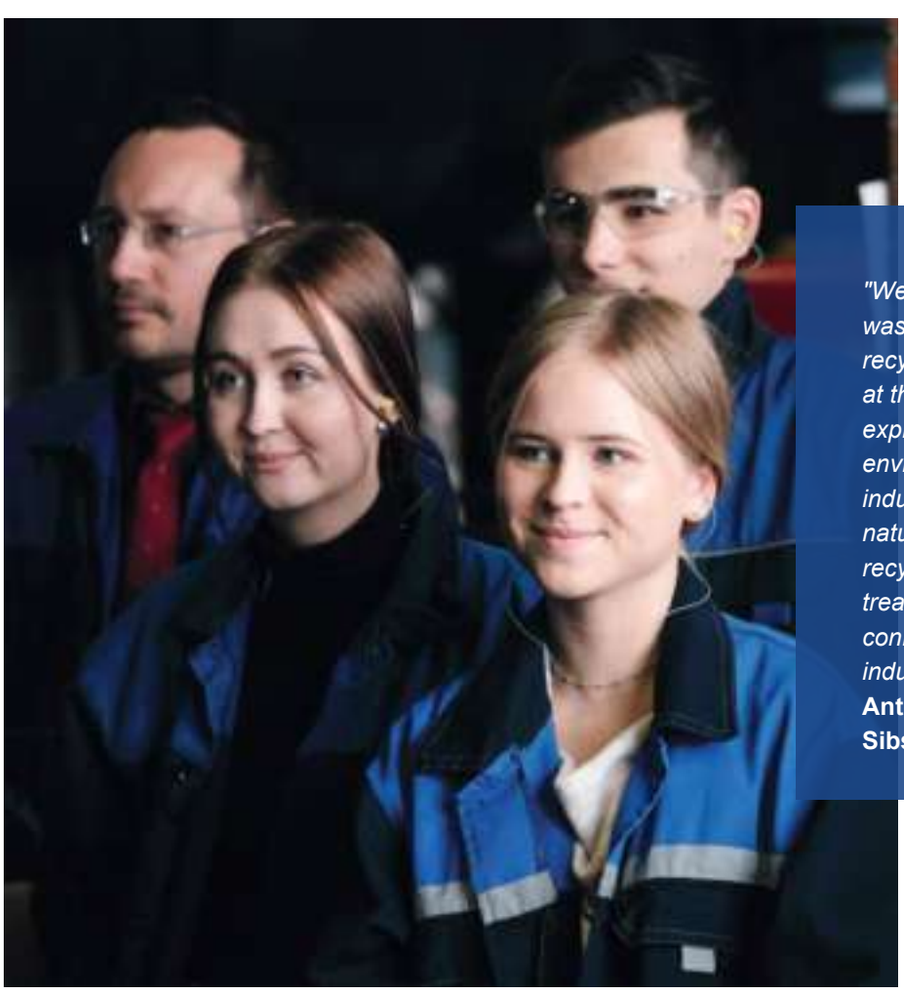
IN THE RAW MATERIAL MIX FOR A CONTAINER PRODUCTION HELPS REDUCE ENERGY CONSUMPTION BY 3% AND, AS A RESULT, THE INDUSTRIAL IMPACT ON THE ENVIRONMENT.

The tour begins at the areas where glass waste is stored and processed. Then, participants are told and shown how an old jam jar is transformed into a new bottle for lemonade — and what impact this process has on the environment.

During the tour, guests learn the recipe for batch — a mix of mineral resources for glass melting — and even try making it themselves, adding cullet in the right proportion. In Glass Complex No. 3, tourists see all the stages of production, including the hance to warm up next to the melting furnace, peek inside and witness the glowing molten glass — which resembles volcanic lava. And that's a fair comparison, since glass melting occurs at 1,560°C — while liquid magma deep in a volcano reaches around 1,300 °C. The furnace itself impresses visitors with its size: it's larger than a five-story building. The Sibsteklo operates one of the largest glass melting furnaces in Russia: 20 meters high, 12 meters wide, and 30 meters long. Its pool contains 450 tons of molten glass — that's equivalent to 7 railcars of fiery lava. Industrial tourists are shown how fiery drops of glass, resembling a meteor shower, are cut and shaped into blanks and then blown into glassware. Watching the "glowing" containers move along the conveyor belt is endlessly mesmerizing. Afterward, visitors observe how the bottles are annealed, coated with protective layers, checked for quality, "shot off" if defective, and packed.

The company has launched the mass production of "the lightest bottle"

WITH A VOLUME OF 450 MILLILITERS — THE SIBSTEKLO REDUCED ITS WEIGHT TO A RECORD 235 GRAMS.



"We show our visitors the importance of waste separation: here at the plant, it's recycled, and before that — it's sorted at the household level. In addition, we explain which types of packaging are environmentally friendly from an industrial perspective — made from natural components and fully recyclable. And if our guests start treating MSW differently, they'll feel connected to a large and beautiful industrial process."

Anton Mor, General Director of the Sibsteklo LLC

NEMAN GLASSWORKS

Grodno Region

The history of "Neman" began in 1883 with a small glass factory at the estate of Zenon Lensky in the Kosko tract of Goncharovskaya volost, Lida district, Vilna province.
The glassworks of landowner Lensky was already then blowing high-quality glass bottles and served as the foundation for one of the largest enterprises.

About
1,150
people –

THE AVERAGE NUMBER OF EMPLOYEES. THE ENTERPRISE HAS THE STATUS OF A CITY-FORMING ORGANIZATION.

THE MANUFACTORY GREW AND DEVELOPED, changing owners and uniting nearby glass factories; two more plants were built. By 1910, the enterprise had concentrated all glass production in the district in its hands and made a loud name for itself — the fame of Neman products spread far beyond the country's borders: tableware, sets and crystal, kerosene lamps, and luxury items.

Products of the Neman factory were marked with a sign of prestige and excellent quality, and the glassblowers perfected their craft by collaborating with renowned masters from the Czech Republic, Germany, Belgium, and Poland. The 1911 Neman price list offered customers 1,828 types of products — from luxurious sets and vases to affordable household dishes, door handles, and pharmacy glassware.

Neman endured many trials. The factory was burned down by retreating tsarist troops during World War I, faced the global crisis in the early 1930s, and the black ruins of 1944, but each time it was reborn, continued working, and developing. People rebuilt the factory as their home — the fate of almost every family in Berezovka was connected to it.

Today, Neman Glassworks OJSC produces a wide range of products made of colored and colorless glass and crystal — more than 3,000 items in total: specialty glassware, souvenirs, candle holders.

In 2006-2015, an investment program for production modernization was implemented. In 2015, fiberglass production was organized.

The scope of fiberglass, a new product for Neman, is broad: pitched roofs, exterior walls, partitions, ceilings, and floors. Fiberglass products are exported to Russia and Kazakhstan. Glass products are exported to Russia, Kazakhstan, Azerbaijan, Moldova, Kyrgyzstan, Tajikistan, Uzbekistan, and China.

The first tours at the glass factory began in the 1980s, and today the enterprise welcomes over 30,000 tourists annually. Industrial tourism allows visitors to connect with the centuries-old traditions of glassmaking, to feel involved in creating exclusive items from a piece of molten glass. The industrial tourism route "The Glass Rainbow" is so popular with guests that visits are possible only by prior appointment.

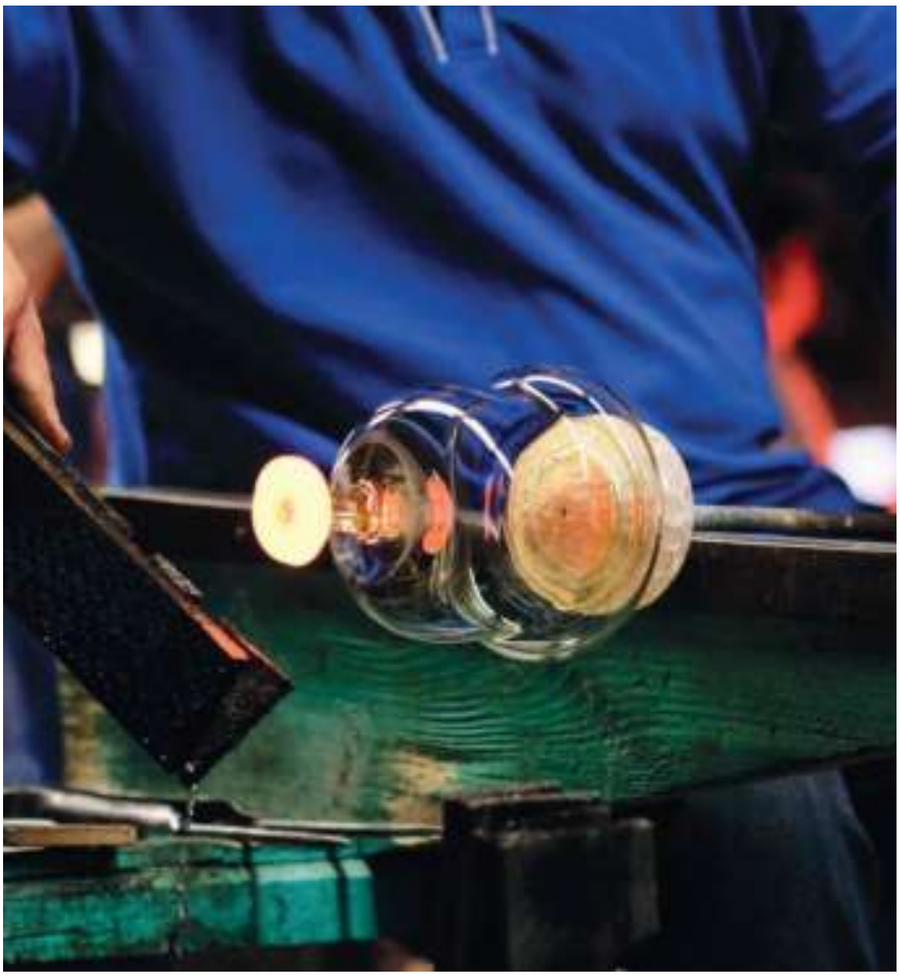
After an introduction to safety procedures at the production site, the guide tells the history of the factory and leads guests to the production furnaces. Here, tourists watch with bated breath as the master blows a vase or a whimsical souvenir from the molten glass mass.

Guides explain the glassmaking technology and share secrets of glass production. Tourists walk along the entire production process, learning about methods of creating colored glass products with various special effects.

After visiting the industrial site, the tour continues to the factory museum. There, an impressive collection of items produced throughout the enterprise’s history is exhibited.

In the museum, visitors can see a machine from 1910, which was used back in the days of the factory's founders, Stolle and Krayevsky. Guests are introduced to original works by artists from different eras, masterpieces by renowned craftsmen, and winners of prestigious exhibitions and competitions. In addition to themed works by glass art veterans, visitors are also drawn to exclusive items created by the Neman Glassworks in recent years. Among them is a crystal replica of the torch from the 2nd European Games, held in Belarus in 2019.

At the end of the tour program, industrial tourists take home souvenir gifts as keepsakes and, of course, vivid impressions from watching the birth of glass masterpieces from molten glass.



WHERE COMFORT ALWAYS LIVES AND THERE'S A PLACE FOR CHEMISTRY

Workers of quarries and industrial complexes, machine-building plants and confectionery factories, teachers, doctors, officials, and lawyers — all of them are united by passion for their craft and the anticipation of a family dinner after a working day.

Tastes differ, but the kitchen is always the heart of any home, because it's here that the tastiest dishes are born and warm family gatherings take place. The stove is a hearth, the refrigerator — a keeper of supplies, a sturdy countertop or convenient spacious cabinets — all are essential for the magic of culinary masterpieces.

BY EXPLORING THE INDUSTRY of the Union State, one can learn more about the enterprises involved in creating this kitchen magic: visit the Furniture Factory Maria in Saratov Region, one of the largest in Russia and the CIS, and the Belarusian household appliance plant Atlant in Minsk.

FURNITURE FACTORY MARIA

Saratov Region

MARIA is both a high-tech furniture factory and the largest nationwide network of studios offering custom-designed home furniture. The company was founded in 1999 by three school friends, and over 25 years, Maria has become one of the largest and most technologically advanced furniture manufacturers in Russia.

Four Red Squares can fit on the premises of the Furniture Factory MARIA

More than 640,000 families from Russia and the CIS use Maria furniture

Multiple growth in the number of tourists:

— IN 2023, 1,675 PEOPLE TOOK PART IN TOURS;
— IN THE FIRST 6 MONTHS OF 2024 — 2,141 PEOPLE;
— 2 PRODUCTION SITES ARE OPEN TO TOURISTS.

THE PRODUCTION FACILITIES HAVE GROWN NEARLY 100 TIMES OVER THESE YEARS and now cover 92,500 square meters. The technical park consists of 325 state-of-the-art machines, including automated equipment that has no analogues in Russia. The production capacity allows for up to 10,000 furniture sets to be manufactured every month.

Industrial tours began here back in 2009, when the company was mostly visited by partners and employees' families. Today, industrial tourism for Maria is an opportunity to introduce people from very different backgrounds to the production process: students and schoolchildren, partners and designers, industry professionals, and employees from other cities. Tours broaden the horizons of visitors, increase their educational level, and fill them with vivid impressions.

As of today, both the main and the new production sites are open to visitors; guests can tour both or choose one depending on the visit format.

The ultra-technological workshops of Maria's main production site introduce industrial tourists to the full furniture manufacturing cycle — from sheet material cutting to final kitchen assembly. Guests will witness the work of possibly the best woodworking equipment in the world, giant vacuum systems, "terminators" capable of doing the job of a human, and real applied artists no machine could ever replace.

Special attention from industrial tourists is drawn to the company's showroom — this is not just an exhibition of kitchen furniture samples, but also a showcase of unique concepts: a real wave made of stone, designed by world-famous industrial designer Karim Rashid, and a kitchen-theater created from sketches by the well-known actor Gérard Depardieu. There is also a real prototype of a small apartment created by the factory's design bureau specialists, various kitchen-living room formats, and even a kitchen-café.

In a separate hall, there is a kind of picture gallery made up of 1,216 facades of various colors and textures. Maria also invites guests to a secret veranda with a view of the Volga River and the main office of the furniture company.

"The company has trained a team of qualified tour guide ambassadors, which includes employees from various departments — from production to marketing.
Another special format of industrial tours at our factory is the "Maria-DesignPeople" festival. Since 2018, around 200 designers from all over Russia have visited the factory every year. They get to know the company, our partners, learn about modern trends, and get inspired to create new, high-tech and, most importantly, livable projects."
Liliya Katz, Maria Commercial Director

At the new production site, located on the grounds of the former heavy gear cutting machine plant — once an industrial giant of the USSR — tourists are greeted by real wonders of the world from the realm of modern furniture manufacturing.

First and foremost, this is the workshop for the production of furniture frames and facades, which houses the first and only fully automated furniture manufacturing line by Nanxing in Russia.

Another highlight for visitors is the countertop factory, where guests can witness a kind of “aqua show” performed by machines during the processing of quartz countertops. But the true stars of this area are the craftsmen, whom the factory calls sculptors.

From artificial stone, they create luxurious countertops, sinks, and wall panels in a wide variety of shapes. Inspired by the professionals’ talent, tour participants will be able to create a small stone souvenir with their own hands.

ATLANT CJSC

Minsk

The history of ATLANT began in 1959, when a specialized refrigerator manufacturing plant was established on the basis of the Gas Equipment Plant in Minsk, and already in 1962, the first Belarusian refrigerator "Minsk-1" was produced.

"For ATLANT, industrial tourism is above all about the company's image, brand promotion, career guidance, and even an additional opportunity to boost sales. And for our guests, visiting the plant is a chance to witness the birth of everyday household appliances. What seems ordinary and obvious to us usually amazes outsiders. Our employees gladly share their mastery secrets with tourists and talk about working conditions. Many guests begin to see the factory in a completely different light, and some of them later come to work with us. The main effect we see from industrial tourism is definitely a positive perception — of the plant, our products, and the brand as a whole. Today's tourist becomes tomorrow's loyal customer."
Aleksandr Moshko, Deputy General Director for Ideology and HR, ATLANT CJSC

THE MINSK REFRIGERATOR PLANT became the leading producer of household refrigerators in the USSR. The challenges faced by the enterprise after the collapse of the Soviet Union opened up new opportunities for Belarusian manufacturers.

For example, compressor production was developed and launched almost from scratch at the Baranovichi Machine-Tool Plant. This essentially marked the beginning of import substitution, since compressors for refrigerators had previously been supplied by a Lithuanian company.

Today, the Baranovichi Machine-Tool Plant is part of ATLANT CJSC; it not only produces compressors but also concentrates expertise in almost all metalworking technologies: electric motors, machine tools, production lines, and other equipment are manufactured here. Thanks to the foundry modernization completed at the end of 2021, the production of high-precision parts from gray high-strength cast iron has already increased by more than 30%.

In August 1993, through the merger of two enterprises — the Minsk Refrigerator Plant and the Baranovichi Machine-Tool Plant — ATLANT Closed Joint Stock Company was established. Later, in 2007, another plant was added to its structure — the Household Appliances Plant for the production of automatic washing machines. The opening ceremony was attended by the President of Belarus, Alexander Lukashenko, who personally pressed the start button on the main control panel and launched the production of the first Belarusian washing machines under the ATLANT brand.

Today, ATLANT, like a true artist, creates modern household appliances with love and a unique sense of beauty, while customers note their high quality, reliability, and modern design. The products of this Belarusian manufacturer match the best global equivalents in technical characteristics and are certified by prestigious certification centers. ATLANT continuously strengthens its position in the household appliances market and stays at the forefront of progress. The design of the appliances is being refined, new products are being launched — a freezer and a refrigerator for pharmaceutical use, commercial equipment, a washing machine with steam treatment technology, and a large-scale investment project for the production of chest freezers is being implemented.

ATLANT household appliances:

- 50 models of refrigerators and freezers;
- 30 models of washing machines;
- upcoming launch of smart home appliances with remote control capability;
- more than 70% of the appliances are exported annually to Russia and CIS countries.

"Guests of all ages find it interesting here. We let them "touch" the familiar products and explore what's inside. On the tour, you can learn what happens behind the closed doors of a refrigerator when the light goes out, and even take a look at how it's built inside, assess the design and the quality of the materials."
Aleksandr Moshko, Deputy General Director for Ideology and HR, ATLANT CJSC

The tourist route consists of two stages: during the tour of the exhibition hall dedicated to the company's history, guests are introduced to ATLANT's origins, and then taken through the main production workshops, where the legendary ATLANT appliances are assembled on conveyor lines.

The exhibition hall features a wide range of ATLANT household appliances — from the very first models to modern ones. A true evolution of refrigerators! Here, you'll find 19th-century appliances, the most popular models from past years — "Minsk-1", "Minsk-5", "Minsk-15", SIDE-BY-SIDE refrigerators, and even a solar-powered refrigerator.

In the metal processing workshop, tourists will see how external cabinet parts, refrigerator and freezer panels, and evaporators are manufactured. In the plastics shop, they'll observe the production of the built-in refrigerator cabinet made from ultra-durable polystyrene, and also learn what types of plastics exist and how many are used in appliance manufacturing.

By the way, the vacuum forming section is one of tourists' favorites.

It's easy to see why: like magic, from thousands of dark polymer granules, large and durable parts of various shapes are born.

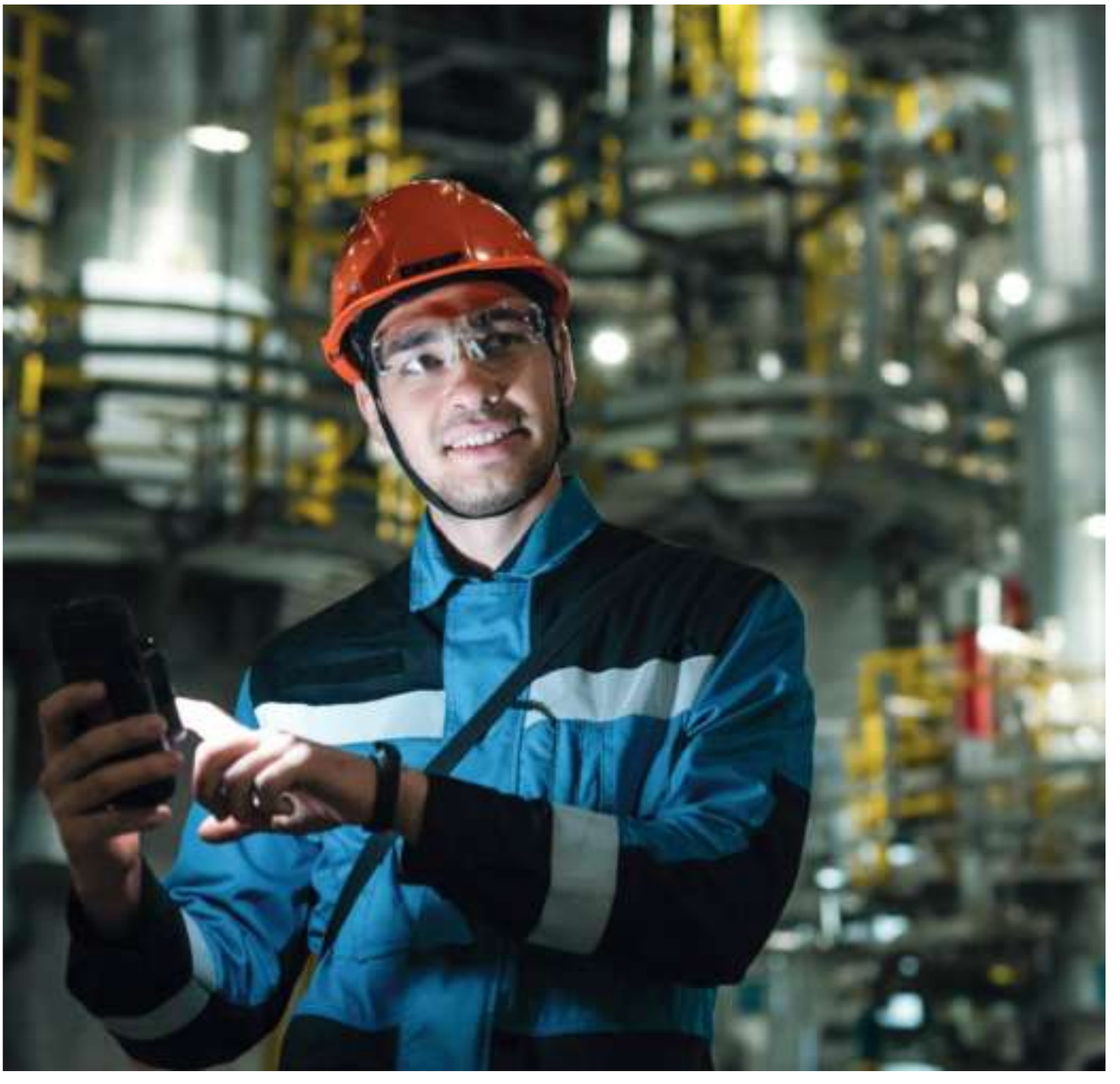
And finally, in the assembly area, all previously manufactured parts move to the conveyor. One of the most fascinating stops for guests is the testing station, where ATLANTs are checked for durability.

To remember the tour, guests can purchase souvenirs, recharge with a meal at the factory canteen, and head to the next enterprise.

By the way, while traveling with tours across Russian enterprises, you can also see how similar granules are produced — for example, in the hometown of Dmitri Mendeleev, Tobolsk, at the ZapSibNeftekhim plant.

More than 10 years

ATLANT HAS BEEN DEVELOPING INDUSTRIAL TOURISM.



ZAPSIBNEFTEKHIM

Tyumen Region

The ZapSibNeftekhim complex, part of the SIBUR Group, rightfully holds the status of a center of modern petrochemistry in Russia. The enterprise is the country's leader in the production of basic polymers and one of the largest petrochemical complexes in the world.

THE INDUSTRIAL TOUR ROUTE THROUGH THE PETROCHEMICAL COMPLEX opens visitors' eyes to the fascinating world of oil and gas chemistry and tells the story of how polymers are made — the very materials used today to produce virtually everything, from medical masks and baby diapers to car bumpers and water pipes.

The tour begins at the observation deck, offering guests an industrial-futuristic panorama of the production site.

The "Audio Guide" system, voiced by Sergei Chonishvili (Soviet and Russian theater, film, and television actor, master of voice-over), tells visitors how greatly the world has changed thanks to polymers, and how ZapSibNeftekhim became one of the leaders of Russian industry in implementing innovative digital solutions.

During the tour, guests will learn how nature peacefully coexists with a major industrial facility and how a genuine art object — "SIBUR's Kind Neighbors" — appeared on the territory of ZapSibNeftekhim.

9 million tons

OF HYDROCARBONS ARE ANNUALLY PROCESSED INTO 1.5 MILLION TONS OF POLYETHYLENE AND 1 MILLION TONS OF POLYPROPYLENE.

THE MOST SHINING PRODUCTIONS

Nature itself preserves in gem stones the secrets of ancient times. Created millions of years ago in the depths of our planet, they remember the era of dinosaurs and the first intelligent humans, the most incredible climatic metamorphoses and the transformation of the Earth.

THE DEPTH OF THE MYSTERIOUS BEAUTY of precious minerals captivates and enchants not only women's hearts. Stones and natural crystals have been used in palace decorations worldwide, embroidering luxurious garments and adorning luxury items. Natural crystals were endowed with symbolism and mystical properties.

Today, unique minerals continue to bring people beauty and joy, as well as find practical applications in industry. Instrumentation and electronics manufacturing, optics, and radio electronics — crystals and precious minerals have become an integral part of all types of high-precision production.

Industrial tours at enterprises offer thousands of tourists the opportunity to learn about the journey of precious stones — from birth and mining to cutting and creating true jewelry masterpieces or usage for special technical purposes.

Russia's northern capital is the home to the oldest enterprise in the industry, founded in 1912 by order of Emperor Nicholas II — the jewelry brand "Russkiye Samotsvety". Saint Petersburg is unimaginable without its unique collections, which visitors can explore even during a factory tour. For example, here is the largest jewelry center in Saint Petersburg, carefully preserving the entire assortment of the Imperial Jewelry House Russkiye Samotsvety — from historically significant unique works of jewelry art to new modern collections.

In the territory of the Republic of Belarus operates the Kristall Production Association, the legal successor and keeper of the Russian diamond cutting school. Stones produced in Gomel are well-known in the world's diamond centers of Belgium, Israel, the UAE, India, the USA, and Hong Kong. Among others, they are inlaid in jewelry of brands Tiffany & Co. and Cartier.

IMPERIAL JEWELRY HOUSE RUSSKIYE SAMOTSVETY

Saint Petersburg

To visit the Imperial Jewelry House Russkiye Samotsvety and immerse yourself in the art of jewelry is to witness the magic of transforming metal and stone into true masterpieces. During this tour, guests will discover both traditional handcrafting and modern automated technologies — and learn why Russian Gems is considered the successor to the world-renowned House of Carl Fabergé.

The building of the Russkiye Samotsvety factory

IS DESIGNED IN THE SHAPE OF A DIAMOND — THE AESTHETICS AND SYMBOLISM OF ST. PETERSBURG ARE REFLECTED EVEN IN INDUSTRIAL ARCHITECTURE.

The Russkiye Samotsvety took part in the creation of the first five-pointed stars with the sickle and hammer emblem.

250 BEST JEWELERS SPENT ONE MONTH AND A HALF WORKING ON THE CREATION OF THESE GRAND EMBLEMS. AROUND 7,000 STONES RANGING FROM 20 TO 200 CARATS WERE REQUIRED FOR THEIR PRODUCTION.
AT THE END OF OCTOBER 1935, THE STARS WERE INSTALLED ON THE SPASSKAYA, TROITSKAYA, NIKOLSKAYA AND BOROVITSKAYA TOWERS OF THE KREMLIN.

IN ADDITION TO IMPRESSIVE HISTORICAL FACTS, tourists are amazed by the technological process of jewelry making — from concept to realization. In spacious workshops behind glass partitions, resembling a modern open-plan office, ten production areas are arranged — from the creative department to the gilding and silver blackening sections. Following the route, one can literally stand behind a jeweler and observe the main stages of work on the equipment, learn about the techniques used by the craftsmen, and about the materials employed in creating the jewelry. By the way, it's not just about precious metals — rubber, wax, and gypsum are constant companions of jewelers.

The company employs a unique staff — many have worked there for decades, passing on their knowledge from generation to generation and preserving rare jewelry techniques.

In the 1950s, the factory revived the production of silver enamel-filigree tableware. This type of tableware is still made at Russkiye Samotsvety today. During the tour, visitors will learn how filigree patterns are made from silver wire on silverware pieces, discover the subtleties and differences between the hot and cold enameling methods, and even try their hand at this ancient craft.

After the production tour, guests can choose one of the master classes held at Russkiye Samotsvety: paint a brooch, create a pendant, or join the "Jewelry Making for the Little Ones" workshop with children. A rich and discovery-filled time surrounded by loved ones is guaranteed for everyone. Of course, all self-made masterpieces are taken home by the tourists as souvenirs. Russkiye Samotsvety leave no one indifferent. And it is precisely thanks to this tour that many guests become even more captivated by the power and allure of stones and silverware, choosing true luxury items for themselves or as gifts.

OJCS GOMEL PRODUCTION ASSOCIATION KRISTALL — MANAGING HOLDING COMPANY OF KRISTALL-HOLDING

Gomel

Gomel can rightfully be called the birthplace of Belarusian diamonds. Kristall was established as one of seven plants with the same name in the USSR, of which today essentially two enterprises continue to operate — in Gomel and Smolensk.

About 500 people

VISITED THE FACTORY IN 2024, A QUARTER OF THEM — RUSSIAN CITIZENS.
SINCE 2018, THE ENTERPRISE HAS BEEN CONDUCTING BOTH GROUP AND INDIVIDUAL TOURS.

MODERNIZATION OF THE ONLY DIAMOND PROCESSING ENTERPRISE in Belarus — the largest in its 50-year history — has opened new prospects for the production of high-quality jewelry created using the most advanced industry technologies.

The Kristall Production Association has absorbed, perhaps, all the experience and skill of the Soviet school of diamond processing. The first diamond in the territory of Belarus was cut on December 27, on the eve of the New Year 1973, marking the beginning of the Belarusian jewelry industry. At that time, diamonds from Yakutia began to be sent to Gomel for processing. Moreover, even 50 years later, the main volume of raw materials is still purchased from the world's largest diamond mining company ALROSA.

In the early 1990s, the Gomel Kristall became the first in Belarus to launch industrial production of jewelry and diamond tools.

Kristall continued to strengthen its position as the country's largest multi-profile jewelry enterprise.

As a result, it was the Gomel Kristall that was designated as the management company of the state jewelry holding, established by decree of the President of the Republic of Belarus in 2012.

The tour of the Kristall Production Association reveals the secrets of creating Belarusian diamonds and jewelry. The sparkle of gems and the transformation of materials, the technology of production and the precision of work leave a lasting impression in the hearts of tourists.

Success lies in the art of the master, the cutter. Nature endows the diamond with inner beauty, but it is the cutter who brings out the unique play of light and sparkle of the stone. For many tourists, it is a real revelation that to this day, there is only one option for the final stage of cutting a diamond into a brilliant — the handcraft of the master.

At the same time, the production process includes highly technological stages — 3d modeling, delicate ultra-precise diamond sawing. All these stages can be photographed as a souvenir, and after learning about diamond processing, tourists can personally participate in the creation of a brilliant.

During the tour, you can:

• see a scattering of diamonds and brilliants weighing over 100 carats and worth tens of thousands of dollars;

• hold in your hands a gold ingot of the highest purity 999.9 weighing from 3 kilograms or a meter-long gold pipe, from which rings will later be made.

Tourists will see how skilled masters create beautiful jewelry with gems from pure gold. Guests will learn how young designers and artists design future pendants, brooches, and earrings, and witness all the technological processes involved in making unique jewelry pieces.

"Our tours introduce visitors to the details and nuances of the painstaking work of the masters. Many tourists return later with their families or entire organizations. This is how we cultivate interest in jewelry and stones, and people discover new facets of Belarusian industry with amazement."
Yuriy Dedov,
Deputy General Director for Production

The Cup of the President of the Republic of Belarus in ice hockey and the crown of the winner of the Miss Belarus pageant

ARE MADE AT KRISTALL. THE ENTERPRISE ALSO CREATES STATE AWARDS OF THE REPUBLIC OF BELARUS FROM PRECIOUS METALS.

CERAMIC HERITAGE

Plates made of fired clay have been used by people for several thousand years, decorating palaces and temples, often creating true masterpieces of ceramic art, while industrialization and technological progress have made possible the mass production of this ancient beauty.

For a long time and everywhere, ceramic tiles have been used in interior design: a reliable and practical material, yet beautiful and environmentally friendly.

HOW IS modern ceramic tile made? The same clay is mixed with sand and auxiliary ingredients, goes through drying, pressing, glazing, and is fired in a kiln. But this is only a brief essence of the technological process; in detail, everything is much more interesting and complex. And to get first-hand information, it is worth going on an industrial tour to the leaders of the ceramic industry of the Union State. For example, to Orel at the Kerama Marazzi factory — a true giant in the world of ceramics and a leading Russian manufacturer. The Republic of Belarus, in turn, invites industrial tourists to Minsk, to one of the most famous and large high-tech manufacturers in Eastern Europe — the company Keramin.

By the way, these enterprises are united not only by their love for the modern interpretation of ancient beauty but also by common suppliers of certain components. Russian SimpReal PJSC from Orenburg Region and Vishnevogorsky GOK JSC from Chelyabinsk Region supply raw materials to both enterprises.

KERAMIN

Minsk

Keramin JSC is one of the largest manufacturers of ceramic-type products in Eastern Europe. The enterprise unites three production complexes: the flagship plant for the production of ceramic tiles and porcelain stoneware; the Stroyfarfor plant — ceramic products made from 100% porcelain for bathrooms and toilets; the Minsk Ceramic Plant, which produces a wide range of ceramic bricks, both construction and facing.

BRICK LAID THE FOUNDATION for the modern enterprise, whose history now spans 75 years. Almost immediately after the end of the Great Patriotic War, clay deposits were discovered in the southern outskirts of Minsk — Vilkovshchina–Kolyadichi, and already in 1947, construction began on the Minsk Brick Plant No. 10, a large enterprise by the standards of that time.

In 1950, the first batch of construction bricks was produced; the plant gradually increased its production capacity, expanded the range of products, and by 1963 commissioned a ceramic facing tile production shop. A year later, a shop for metlakh and facade tiles was opened: in the first postwar decades, the country needed high-quality finishing materials — from this time began the era of development of the Belarusian ceramic industry. In 1985, based on the pilot production of sanitary products, the Stroyfarfor plant was established, which by the end of the year had produced 73,000 sanitary ceramic items — toilets, washbasins, flush cisterns. By 1987, it had produced 510,000 white and colored products. In 1994, the production association was reorganized, and from that moment on, a new name appeared — Keramin JSC.

Keramin is well-known and recognizable both in the domestic market and beyond the borders of the Republic of Belarus. Over the past decades, it has repeatedly been recognized as a brand leader in the manufacturing category, has received the title “Brand of the Year,” as well as numerous international awards.

Tiles, sanitary ware, and construction bricks from Keramin meet global quality standards and are created according to the latest design trends. This has largely been made possible thanks to the modern technical equipment of the plant — which industrial tourists can see from the inside.

The tourist route begins at the new modern museum of the enterprise. Here, guests learn about the early stages of production development, about the working conditions of the first employees, and stories from their lives. Most of the information and documents are presented on interactive panels that show visitors archival materials in a convenient format.

Museum visitors become familiar with samples of the materials used to produce the products: loam, quartz sands, kaolin, dolomite, etc., and they can also explore an interactive model of the plant’s territory.

For younger visitors, there is additional interactivity: a quiz, a checkers game made of ceramic, and assembling puzzles from ceramic tiles. During the tour of the production workshops, industrial tourists walk through the entire technological chain: from the raw materials warehouse and the slurry preparation section, through the mills and the press powder enrichment section, to the ceramic facing tile production line.

Guests will see the pressing, decorating and glazing areas, how the finished products come out of the kiln, are sorted and packed. During the tour, they will also be able to visit the chemical laboratory and the periodic testing laboratories.

Vivid memories of the industrial process are created by encounters with self-driving robots transporting ceramic tile semi-finished products, and by the demonstration of robots placing boxes of tiles onto pallets.

"The enterprise is engaged in industrial (patriotic) tourism with the aim of promoting Keramin OJSC, increasing brand recognition, showcasing the technological nature of production processes, working conditions and other competitive advantages of the company, attracting potential buyers and employees, and providing career guidance for young people."
Dmitry Petrusha,
General Director, Keramin OJSC

In 2024, around 2,000 people visited the enterprise,

AROUND 150 TOURS WERE CONDUCTED.

KERAMA MARAZZI

Oryol Region

Refractory, also known as blue, clay in the Maloarkhangelsk District of the Oryol Region has been extracted since time immemorial — it was used to make bricks, dishes, toys, and for treating illnesses. True fame, however, came to the local clay in 1988 after the exploration and launch of development at the Maloarkhangelsk deposit, when it became the base raw material for the new Velor plant — one of the first Russian-Italian joint ventures in the country.

IN 1992, THE FIRST BATCH OF CERAMIC TILES under the trademark “KERAMA” came off the conveyor — marking the beginning of the growth and formation of a leading Russian manufacturer of ceramic tiles, porcelain stoneware, and mosaics.

The pioneering company united Maloarkhangelsk blue clay, modern equipment, deep knowledge of consumers, and a high culture of production. This later helped the enterprise become one of the largest manufacturers of decorative and finishing materials in Russia and beyond.

At the beginning of the 1990s, the ceramic tile market was only starting to take shape, and the new Oryol trademark KERAMA — in those years still without the second half of its modern name, MARAZZI — began setting new standards, which other manufacturers soon followed: how to demonstrate tiles in stores, what to tell customers, and how to lay them properly. In 1995, the company began developing its own retail network and opened its first branded stores, and today the brand's products are available in all regions of Russia and abroad.

Since 2005, the company has been called KERAMA MARAZZI. Production continues to expand, and in 2006 a second plant was launched in the village of Malino, Stupino District, Moscow Region, specializing in the production of ceramic granite. And in early 2020, the company KERAMA MARAZZI opened the first stage of sanitary ceramics production in the city of Oryol.

Every year, more than 1,000 people visit KERAMA MARAZZI plants: talented designers, architects, employees of the group of companies, and students. In 2024, a project was launched to conduct tours for employees’ children. By going on an educational tour of the KERAMA MARAZZI plants, visitors enter an amazing high-tech world. The guides are the production managers and technologists themselves, who have many years of experience and can answer all questions of interest.

Several tourist routes of different durations have been developed for guests: including the main production line, which covers the entire tile manufacturing process from press powder to packaging; the production of special decorative items such as steps, skirting boards, and even tableware; and the third firing, which creates true ceramic tile artworks.

During the tour “From Traditions to Innovations,” a true miracle takes place before the astonished audience: ceramic tiles, porcelain stoneware, and mosaics are born — worthy of adorning apartments, business centers, cultural venues, and urban landmarks.

Tourists compare the tile firing process in a massive 200-meter-long kiln to making pancakes — you even have to "grease" them! Not the pan, of course, but the “pancakes” — meaning the tiles themselves.

KERAMA MARAZZI inspires guests and shows how through love for their craft

A WORK OF ART CAN EMERGE FROM SIMPLE CLAY AND WATER.
TOURISTS, IN TURN, INSPIRE THE PRODUCTION STAFF TO GROW AND CREATE SOMETHING NEW TO IMPRESS AND AMAZE GUESTS.

Every guest at the production site finds something incredible for themselves.

SOME ARE AMAZED BY THE LEVEL OF PRODUCTION AUTOMATION, OTHERS ARE IMPRESSED BY THE PROCESS OF MELTING GLASS AT TEMPERATURES ABOVE 1,450 °C, WHICH IS USED TO PREPARE GLAZES. CHILDREN LOVE TO TAKE ALUBITE SPHERES FROM THE FACTORY AS SOUVENIRS.


ПРОМЫШЛЕННЫЙ
ТУРИСТ

INDUSTRIAL METALMORPHOSES

Metal in the modern world has become one of the main pillars around which the world is literally built. Its unique properties — strength, plasticity, and durability — have made metal an indispensable material in construction and industry.

Soaring skyscrapers, majestic bridges, enormous industrial enterprises — all of them rely on a strong metal framework capable of withstanding colossal loads.

AND METAL ALSO PLAYS A KEY ROLE in the creation of machines, equipment, technologies — everything without which life today is unimaginable.

Industrial tourism opens the door to the amazing world of metals, where you can see how raw materials become blanks, and from them — complex mechanisms, construction elements, and even art objects. For example, at the Borisov Plant Metallist tourists get acquainted with the production of equipment for the agro-industrial complex. In the workshops of the enterprise, equipment is created that helps maintain the industrial and food sovereignty of Belarus and Russia. And a tour of one of the largest construction companies beyond the Urals, Sibshakhtostroy, introduces visitors to the majestic process of transforming metal into structures for the largest Russian construction projects.

SIBSHAKHTOSTROY UNITED COMPANY

Kemerovo Region

The predecessor of Sibshakhtostroy was the Kuzbassshakhstostroy Trust which traces its history back to April 1, 1947. The Trust was established to implement installation work of various types of equipment and metal structures for coal industry facilities in Kuzbass.

480

units of construction equipment —

THE COMPANY'S FLEET

93 federal and regional awards

IN THE FIELD OF CONSTRUCTION.

TODAY, THE SIBSHAKHTOSTROY UNITED COMPANY is one of the leaders in the Siberian construction market. The holding includes about a dozen divisions and enterprises. Thanks to their synergy, the company can deliver turnkey construction of entire facilities — large industrial sites, factories, social facilities, and much more. Over three-quarters of a century, Sibshakhtostroy has participated in the construction and reconstruction of more than a thousand projects.

The tour takes place directly in the factory workshops. Here, guests can see the technological process of manufacturing tanks, metal structures, overhead power line supports, and much more. Under the guidance of experienced workers, tourists can even try themselves as welders: engraving their initials on a metal plate and taking it home.

Visitors also tour the painting workshop, where they learn about types of coatings and stages of metal preparation. After that, tourists can witness the galvanizing process — a mesmerizing sight of metal being immersed in a bath of molten zinc, with a temperature nearly equal to that of Venus — the hottest planet in the Solar System. As they say at the plant: one can watch forever how fire burns, water flows, and a metal structure is being galvanized.

The plant is also closely connected to industrial art. Here you can see a gallery of metal art objects created by the company's employees. Or take unusual photos in a photo zone shaped like a pair of wings made of rebar — one side galvanized and preserved for years, the other already corroded.

But that's not all.

In 2023, the project “Workshop. Industrial Experiment” was launched as part of the factory tour. Ural-based designer Nikita Baranov, having visited the facility, was inspired by the plant’s power and the personality of its founder.
He developed a special clothing collection titled “Industrial Experiment”, with a fashion show held directly in the working paint shop of the factory. The project became a true cultural event: it featured artists, sculptors, actors, dancers, and other figures of the art world, while factory employees themselves walked the runway alongside professional models.

In
12
months,

SIBSHAKHTOSTROY BUILT
THE "METALLIST" ICE PALACE
NEAR KEMEROVO.

Zinc coating of metal structures —

IS THE APPLICATION OF A ZINC LAYER TO METAL TO PROTECT IT FROM CORROSION, WHICH INCREASES THE DURABILITY AND LIFESPAN OF PRODUCTS COMPARED TO RAW STEEL. TO BETTER UNDERSTAND THE FINAL RESULT, ONE MIGHT RECALL A SHINY GALVANIZED BUCKET OR A GALVANIZED BOWL.

BORISOV PLANT METALLIST (POLYMYA BRAND)

Minsk Region

The POLYMYA brand was born in 1990. It was created as a social project based on a public organization that supported internationalist soldiers. The project served as a kind of business incubator of its time, bringing together a wide range of ideas and initiatives. But the most promising and successful of them evolved into a separate company specializing in the production of agricultural equipment.

23 thousand square meters — the area of the enterprise.

THAT'S ABOUT ONE THIRD OF THE TOTAL AREA OF MINSK NATIONAL AIRPORT.

OVER TIME, the enterprise faced a need for its own production facility. This led POLYMYA to cross paths with the legendary Krasny Metallist plant — one of the largest manufacturers in the USSR of enameled cookware and tin household products.

POLYMYA purchased the production premises of Krasny Metallist, restored the workshops, and launched new operations. This marked a rebirth of the enterprise, which became known as the Borisov Plant Metallist.

Today, it is one of the largest manufacturers in the post-Soviet space of equipment for the agro-industrial sector — including grain cleaning machines, grain drying complexes, conveyors, feed mills, seed lines and plants, specialized equipment for seed production, and much more. The factory operates a closed-loop production cycle: from leftover materials of the core production, the company manufactures consumer goods under the Gala brand — graters, baking molds, trays, barbecue grills, and many other household items. Under the Zanko brand, the plant also produces spare parts for its own machines as well as for imported agricultural equipment.

11 countries of the world and 42 regions of Russia —

THE CLIENT BASE OF METALLIST

Tourists have the opportunity to witness the entire production cycle of the plant with their own eyes — from the arrival of metal to the finished products in the showrooms. As they move along the route, guests can fully appreciate the scale of the enterprise and the level of its technological equipment. The tours are conducted by the company's current employees.

The overview program starts at the very origins of production — the metal warehouse. After getting an idea of what raw materials for future agricultural equipment look like, guests head to the preparation workshop, where components of the products are made. This is a multi-stage process: turning, milling, gear cutting, grinding, laser cutting, bending, rolling, and CNC stamping.

All of these stages can be seen with the tourists' own eyes.

The next stop is the assembly line. Here, everything resembles a giant construction set that transforms individual parts into fully finished products. At the end of the route, visitors are shown the warehouses, where finished goods are lined up in neat rows. And of course, everyone receives a souvenir to remember the visit. For the especially curious, a visit can also be arranged to a nearby agricultural enterprise, where the equipment can be seen in action.

GOING UP

The first elevator in Moscow was installed in 1901 at house No. 17 on Rozhdestvensky Boulevard, but there was no elevator manufacturing in either Moscow or Minsk before the early 20th century, and equipment was imported from abroad.

Elevators of domestic production in the USSR began to be installed only after the Great Patriotic War, when construction of the first high-rise buildings started.

AT THE BEGINNING OF THE 20TH CENTURY, even a regular elevator cabin was regarded as a marvel of technology. Today's generation is hard to impress with high-speed elevators rushing to the top floors of skyscrapers at several meters per second. Luxurious panoramic cabins, which turn the ride into an exciting journey up and down, are now taken for granted. But how exactly are these high-tech vertical lifting mechanisms arranged, and how do leading elevator manufacturers solve the most important safety tasks? How is the main drive's winch — the heart of any elevator — assembled, and where are the brakes on a glass cabin? The best answers to these questions come from those who create elevators, especially since leading specialized manufacturers in Russia and Belarus have already opened their doors to industrial tourists.

MOGILEV ELEVATOR ENGINEERING PLANT

Mogilev

Mass construction of multi-storeyed buildings, gaining momentum in the 1960s, gave a boost to related industries, including elevator manufacturing enterprises. After all, new buildings had more than five floors, which meant they needed elevators. In 1966, a plant was established in Mogilev, whose products were supplied to all major construction sites across the vast country.

IN THE BEGINNING, THE YOUNG ENTERPRISE produced only two types of elevators, but the plant quickly expanded and ramped up its production capacity. In the 1970s, Mogilev elevators began to be exported to Cuba, Hungary and Poland, Mongolia, and Vietnam. By the mid-1980s, the enterprise had become the flagship of elevator manufacturing in the USSR — its products were supplied to more than 200 cities across the Soviet Union and 9 countries around the world. The first vertical lifting mechanism rolled off the production line in 1970 and was installed in the House of Soviets — the main building of Mogilev at the time. This marked the beginning of a factory tradition: every 100,000th elevator was installed exclusively at sites in the company's hometown.

The post-Soviet period was a serious test for industrial giants. Many enterprises faced a lack of orders and a drop in production — not all managed to stay afloat. Thanks to government support and the coordinated work of a dedicated team, Mogilevliftmash endured the hardships and continued to develop its production. Today, the plant manufactures passenger, freight, and hospital elevators, as well as escalators and moving walkways, lifting devices for people with limited mobility, automated car parking systems, and a full range of electric motors — including traction motors for electric transport. The company also produces modern panoramic elevators — transparent glass-and-metal structures. Over the past 50 years, Mogilev's product lineup has grown from 2 basic models to 180 types of elevators with load capacities ranging from 225 to 1,275 kilograms and speeds up to 2.5 meters per second, as well as heavy-duty models that can lift 1,600 to 2,000 kilograms to the 12th floor in 25 seconds at speeds of up to 1.6 meters per second.

The plant has also fulfilled special orders. When the Baikonur Cosmodrome and missile complexes required custom-designed elevators and shaft hoists, Mogilevliftmash took on the challenging government assignment and successfully completed it on time. The selfless work of the factory's employees did not go unnoticed: almost every second worker was awarded the title of Shock Worker of Communist Labor. In 2015, the plant produced around 20 high-tech, earthquake-resistant elevators for the Leningrad Nuclear Power Plant, and later fulfilled a similar order for the Belarusian NPP in Ostrovets.

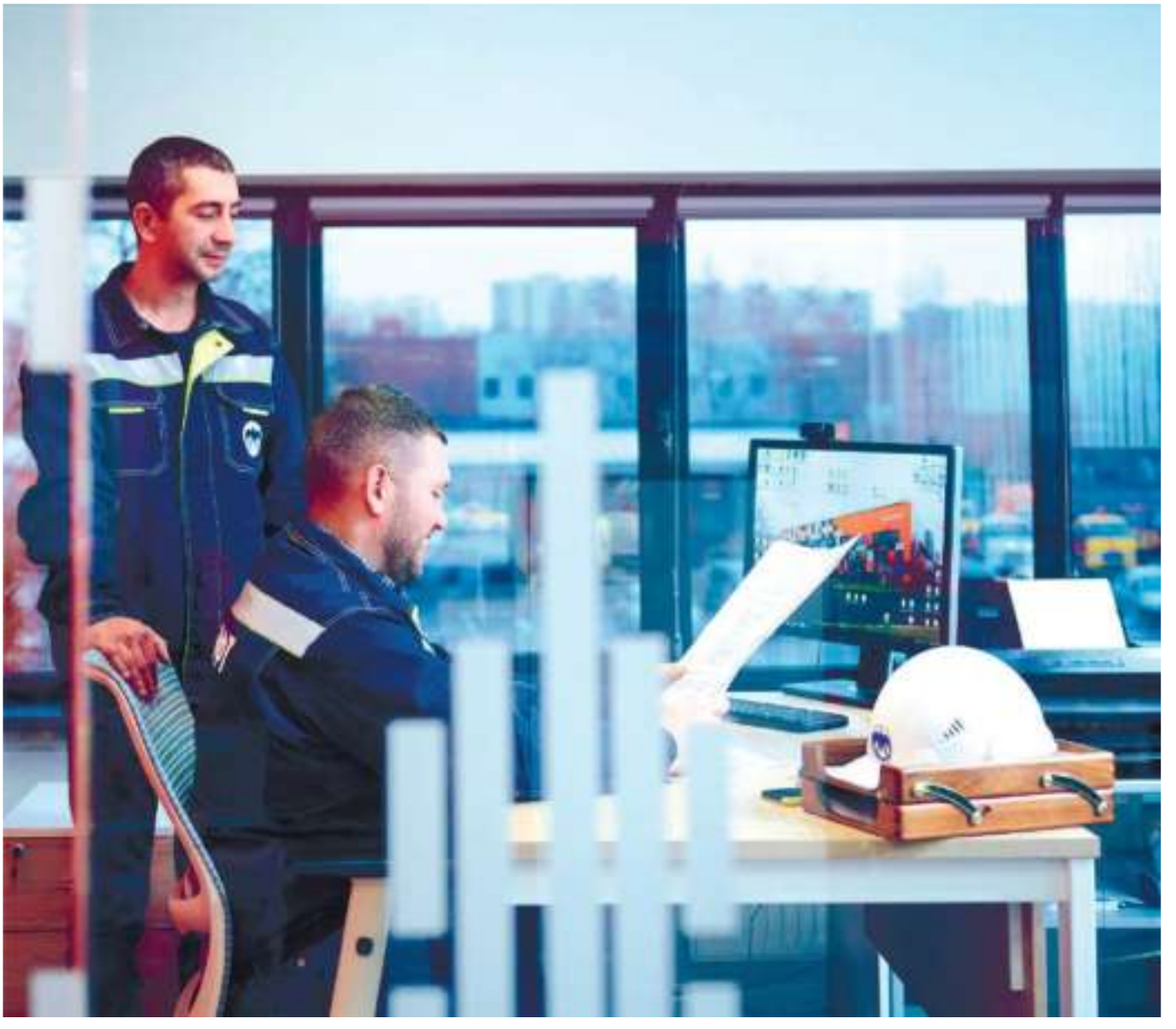
One of the city’s tallest landmarks is the 84-meter tower of the Mogilevliftmash testing facility. From the top, all of Mogilev and its surroundings can literally be seen at a glance. The building contains eight open-through shafts used for trial runs of experimental units and components, as well as test drives of serial elevators before they go into production. This tower welcomes employees and visitors from afar as they approach the plant.

Since 2021, the factory has been actively involved in developing industrial tourism, and nearly 4,000 people — including international delegations — have already had a chance to explore the elevator production process firsthand. The company places particular focus on engaging the younger generation: high school students and students from technical colleges and universities. Such industrial tours serve not only as career guidance but also have educational and formative value. Career-minded visitors learn which specialties are in demand at the factory and how to obtain a targeted enrollment in relevant training programs.

Right after entering the factory grounds, industrial tourists are greeted by Mogilevliftmash’s new ambitious project — a vertical parking system. This rotary parking structure, as tall as a five-story building and also known as a carousel parking system, can accommodate 12 cars while occupying the space of just two standard parking spots. After this first round of impressions, guests proceed to the heart of the enterprise — the production site, where they can see with their own eyes how elevator components and equipment are manufactured, and observe the full cycle of preparation, assembly, loading, and transportation.

Visitors are traditionally impressed by the wide variety of machines designed to handle a vast range of tasks: press brakes and punching machines, laser cutting equipment, and a vertical automatic powder coating line that operates on a zero-waste principle. There are also dedicated assembly stations for control panels and automation systems.

The tour concludes at the exhibition center, where the full product lineup of the holding is on display. Special attention is drawn to the panoramic elevator, as well as to special-purpose elevators and traction motors for electric transport.



MOSLIFT

Moscow

Along with the mass introduction of elevators in the mid-20th century, a new sector of public utilities began to take shape — the elevator industry. Lifting mechanisms required constant maintenance and, of course, installation.
Thus, in January 1953, the Liftremont Trust was established in Moscow, based on the elevator department of Mosgorzhilelektro.

>70
thousand elevators

AND 600 SUPERVISORY CONTROL SYSTEMS ARE MAINTAINED BY MOSLIFT.

Moscow is the highest city in Russia

AND EUROPE. THE AVERAGE NUMBER OF FLOORS IN RESIDENTIAL BUILDINGS IN THE CAPITAL IS 27.8 — AND IT CONTINUES TO GROW EACH YEAR.

THE ENTERPRISE WAS IN MANY WAYS A PIONEER, as it had to not only operate the elevator infrastructure but also engage in innovative development. In 1959, a group of forward-thinking engineers designed a unique frame-mounted shaft structure for installing elevators in five- and six-story buildings where elevators had not been included in the original plans. Among the Trust's other innovations was a three-signal supervisory system capable of controlling groups of 30–40 elevators. Within five years, all residential elevators in Moscow were connected to supervisory systems, which made it possible to free up around 12,000 elevator operators. In 1972, the Trust was reorganized into the Moscow City Production Association Moslift. Just like at the beginning of its journey, the company continues to evolve — designing, producing, and putting into operation new equipment.

Moslift in the 21st century is a full-cycle elevator manufacturing enterprise, handling everything from elevator design and production to installation, maintenance, and supervisory system integration. In terms of portfolio, Moslift ranks among the top five elevator companies in Europe and is one of the largest service companies in Eastern Europe. In 2018, the company launched a large-scale modernization program, implemented lean manufacturing technologies, built conveyor production lines, and introduced a new model of passenger elevator. Moslift produces a wide range of elevators: passenger, panoramic, for medical institutions, small freight, and special-purpose models.

At Moslift, elevators are treated like children. Even the industrial tour doesn’t focus so much on production as it does on the birth of an elevator. The arrival of a new elevator into the world doesn’t end with the release of the finished product — Moslift takes on full responsibility for its future: it helps the elevator "relocate" and settle into its new permanent home, monitors its "behavior" and "health," provides regular maintenance, and "treats" it whenever necessary — throughout its entire 25-year lifespan.

During the tour, guests learn about the history of elevator manufacturing, the modern technologies used in elevator design today, and, of course, about the future — how new models are developed and how existing ones are upgraded.

Industrial tourists will see the elevator’s safety system, key safety components, and cables that provide a high margin of strength — and much more. Visitors can walk through the industrial center of Moslift, approach any machine, and observe it in action — for example, how metal sheets up to 20 mm thick are processed. These become frames, brackets, cabin beams, counterweights, and other components. They’ll also see a punching press in operation: using materials up to 3 mm thick (aluminum, steel, stainless steel), the press produces parts for the cabin interior and shaft doors. In a separate workshop, electrical technicians are at work — they are responsible for the "smart" systems inside each elevator.

Guests of the production site will be shown all technological operations of vertical transport manufacturing, including welding, painting, assembly, and cargo-space-based packaging. In the end, industrial tourists enter an exhibition hall with elevator cabins: they can step into each one and explore the characteristics and features. By the way, selfies in these elevators always turn out great — not just inside the cabin, but also from unusual angles — from the back or the side, because here it's literally possible to see the elevator from all sides.

95% — the share of Russian components in Moslift elevators,

THE COMPANY HAS SWITCHED TO THE PRODUCTION OF ITS OWN COMPONENTS.

“We specifically emphasize to tourists the importance of the crate packaging stage — it's essentially the preparatory phase for on-site installation. We explain how cargo units are assembled to avoid time losses. According to the work schedule, installers receive only the necessary components, and the equipment is installed like LEGO blocks — to simplify the task and eliminate errors. Even if an installer hasn’t read the manual, thanks to the well-thought-out connection system, the elevator can be assembled only correctly — or not at all.”
Sergey Kosolapov, Director of the Industrial Center

Over

2,000

enterprises

OF THE LIGHT INDUSTRY OPERATE IN THE TERRITORY OF BELARUS. HOME GOODS, CLOTHING, AND FOOTWEAR BY BELARUSIAN BRANDS, LOVED BY RUSSIANS, ARE ALSO WELL-KNOWN AROUND THE WORLD.

LIFE-LONG CANVASES

Home coziness, everyday comfort at work and at home, gentle care for the little ones — all of this can be provided by high-quality textiles, woven from millions of threads on the land of the Union State.

FOR SEVERAL CENTURIES NOW, THE GLORY OF THE WEAVING MANUFACTORIES OF THE IVANOVO REGION HAS BEEN KNOWN WORLDWIDE, and garments made from Belarusian linen and knitwear are worn across all continents.

The first linen and calico-printing manufactories was founded in Shuya Uyezd as early as the late 17th century, and by the 19th century, Ivanovo textiles began competing with English ones. Former serfs, having bought their freedom, established many enterprises along local rivers — some of which are still operating today. Light industry became an inseparable part of the region, and in the early 20th century, the area was even named Ivanovo Industrial.

To this day, the Ivanovo Region proudly calls itself the center of Russia's textile industry. By the way, almost every third Russian sleeps on bed linen produced in the region. Ivanovo students, just like decades ago, study sewing-related specialties.

More than 2000 light industry enterprises operate on the territory of Belarus, and home goods, clothing, and footwear by Belarusian brands are loved by Russians and also recognized all over the world. Both legendary manufacturers like Orsha Linen Mill, Svitanak, or Vitebsk Carpets, and young designers are highly regarded. Among the competitive advantages of Belarusian textiles are consistently high quality and natural materials. Belarus traditionally ranks among the top three exporters of textiles to Russia, with high demand for linen fabrics in Japan and Uruguay, and for leather goods in Poland and China.

Excursions to textile enterprises offer a chance to dive into the magic of fabric creation, take photos against a backdrop of cascading like a waterfall or soaring skyward fabrics, step into a web of threads, and maybe get inspired to learn a new profession.

SHUYSKIE SITTSY COMPANY

Ivanovo Region

One of the key textile enterprises of the Ivanovo Region, and of Russia as a whole, is Shuyskie Sittsy. Its rightful founders are considered to be the merchants of the First Shuya Guild — Stepan, Alexey, and Nikanor Posylins.

1.5 times wrap the Earth

IS POSSIBLE WITH FABRICS PRODUCED DURING THE YEAR BY THE COMPANY SHUYSKIE SITTSY.

AFTER TWO CENTURIES OF EXISTENCE, Shuyskie Sittsy is a strong Russian brand, a family business, and one of the leaders of the textile industry in the country: the combine includes spinning, weaving, finishing, and sewing factories located in different cities of the Ivanovo Region. Shuyskie Sittsy was the main Russian supplier of cotton bed linen to IKEA, providing almost half of sales in this product category. After the retailer left Russia, the company quickly launched its own bed linen collection Yerrna in European sizes on marketplaces, which allowed it to fully compensate for the lost production volumes.

During a tour of Shuyskie Sittsy, tourists will get acquainted with the fabric creation process, passing through its most vivid and spectacular stages — the finishing and sewing productions. Guests of the factory will be invited to participate in a master class and learn why 100% cotton fabrics can be so different, and how not to fall victim to unscrupulous manufacturers.

In the finishing production workshops, tourists will peek into the window of the automatic bleaching line, where the harsh fabric is “reeducated.” They will see how in the printing and dyeing workshops the pure white cloth acquires color and pattern. And in the final finishing workshop, guests will observe the operation of a multi-ton “iron” — the textile calender.

The guide will reveal to guests the main mystery of the sewing workshop: how long it takes to sew a set of bed linen on the automatic sewing line, and will also allow them to operate a special device for turning pillowcases inside out.

During the tour, tourists will learn a lot of interesting facts about the enterprise, about the creative collaborations of Shuyskie Sittsy in the world of fashion and cinema, and about the unique projects and achievements of the factory.

Impressed by the production, feet naturally lead to the brand store. Here, tourists who have already become fabric experts are welcomed by bed and table linen, home textiles, SPA towels and robes, shoppers, and fabrics — including those featuring images of the city of Shuya.

In the Ivanovo Region, a two-day industrial tourism route, the “Calico Express,” has been developed. It covers all small towns of the Ivanovo Region and key enterprises of the area. Tourists will also visit the Ivanovo Calico Museum, located in the ancestral home of Burylin, built in the Art Nouveau style.

More than 6.5 million sewn products per year

SVITANAK

Minsk Region

The history of the enterprise begins in 1975, when the Zhodino Sewing and Knitwear Factory — a branch of the Minsk Production Association Progress — was established. Despite significant achievements, production development was hindered by dependence on imported materials.

About
15
thousand units of products

ARE MANUFACTURED MONTHLY AT SVITANAK.

THEREFORE, IN 1981, CONSTRUCTION BEGAN ON A KNITTED FABRIC FACTORY, and in 1986, the Zhodino Sewing and Knitwear Factory was transformed into an independent economic entity — the Zhodino Production Sewing and Knitwear Association. In the 1990s, the association was reorganized into Svitanak OJSC.

Today, Svitanak is a recognized leader in Belarus in the production of knitted underwear and outer knitwear for children and adults. Svitanak products are available on leading marketplaces such as Ozon and Wildberries. The products go through a full production cycle — from knitting the fabric, cutting, and sewing to reaching the store shelf.

On 10.7 hectares there are the knitting, dyeing, preparation-cutting, and sewing shops, where 1,500 people work.

Since 2017, guests of Belarus have been able to see with their own eyes how knitted fabrics are created from a million threads, and every year the interest in such excursions grows. For example, in 2023, Svitanak was visited by 32 excursion groups of various ages and professional interests.

In just one hour, tourists follow the entire production chain: knitting the fabric, dyeing, printing patterns, and they visit the cutting and sewing workshops. Floating in a dance, as if transparent, the threads are turned into viscose, single jersey, velvet, and smart fibers used for producing sportswear.

During the tour, you seem to recall every fairy-tale character: here, a silkworm is creating the finest threads, winding them onto dozens of spools; here, dyed fabrics are stabilized, flowing down like melted chocolate; and there — the Gloucester tailor and his mouse assistants are crafting comfortable yet skillfully made outfits.

At every stage of production there is something magical — for instance, the transformation of a rough terry towel into soft, silky, shiny velvet on a cotton base.

With great interest, one can observe not only the technological process, but also enjoy talking to the masters, designers, and artists. On the tour, they share the secrets behind their signature collections, the mystery of the experimental laboratory, and the recipes for successful fashion shoots and runway shows.

Merch of the First — the most popular souvenirs from Belarus, produced by the Svitanak factory.

THESE ARE T-SHIRTS, CAPS, BAGS, AND HOME DECOR ITEMS FEATURING IMAGES AND QUOTES OF THE HEAD OF STATE, ALEXANDER LUKASHENKO, SUCH AS “IT WILL BE VERY INTERESTING”, "YOU NEVER GIVE UP THE ONE YOU LOVE", AND “WE WON’T LET THEM BEND US.”

ORSHA FLAX MILL

Vitebsk Region

Since ancient times, a field of flowers has bloomed on Belarusian soil, absorbing the warmth of the winds and the lightness of soaring birds, the energy of storms and the moisture of rain, the power of the earth at sunset. People discovered the remarkable properties of these fields, learned to process flax and create amazing fabrics: they warm in winter and bring pleasant coolness in summer.

8%

of the world's flax textile volume

TODAY COMES FROM
THE ORSHA FLAX MILL.

More than

2.8

billion meters of fabric

HAS BEEN PRODUCED OVER 94 YEARS. IF ALL THE PRODUCED FABRIC WERE SEWN INTO ONE ROLL, IT COULD WRAP AROUND THE EARTH'S EQUATOR 87 TIMES.

THE CRAFT HAS BEEN PASSED DOWN FROM GENERATION TO GENERATION, and to this day "Pole Kvetak" (eng. - *Field of Flowers*) is the pride of Belarus.

Almost throughout its century-long history, the Orsha Flax Mill has become the world's largest producer of flax and semi-flax products.

In 1930, the first batch of flax products was produced at the newly built factory, and soon after, a school was opened to train qualified personnel. Over time, the production was modernized, new workshops were commissioned, modern flax processing technologies were mastered, and infrastructure developed around the mill — a House of Culture, a children's camp, residential quarters, a home for lonely pensioners, and brand stores were opened.

Today, the mill integrates the entire production cycle on its premises — from processing long and short flax fibers to producing and selling finished products. Modern equipment and strict quality standards allow the enterprise to produce all types of fabrics with various finishes — about 18.5 million linear meters per year.

The objectives for the industrial tourism development at the Orsha Flax Mill fully align with the enterprise's mission. Here, the aim is not just to become a global leader in flax product manufacturing, but the main goal is — to shape the fashion for flax products, which have become a national treasure, and to pass on the secrets of traditional crafts to future generations.

The mill offers three tours: about the history of the enterprise, "One Hundred Professions and One Which Is Yours" — for schoolchildren and students, and a special route for business tourists — "Belarusian Flax".

Each route is unique in its own way — some emphasize the methods of processing flax fiber and product manufacture. Tourists will learn that flax is a very capricious plant: it requires a seven-year crop rotation, meaning that a field where flax was grown can be replanted with flax only after seven years.

Another tour focuses on career opportunities, the diversity of professions, and corporate culture, and the third on the implementation of quality management systems, constant technological improvements, and production automation while preserving traditions.

Regardless of the chosen tour, all tourists without exception are amazed by the scale of the enterprise, spacious and bright workshops with ultra-modern equipment. Looking at the scale of production and the assortment of flax products, travelers often find it hard to believe that it all begins with a small seed, fertile nature, and the care and professionalism of a huge number of people — from agriculturists to packagers.

About
3,000
people

HAVE VISITED THE ENTERPRISE SINCE 2018 WITHIN THE FRAMEWORK OF INDUSTRIAL TOURISM, ABOUT 300 — GUESTS FROM RUSSIA.

We are not just manufacturers; we are bearers of a part of the country's cultural code. For the entire enterprise team, it is an honor to introduce and enchant tourists with the true character of Belarus.
Sergey SIDIN,
Deputy General Director for Ideological Work and Social Issues

By the way, Sergey is a representative of the Sidins labor dynasty. If you're lucky, you might get a tour with him personally.

If you come to Orsha in summer, you can not only visit the production,

BUT ALSO ENJOY THE ENDLESS FLAX FIELDS AND EVEN ATTEND THE FLAX FESTIVAL "POLE KVETAK," BECOMING A PARTICIPANT IN THE FLAX PROCESSION.

VITEBSK CARPETS

Vitebsk Region

Vitebsk Carpets is one of the oldest enterprises in Belarus with a rich history.
Originally conceived as a flax-spinning factory, in the post-war years it was repurposed into a carpet and plush mill, equipped with machinery received as reparations from Germany.

Vitebsk Carpets today —

A MODERN PRODUCTION WITH ADVANCED TECHNICAL EQUIPMENT, AND THOUSANDS OF TOURISTS WHO HAVE VISITED THE ENTERPRISE HAVE ALREADY BEEN ABLE TO SEE THIS FOR THEMSELVES.

IN AUGUST 1947, THE MILL began producing boucle and plush carpet runners, and by November 5 of the same year, the first phase of the new carpet and plush mill was fully launched. On November 15, 1898, according to archival documents, in old Ghent, one of the centers of Belgian entrepreneurship, the founding meeting of shareholders of the “Russian-Belgian Joint-Stock Company of the Vitebsk Flax-Spinning Factory” took place.

On May 29, 1899, Nicholas II issued the “Highest Decree” granting entrepreneurs broad powers for the construction and operation of a new flax-spinning factory. By the end of the second year of the contract, the factory buildings were completed and the first poods of flax yarn were produced.

During the Soviet era, the second phase of the mill was built for the production of tufted carpet products, the production of tufted carpets with embossed patterns was mastered, a printing products workshop was opened, and a workshop for making templates for the printing machine was built.

In the early 2000s, a large-scale reconstruction and re-equipment of the enterprise began. Additional production buildings were constructed, and new technologies for producing polypropylene yarns were mastered.

Like many enterprises with a rich past, Vitebsk Carpets begin introducing visitors to their enterprise in a special history hall. Here, many antique artifacts are displayed, along with a photo exhibition showing the workers, the first workshops, and the first carpets, which were woven on Axminster looms.

From the historical past, tourists move into the technological present and get acquainted with modern weaving looms and technologies used in carpet production. For example, in the polypropylene yarn production, one can observe the full cycle of yarn manufacturing, and at the tufted carpet factory — the process of creating a tufted product — from raw material selection to pattern application.

Unusual guests also come on tours to Vitebsk Carpets. For example, during a cycling tour across the Republic of Belarus, the enterprise was visited by cyclists from Moscow and the Moscow region. Members of the Moscow Plein-Air Artists Association, together with colleagues from Belarus, didn't just follow the route — they held a real plein air session within the enterprise walls: they painted workshops, looms, products, and focused attention on the main heroes of production — weavers, equipment adjusters, machine operators, and extrusion line operators.

They are all warmly welcomed by guides, many of whom have worked for more than a quarter of a century at Vitebsk Carpets and know firsthand all the intricacies of weaving.

"The most vivid impression for the factory's guests is the scale of the equipment, the weaving process, how beautiful patterns appear on the carpet from ordinary colored threads. Many tourists stand for a long time by the printing machine, where a pattern is applied to the white tufted fabric using a printer. Guests call this process mesmerizing and literally cannot take their eyes off it. Children love watching how the employees work: the harmony between the person and the modern loom with a display is captivating. It creates the impression that an endless carpet road four meters wide is being woven."
Alina Arzhanykh, Personnel Training Engineer

More than
2,000
people

IN OVER 100 TOUR GROUPS HAVE VISITED THE ENTERPRISE SINCE 2023.

GRONITEX OJSC

Grodno Region

“The threads of our connections are strong and durable” — the motto of the leading yarn and thread manufacturer perfectly reflects the quality not only of Gronitex’s products but also of the entire Belarusian-Russian industrial cooperation. The history of Grodno yarn began in 1963 with the construction of a cotton-spinning factory in northern Grodno, and shortly after — a thread factory, on the premises of which the Grodno Spinning and Thread Mill was established on March 1, 1973.

About

3

million times

THE AMOUNT OF YARN PRODUCED BY THE ENTERPRISE OVER THE YEARS OF OPERATION COULD BE STRETCHED FROM GRODNO TO VLADIVOSTOK.

HAVING GONE THROUGH A LONG PATH OF DEVELOPMENT and several reorganizations, today Gronitex OJSC is a modern textile enterprise equipped with the latest technology. Here they produce yarn, sewing threads, and cottonized flax fiber. The yarn of Gronitex OJSC has found its application in various fields — from tire cord production to the food industry. It is widely used for weaving and knitting production; fabrics made from it are used both for children's clothing and for workwear of various ministries and departments of Belarus and Russia.

Grodno threads firmly stitch clothing for many Belarusian and Russian enterprises and designers, while cottonized flax fiber in both countries is used in automotive manufacturing, furniture and linoleum production, and in the construction of kindergartens, schools, and the famous Belarusian sanatoriums and health resorts.

Since 2013, the yarn factory has had a museum. The exhibition is based on the idea of the guiding thread, which Ariadne, according to the myth, gave to her beloved Theseus so that he could find his way out of the Minotaur's labyrinth.

The exhibition tells about the history of the enterprise, the history of the thread, and the spinning process. Tourists show special interest in antique items: spinning wheels, sewing machines, and the traditional Belarusian weaving loom — the krosna. An interactive zone has been created — a spinning wheel where visitors can independently make yarn.

Tourists are also shown the modern production, through whose equipment and machines over the years have passed yarn with a total length of about 1 million equators of our planet, and they are also taught to understand the types of yarn and threads and the features of products made from them.

12

million standard spools of thread per year;

- 4,000 TONS OF YARN PER YEAR;
- 2,000 TONS OF COTTONIZED FLAX FIBER PER YEAR.

A genuine Slutsk belt could contain up to 200 grams of gold:

FOR ONE SUCH ACCESSORY IN ANCIENT TIMES IT WAS POSSIBLE TO BUY SEVERAL PUREBRED HORSES OR EVEN A SMALL ESTATE.

SLUTSK BELTS

Minsk Region

The famous poem by Belarusian classic Maksim Bogdanovich about peasant girls who, instead of a Persian pattern, wove the “flower of the homeland — the cornflower” — is actually about Slutsk belts.

However, the poem is a work of fiction, since only men were allowed to weave belts at that time, and their labor was well compensated.

At the height of its prosperity, up to 55 weavers (men only!) worked in Slutsk, as many journeymen and spinners. About 200 belts of the finest craftsmanship were produced annually on 20–25 looms. The persiyarniya (belt weaving workshop) operated until the mid-19th century. The motifs of the Slutsk belt are depicted on street lamps along Independence Avenue in Minsk.

LONG, WIDE BELTS with beautiful and intricate patterns embroidered with precious threads were an essential part of the wardrobe and a symbol of wealth and elite status among the magnates of the Grand Duchy of Lithuania in the 16th–17th centuries. These nobles traced their lineage back to the ancient warlike Sarmatian tribes.

Expensive belts for the szlachta (nobility) were mostly imported from Eastern countries, but in the 18th century, Belarusian weavers created their own unique patterns, symbolic motifs, and exclusive technology. One of the richest and most powerful families in Europe — the Radziwills — established a weaving manufactory, or persiyarniya, in Nesvizh, and in the 1750s it was relocated to Slutsk, a town long renowned for its skilled weavers.

On the instructions of President Alexander Lukashenko, Belarus has revived the unique traditions of Slutsk belt-making. Having studied the secrets of 18th-century weavers, the artistic features of the belts, and the materials used, a modern enterprise has restored this unique technology. Today's craftsmen use natural silk and threads containing gold and silver to create exact replicas, analogues, and artistic reinterpretations of the belts — items that can become exclusive souvenirs from Belarus. Many of these creations have no analogues in the world.

2,200 people

VISITED THE MUSEUM IN 2024. MORE THAN 600 FOREIGN TOURISTS, INCLUDING VISITORS FROM RUSSIA.

Since 2013, a unique museum has been operating at the Slutsk Belts enterprise — here you can see both modern belts and original items from past centuries. Historians believe that only about one thousand slutsk belts have survived worldwide, and belarusian museums, including this one, hold 11 of them.

In the workshops of the weaving manufactory, tourists can observe the work of weavers and walk through the spinning-weaving and sewing-weaving departments.

In addition to belts, other original items in Belarusian traditions are also made in Slutsk. For example, beautiful tablecloths, napkins, and Belarusian rushniks are woven here on hand wooden looms.

At the end of the tour, guests are invited to the "Old Town" cafe — one of those places where you can always taste Belarusian cuisine and immerse yourself in the atmosphere of the ancient town with its winding streets and beautiful architecture.

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TWO COUNTRIES, THOUSANDS OF FACTORIES

АГЕНТСТВО СТРАТЕГИЧЕСКИХ ИНИЦИАТИВ

БИСИ