



Republic of Belarus, 224014 Brest, Timiriazeva Str. 2  
 Phone: +375 (162) 24-93-87  
 Fax: +375 (162) 24-97-37, 24-94-52  
 E-mail: [alternativa@alternativa.by](mailto:alternativa@alternativa.by)  
[www.alternativa.by](http://www.alternativa.by)

## Volume of investments required – \$ 1890 thousand

### Summary

1. **Production** – ventilating, conditioning and energy saving equipment; development and putting to production new energy saving equipment, destined for work at enterprises where technological processes eject a large quantity of heat and have a great degree of pollution of extracting air.
2. **Trade marks** – none.
3. **Sales 2007** – \$ 6 350 ths.

### Company profile

**Date of establishment** – 1989; a small team, having started from manufacture of separate ventilating items, grew up to an organization occupying closely their market niche in field of ventilation, conditioning and energy saving. Leading specialists have 15-20 years of experience of mutual work – scientific and practical – in the given field.

**Description and value of capital assets** – \$1 746.7 ths; office blocks, production area, technological metal-processing equipment including a unique in the country line for bimetallic coils production.

**Previous rounds of investments** – the enterprise develops regularly new kinds of production including within the framework of realization of innovative projects. The Limited Company “Promotional Enterprise Alternativa” has an experience in realization of innovative projects together with Belarusian Innovative Fund partially financing innovative projects basing on repayment. Within the first project realization in 2001-2002 central technologically comfortable air conditioners were developed. The total amount of innovative project amounted \$22.6 ths. Air conditioners are import substitute production. In 2003 – first quarter of 2008, 260 air conditioners to the sum of \$4460 ths were produced. At the end of 2007, the second innovative project was finished and as a result of its realization ventilating units with heat recovery have been developed and put to production. The project started at the end of 2004. The total amount of innovative project came to \$665 ths. Besides, the enterprise itself constantly invests a great quantity of own means in development of new production and purchasing of modern equipment.

**Signs of public recognition** – V Moscow International Salon of innovation and investments – diploma and silver medal for development of heat recovery ventilating assembly (type AVTU). Diplomas for participation in international and national specialized exhibitions. Diplomas to the director of enterprise in nomination “The Best Entrepreneur of a Year”.

**Number of employees** – 143 persons.

### Structure of ownership

Natural persons	100% (1st – 51%; 2nd – 11.1%; 3rd – 7%; others – 31%)
Aggregate share of government property	0%

### Team

**Matveyev Yuriy Nikolayevich** – Director, 59 y.o. Graduated from Aviation Institute of Ufa at specialty “aviation engines”. Working experience in field of air conditioning and ventilation amounts more than 20 years – director of the Limited Company “Promotional Enterprise Alternativa”. Organizer of the Limited Company “Promotional Enterprise Alternativa”. He effects general management of the enterprise and research guidance of innovative projects. Ability in selection of necessary directions of activity, in goal-setting and in selection of ways of their achievement.

**Bakanov Vladimir Yuryevich** – Deputy Director, 56 y.o. Working experience in the field of ventilation and conditioning of 25 years including about 15 years in “Promotional Enterprise Alternativa” LC. Passed a way from designing engineer to deputy director. Cooperates with planning organizations, guides projects developments, manages the department of service, testing and certification.

**Smal Andrey Alekseyevich** – Deputy Director, 45 y.o. Working experience in the field of ventilation and conditioning of 25 years including about 15 years in the “Promotional Enterprise Alternativa” LC. Head of the group of calculations and developments of air conditioners and ventilating units. Effects main volume of works in replenishment of calculation programs for equipment creation.

### Production

Goal of the project is a development of new energy saving equipment destined for work at enterprises where technological processes eject a large quantity of heat and have a great degree of pollution of extracting air. The equipment developed within the project realization will assure normal conditions for human beings and also will utilize a dispersed heat. In contrast to analogues, the new equipment will have a possibility of heat recovery in moistened and polluted surroundings.

Central conditioners, supply units, ventilating and heating units with heat recovery, fans axial, duct, roof, ventilating towers, pipe heat exchangers, copper-aluminium exchangers (coils) – this is far from being a complete list of production manufactured by the enterprise. The most of produced equipment is put out with different kinds of heat utilizers (recuperators, regenerators) with use of modern automation means.

The production is equipped with modern technological machinery, including machinery with programmed numerical control.

A quality of the enterprise production doesn't cede to import analogues and it is cheaper than import equipment. The enterprise assures mounting and debugging of equipment, including service.

The enterprise has international certificate TUV CERT for DIN EN ISO 9001:2000.

**Current state**

Today the enterprises manufactures quite a few of kinds of production – central conditioners, supply units, ventilating and heating units with heat recovery, influx-and-extract units with heat recovery, fans axial, duct, roof, ventilating towers, pipe heat exchangers, copper-aluminum exchangers (coils) and many others.

Regularly the enterprise develops new kinds of production including within the framework of realization of innovative projects.

**Development strategy**

**Use of funds**

- 1. R&D (development of new equipment, of new technological tools, pre-production models testing etc.) 4%
- 2. Acquisition of fixed assets (purchasing of technological equipment for expansion and modernization of production, purchasing of vehicles) 63%
- 3. Other (building of production area, manufacture of technological equipment) 33%

**Prospective outcome of investment**

The following goals are planned to be achieved as a result of investments:

- 1. To develop and to put to manufacture a new kind of production.
- 2. To extend a manufacture of already produced equipment (air-conditioners, supply units, ventilating and heating units with heat recovery and other).
- 3. To increase production volumes in 3-4 times.

**Marketing & Markets**

*Consumers:* housing resources (reconstruction of existing buildings and construction of new ones). Industrial enterprises of diverse branches where technological processes eject great quantity of heat having a high degree of pollution. *Marketing outlets:* inner market of Belarus (50-60%) and also of Russia, Ukraine, Poland.

**Interaction with investor**

The enterprise is planning a selling of appointed business share. Share rate and selling terms will be discussed with investor.

**Financial characteristics, \$ thousand**

Data	Facts			Forecast	Forecast with the investment required			
	2005	2006	2007	2008	2009	2010	2011	2012
Sales	2 642	3 398	6 350	6 740	7 490	7 960	8 662	10 895
Operating income	44	46	65	445	741	837	681	1 456