

## Competition



Ilya Beshpalov, Tula Deputy Administration Head, accepts congratulations from Yury Agafonov, President of the Tula Chamber of Commerce and Industry, and Natalia Antonova, Vice President of the Srednerussky GPB (AO) branch. Award in the "The best city with the most favorable conditions for entrepreneurial development" category

# Mercury Chooses the Best Companies

Zinaida KASHTANOVA  
Gennady POLYAKOV

The national Golden Mercury award, established by the Chamber of Commerce and Industry (CCI) of the Russian Federation, has once again gathered regional innovative entrepreneurs who received recognition in various sectors. On March 27 representatives of the regional government, the municipal administration and the Tula Chamber of Commerce and Industry welcomed winners at the Column Hall of the Tula Nobility Assembly.

Yevgeny Primakov, then President of the Russian Chamber of Commerce and Industry (CCI), launched the competition in 2002. Since then the Golden Mercury award has been traveling around all regions. This is the only patented and officially registered competition

in Russia where participants are not required to pay for expert evaluation of goods examination and participation.

While opening the regional ceremony of awarding award winners and participants, President of the Tula Chamber of Commerce and Industry Yury Agafonov stressed that like never before, it is now critically important to mobilize all resources within the framework of presidential decrees issued in May, as well as projects aimed at promoting products and technologies on the local and external markets. The CCI President thanked the prime sponsor, the Srednerussky GPB (AO) branch, and partners — OAO Shchekinoazot, AO Gazenergobank and OOO Tula Media Group — for organizing and sponsoring the event, and wished everyone success in the federal competition.

Every year, the Tula CCI and the regional government work on engaging

different enterprises to participate in the regional Golden Mercury competition. Participation in the event not only unlocks the potential of representatives of the real sector of the economy, but also indicates the high level of a particular enterprise.

Grigory Lavrukhin, Deputy Chairman of the Tula Region Government and Minister of Economic Development, congratulated participants on behalf of the regional government and Governor Alexei Dyumin.

"Evaluation of entrepreneurs' activities helps present the best samples of products and services, as well as advanced technologies on the market," he said. "Winners received a well-deserved reward and recognition of their activities. This is a good incentive for further business development and improvement. And for other manufacturers, it is an example of how to implement international cooperation and export projects." Grigory Lavrukhin thanked participants of the competition for their proactive attitude and wished them further gains.

Nikolai Vishnev, Deputy Minister of Industry and Fuel and Energy Complex of Tula Region, Ilya Beshpalov, Tula Deputy Administration Head, and Alexander Golovin, Tula Region Business Rights Commissioner, also made welcome speeches.

Notably, during the first years of the Golden Mercury competition, participants were mostly companies in the service sector, trade and manufacturing of consumer goods. Today we've seen participants from small and large businesses that distinguished themselves in the categories of industrial production, innovation and export.

Now Golden Mercury award winners are waiting for the federal competition. Applications are accepted until April 10.

At the end of May, winners of the federal competition will be announced by the National Expert Council, comprising representatives of federal legislative and executive authorities, the Russian CCI, business associations and local CCI. Award winners will receive certificates from the Russian Chamber of Commerce and Industry, exclusive Golden Mercury statuettes and commemorative medals. Winning companies can use the competition logo on their products.

The award ceremony will be held at the Moscow Center of International Commerce.

## Looking Ahead

# Big Chemistry: Moving Forward

Sergey MITROFANOV  
Gennady POLYAKOV

This year, Shchekinoazot became a partner of the regional Golden Mercury competition in the "The Best Exporting Company" category.

"We have always actively participated in the regional stage of the Golden Mercury competition. In 2012 we were also winners at the federal level — we received a certificate and a national award medal. At the same time, we were named on the list of top three large exporters in our country," said Anatoly Surba, Director General of Shchekinoazot. "Why have we decided to become a partner of the competition? Firstly, we want to find the best enterprises and give them a reward. Secondly, we are well aware of the global goal set by Russian President Vladimir Putin to increase exports. I want to stress that those who want to increase exports, now have the most favorable conditions. Award applicants are undoubtedly the most respectable enterprises in Tula Region."

Of course, Shchekinoazot is also focused on marketing on export markets. And it has already done a lot to reach that goal. Shchekinoazot goods are sold in twenty countries. Key products are methanol, caprolactam, UFC, ammonium sulfate, sulphuric acid.

"At the end of 2018 and at the beginning of 2019, sales volume abroad increased thanks to the launch of several projects," continues Anatoly Konstantinovich. "The most frequently exported products are methanol, caprolactam and UFC. Today we are working on the implementation of new projects: a production complex of nitric acid with a capacity of 270,000 tons per year and ammonium nitrate with a capacity of 340,000

## Anatoly SURBA:

"Today we are working on the implementation of new projects: a production complex of nitric acid with a capacity of 270,000 tons per year and ammonium nitrate with a capacity of 340,000 tons per year, as well as production of methanol M-500, ammonia and carbamide."



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After turning the ideas into reality, it is expected that sales volumes of products, including mineral fertilizers, will increase.

According to the company, construction of a new methanol facility with a capacity of 500,000 tons per year is being carried out in cooperation with Haldor Topsoe (Denmark). The so-called long-cycle equipment was bought in the third quarter of the last year. The company ordered key technological equipment. The construction permit was received in December. The development of OAO NIIK design documentation is now underway. Meanwhile, Shchekinoazot is engaged in site preparation works. It has signed a general contractor agreement for the construction of the M-500 methanol production unit.

As for the nitric acid and ammonium nitrate production complex, the company signed a contract for the integrated supply of equipment from China, approved a basic project, placed orders for new equipment.

In general, the company has good business relations with China. It's worth reminding that a short time ago a Shchekinoazot delegation, headed by President Boris Sokol, visited CNCEC in China. The purpose of its visit was to hold talks on the final approval of a contract for design, supply and

construction of an ammonia production facilities with a capacity of 1,500 tons per day and urea production facilities with a capacity of 2,000 tons per day.

As a result of negotiations held at the CNCEC office on March 15, two contracts were signed: the first one between CNCEC and licensors Haldor Topsoe and Stamicarbon, and the second one between OAO Shchekinoazot and CHINA NATIONAL CHEMICAL ENGINEERING CO., LTD. (the EPC Contract for ammonia and carbamide production complexes). Shchekinoazot continues to develop its production site, increasing production capacities of strategically vital products. What results will the project yield? It will ensure development of the gas industry for sustainable growth of raw material advanced processing and will allow moving from raw materials consumption and export to production of high-tech products of advanced processing with added value. This project is characterized by high economic efficiency, social and budget importance, and an acceptable payback period.

"As a result, we will be the leaders in methanol production in Russia, and will be among the three leading manufacturers of carbamide," said Anatoly Surba.

By the way, being a partner of the regional Golden Mercury award, Shchekinoazot also received a special certificate from event organizers.

## Leaders

# Polyplast Novomoskovsk: International Launch

Zinaida KASHTANOVA

Development of in-house high-tech production, aimed at import substitution of products, is a coordinated position that meets today's realities. This dominant principle has been further developed at OOO Polyplast Novomoskovsk. High quality products and a well-thought-out marketing strategy has helped not only expand the company's share on the domestic market, but also make OOO Polyplast Novomoskovsk the best exporter in the industrial production sector. This was confirmed by the decision of the Expert Council of the regional Golden Mercury competition.

## Who needs chemical additives?

The Novomoskovsk plant of the Polyplast Group is mainly focused on the production of chemical additives for concrete and mortars used in the construction industry. In addition to successful operation on the domestic market, the company significantly increased export volumes in 2012–2017. Among key foreign consumers are such world leaders in the production of concrete additives as SIKA, BASF, Grace, Chryso and many others.

Foreign countries are interested in new import-substituting products (redispersible powders and dry polycarboxylates). New products are already exported to Peru, Saudi Arabia, Macedonia, India, the United Arab Emirates and other countries.

Today the volume of chemical additives, produced by Novomoskovsk manufacturers and exported to CIS countries, Western Europe, the Middle East, Asia and Africa, amounts to over 70 percent from total sales volume, while revenue in 2018 accounted for more than 50 percent of total sales.



Alexander Kovalev, Director General of Polyplast Novomoskovsk. In 2017 he was awarded the third-class medal "For Labor Valor". He was named among the 100 most influential people of Tula Region in 2018

So what accounts for this breakthrough? According to CEO Alexander Kovalev, this has been made possible thanks to the drying and warehouse complex built in 2016. The project was supported by the Ministry of Industry and Trade of Russia and the Tula Region government. The new plant, which is equipped with state-of-the-art equipment, made it possible to speed up work under the import substitution program, increase non-resource exports and reduce environmental impact.

The competitiveness of Polyplast Novomoskovsk products is ensured by the company's own science and technology base for the development and introduction of new additives. This has helped expand the product line, which is important for developing a distribution network and attracting new consumers.

One type of the company's exports is a by-product which is a result of added-value wood processing. Paper production wastes are known to significantly pollute the environment. Their

disposal has long been an acute problem for the pulp-and-paper industry. But now there is a company that has developed special technologies that help use this raw material during production of export products. This means that Polyplast Novomoskovsk has also solved the environmental challenges facing the country's pulp-and-paper industry.

## Innovative approaches

The company's priority task is increasing research intensity. There are several scientific and technical centers at the plant that study concrete production, using local raw materials, and adapt products to it. Nowadays Polyplast Novomoskovsk develops and produces additives using various bases pursuant to requirements of the modern market, with its trends being constantly studied and analyzed. The company is aimed at cooperating not only with manufacturers of concrete and mortars, but also with design institutes and construction companies to participate in the development of concrete compositions for construction sites of different complexity at the design stage. Close cooperation with partners — international and Russian companies — and the support of the research and development center and leading Russian independent laboratories and institutes help the company to develop solutions based on new technologies.

Having set the course for economic growth, quality and efficient use of natural resources, the company actively promotes the progress of the construction industry. Their unique additive — calcium plasticizer for gypsum products — is included in the register of innovative technologies and technical solutions of the Moscow Territorial Construction Catalog.

Since 2017, the company has been participating in the implementation of the priority program "Improving Labor Productivity and Employment



In the research and development center

Support." Last year, during the Russian Investment Forum, Tula Region Governor Alexei Dyumin and Chairman of the Board of Directors of AO Polyplast Alexander Shamsutdinov signed a cooperation agreement providing for the construction of an industrial complex for production of high-molecular thermally-stable polymers for the construction materials industry as part of the import substitution program which runs until 2025. In the near future the company plans to upgrade production facilities by introducing new technologies in the production of additives for concrete and synthetic adhesive materials; develop new products using its own testing base and attracting specialists from leading research organizations; strengthen its corporate culture and create a favorable environment for employees.

## Success factors

Polyplast Novomoskovsk can be called a successful enterprise, and this statement is confirmed by prestigious awards and prizes the company received. In 2014, its products were awarded certificates of the e3 Awards in the Ecoproduct nomination in the Dry Mixes and Construction Chemicals category. In 2015, the mixes were included in the Register of Innovative Technologies and Technical Solutions of the Moscow Territorial Construction Catalog. In 2016, the company's investment project was included on the list of comprehensive investment projects by the Ministry of Industry and Trade of the Russian Federation. In 2016, the Agency for Strategic Initiatives supported the company's leadership project entitled "Production development of high-tech chemical additives for the construction industry."

Polyplast Group goods were used in the implementation of major socially important projects: construction of the Kerch Bridge, facilities for the 2018 World Cup, Olympic facilities in Sochi and sports facilities for World Student Games in Kazan, a cable way in Nizhny Novgorod, construction of the Russky Bridge connecting the Russky Island with the city of Vladivostok, Ust-Luga sea port in St. Petersburg, restoration of the Sayano-Shushenskaya HPP and many others.

In 2017, according to the Tula Business Award 2017, Polyplast Novomoskovsk was the best industrial company of the year. In 2018, the company received an award in the regional Golden Mercury 2018 competition for its contribution to the formation of socially responsible business in Russia. It also received the Tula Business Award 2018 in the "For social responsibility of business" category.

Recently the company participated in the regional Golden Mercury competition and won in the "The best exporter in the sphere of industrial production" category.

"We have been exporting goods for years," says Director General Alexander Kovalev. "We're interested in international markets because they give an opportunity to increase production volumes, maintain stability, confidently plan company development and make a profit. Besides, they help improve company positioning in Tula Region. We will continue to develop this line of business to make our employees confident of the future."

In addition to production goals, Polyplast implements socially important programs that support many Novomoskovsk institutions, including educational ones; sponsors events at the Novomoskovsk Institute of the D. Mendeleev University of Chemical Technology; and is a social partner of school No. 25. The company offers a considerable support to sports organizations, federations and clubs. It has sponsored the construction of an ice arena in the city. Polyplast also implements a program aimed at the development and promotion of hockey in Tula Region. Social responsibility is not just empty words for the company — these are real actions for the good of people and society.