Report on the 19th International Forum on Telecommunications, Information and Bank Technologies — TIBO-2012

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TIBO-2012. 19 YEARS OF SUCCESS

TIBO-2012, the 19th International Exhibition and Congress, which is the annual fair on international and national achievements in the field of communications, telecommunications, software, bank technologies, office equipment, and consumer electronics, took place at the Football Arena (20/2, Pobediteley Avenue) in Minsk City on April 25-28, 2012.

TIBO — the largest telecommunications, information and bank technologies exhibition in the republic — has been organized since 1994. The TIBO International Congress and Exhibition have made a considerable input into development of informatization processes in the Republic of Belarus. Over 30 000 specialists visit the TIBO Congress and Exhibition annually, and they naturally call the event "the mirror of the telecommunications and information technologies market."

Managers and specialists representing enterprises and organizations of various industries have annual possibility to study the cutting-edge technologies and software applications, and the development trends of all information sphere industries. Demonstration of information technologies in action contributes to their wide application in all industries of the economy, in the social sphere, and in government management.

The TIBO Congress and Exhibition was the first in the republic in different years to formulate and discuss topical problems related to development of the information sphere of the Republic of Belarus; the exhibition was used to demonstrate technological novelties that were widely distributed across the Belarusian market afterwards.

The following organizations participated in preparing and organizing of the Congress and

Exhibition: the Ministry of Communications and Informatization of the Republic of Belarus, the Ministry of Industry of the Republic of Belarus, the Ministry of Information of the Republic of Belarus, the Ministry of Education of the Republic of Belarus, the Ministry of Economy of the Republic of Belarus, the Ministry of Trade of the Republic of Belarus, the National Academy of Sciences of Belarus, the State Committee on Science and Technologies of the Republic of Belarus, the Operative Analytical Center under the President of the Republic of Belarus, the National Bank of the Republic of Belarus, the Minsk City Executive Committee, the Infopark Scientific Practical Association, the Belinfocom Association, the Information Society Republican Public Association, the Cash Registers and Computer Systems and Retail Technology Equipment Association, the High-Tech Park Administration, the Belarusian Banks Association, the Belarusian State University, the Belarusian State University of Informatics and Radioelectronics, Technics and Communications Closed Joint Stock Company; the representatives of the above organizations became the members of the Exhibition Organizing Committee and the Congress Program Committee.

ORGANIZING COMMITTEE COMPOSITION

Mr. Nikolay PANTELEI	Minister of Communications and Informatization of the Republic of Belarus (Co-Chairperson of the Organizing Committee)
Mr. Oleg PROLESKOVSKIY	Minister of Information of the Republic of Belarus (Co-Chairperson of the Organizing Committee)
Mr. Grigory BONDAREV	Director, Technics and Communications Closed Joint Stock Company (Deputy Chairperson of the Organizing Committee, General Organizational Issues)
Mr. Sergei NESTEROVICH	Deputy Minister of Communications and Informatization of the Republic of Belarus (Deputy Co-Chairperson of the Organizing Committee, the TIBO-2012 Congress and Exhibition Issues)
Mr. Dmitri SHEDKO	Deputy Minister of Information of the Republic of Belarus, Chairperson of the Program Committee of the TV and Multimedia Technologies Conference (TMT) (Deputy Co-Chairperson of the Organizing Committee, the "Mass Media in Belarus" Exhibition Issues)
Mr. Sergei ABLAMEIKO	Principal of the Belarusian State University
Mr. Vladimir BASKO	Board Chairperson, Infopark Scientific Technological Association
Mr. Mikhail BATURA	Principal of the Belarusian State University of Informatics and Radioelectronics Educational Establishment
Mr. Oleg VEREMEICHIK	Head of the General Directorate of Information Technologies, National Bank of the Republic of Belarus, Chairperson of the Program Committee of the Bank Technologies Conference
Mr. Igor VOITOV	Chairperson of the State Committee on Science and Technologies of the Republic of Belarus
Mr. Gennadiy GORNOSTAEV	Director, Information Technologies Center Municipal Unitary Enterprise at the Minsk City Executive Committee
Mr. Sergei ENIN	Deputy Director, Technics and Communications Closed Joint Stock Company, Executive Director, Information Society Republican Public Association (Executive Secretary)
Mr. Alexander ZHUK	First Deputy Minister of Education of the Republic of Belarus
Ms. Ludmila ZENKOVICH	Head of the Print Mass Media Directorate, Ministry of Information of the Republic of Belarus
Mr. Alexander ILYASEVICH	First Deputy Head of the General Ideological Directorate, Head of the Ideology Work Coordination Directorate, General Ideological Directorate, President Administration of the Republic of Belarus
Mr. Sergei KAPARIKHA	Deputy Head of the Operative Analytical Center under the President of the Republic of Belarus, Head of the Information Protection Directorate
Mr. Sergei KOVGAN	Acting Chairperson, Council of the Telecommunications Industry Union Association

Ms. Galina KUKHORENKO	Chairperson of the Belarusian Banks Association
Mr. Anatoli MOROZEVICH	Principal of the Management Academy under the President of the Republic of Belarus
Mr. Roman MOTULSKI	Director, National Library of Belarus State Institution
Mr. Andrei NAREIKO	Board Chairperson, Belinfocom Association
Mr. Vladimir SIROTKO	Council Chief, Cash Registers, Computer Systems and Retail Technology Equipment Association
Mr. Gennady SVIDERSKIY	Deputy Minister of Industry of the Republic of Belarus
Mr. Sergei SEMASHKO	Chairperson of the Standing Commission on Industry, Fuel and Energy Complex, Transport, Communications, and Entrepreneurship at the House of Representatives of the National Assembly of the Republic of Belarus
Mr. Pavel TKACH	Chief Specialist, Transport and Communications Directorate, Central Office of the Council of Ministers of the Republic of Belarus
Mr. Alexander TUZIKOV	General Director, Cooperative Institute for Informatics Problems State Scientific Institution, National Academy of Sciences of Belarus
Ms. Inna KHMELNITSKAYA	Adviser to the Minister of Economy of the Republic of Belarus
Mr. Valery TSEPKALO	Director, High-Tech Park Administration State Institution
Mr. Vadim SCHERBICH	Head of the Culture and Folk Art Institutions Directorate, Ministry of Culture of the Republic of Belarus

FORUM NOVATIONS

1. MOBILE AND WIRED COMMUNICATION SERVICES

Beltelecom RUP:

• Telecommunication services in the field of broadband data transmission: Internet access at up to 20 mbps;

• Virtual PBX: video/audio conferencing, a serial number, a Minsk City landline number, "*Musical Marathon;*"

• E-Services: the digital document processing system, the National Automated Information System.

VELCOM IP:

• "Children's Internet" is a new service used to forward the caller's traffic through the hardware and software suite to analyze and block in real time the websites undesirable for kids to view;

• "Internet without settings;"

• "Velcom kiosk" is an application downloading all Belarusian newspapers to a smart phone;

• The catalogue of popular and useful mobile applications;

• Modern smart phones and tablet PCs.

MTS COOO:

• Fixed broadband Internet access (up to 1 gbps);

• Business solutions: video conferencing with one or several interlocutors (up to 10), session

recording, joint file processing on the computers of the conference parties;

• NFC (Near Field Communication): a short range wireless communication technology;

• FEMTO: a solution improving the 3G signal receiving;

• Video surveillance;

• "Smart Class": interactive teaching without notebooks, pens, and textbooks;

• "Smart Kino": an innovative TV-set application. Due to high speed of the fixed Internet access from MTS, users can watch online video of 3D, HD and Full HD quality. It is no longer necessary to download video files and store them on a carrier medium prior to watching.

Huawei:

- Unified communications (IP-telephony, "eSpace IM" and "e-Conference");
- TV-presence systems;
- Videoconferencing solutions;
- Solutions for education industry ("e-Education");
- Intelligent video surveillance systems;
- A call-center based on cloud computing technologies.

Softline:

- The Deskwork enterprise portal and communications solutions based on Microsoft (workgroup computing, video calls, etc.);
- Presentations of 3D models created in the latest version of the Autodesk products;
- Cloud technologies.

Nokia Siemens Networks:

- Telecommunications equipment, software and professional services for mobile service providers and landline service providers.

2. ENTERPRISE SOLUTIONS

Datastream DEP:

ДАТАСТРИМ >>>

- ZyXEL — active networking equipment;
- ORing — active networking equipment for industrial Ethernet;
- TWT, LANMASTER — complex cable system solutions.

Mastertelecom OOO:

- Turn-key call-centers and IP-PBX.

Pribortorg OOO:

- Industrial gages.

Galaktika:

- An integrated ERP system to meet modern enterprise management requirements;
- Application of the free PostgreSQL relational database management system;
- An integrated OLAP solution for analyzing and reporting: developed filtering and sorting features, a visual designer, processing of large volumes of data, the DataMining technology;
- Application of the Fast Close methodology: fast closing of the reporting period;
- Analyzing of consumer performance: interactive reports, an integrated personal data visualization tool, a company chart, etc.
- Application of digital accounting and tax reporting.

Huawei:

Enterprise networks:
- Departmental and office networks;
- Backbone network solutions;
- Remote branch communications;
- Wireless solutions;
- Industry-based solutions;
- GSM-R — a wireless communication platform for railways;
- "Digital Oil & Gas" — solutions for the oil and gas industry;
- "Digital City" ("e-City", "ECC", "e-Health");
- "Smart Grid" — intellectual power network management.

Data processing centers:

- Virtual device interface (VDI);
- A data processing center based on cloud computing technologies;
- Cloud computing technologies ("Virtualization Platform", "Parallel Computing", "Computing Resource Self-adjust");
- Data storage systems and servers (T6000, E6000, S5600).

MiSoft NVP:

- Accounting and economic products from 1C.

Uspeshnye Internet Technologii OOO (LightIdeas):

- The OpenErp enterprise resource planning (ERP) system based on free software.

MasterProject NPOOO:

- Equipment for industrial automation and industrial communication systems.

3. SECURITY SYSTEMS

VELCOM Foreign Enterprise:

velcom

"Mobile Security" is a kit of services designed to ensure maximum security of mobile communications:

- "AntiThief" enables to block a mobile phone remotely once stolen, delete all of its data, and track its location;
- "AntiVirus-Client" protects smart phones from viruses in real time once mobile Internet is used;
- "AntiSpy-Client" avoids any data transmission unless permitted by the phone user;
- "Firewall-Client" protects mobile phones from viruses, worms, and hacking;
- "Parent Control" enables to control location of the subscriber.

Datastream DEP:

ДАТАСТРИМ >>>

- VIVOTEK — IP-cameras and software for video surveillance;
- QNAP — network attached storage (NAS) and network video recording (NVR) IP-based systems;
- "AVerMedia" — video servers compatible with analogue and IP cameras;
- "Sky Control" — remote IP monitoring systems;
- "FoxSec" — access control and security systems.
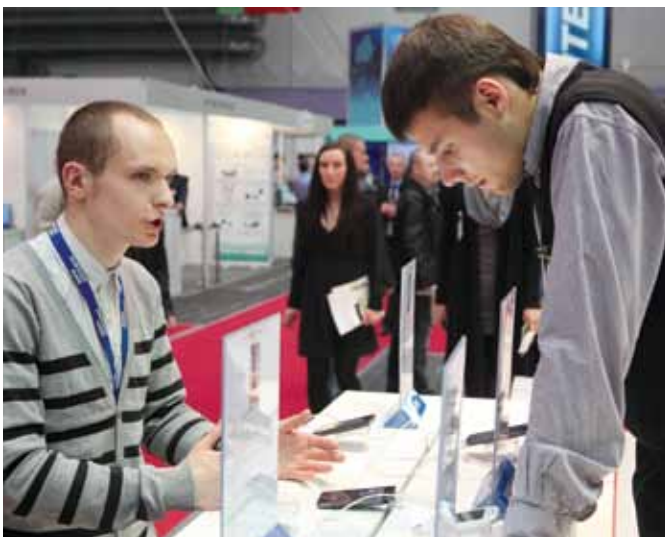
MiSoft NVP: МиСофт

- Antivirus products from Dr. Web and Kaspersky Lab, a wide range of Microsoft products.

OstStarService:

- Fire extinguishing systems.

Softline: softline®

- The Kaspersky Lab enterprise solutions.

Sphera Companies Group:

- Cutting-edge solutions for the security systems market.

BelGIE Electrical Communications Monitoring Republican Unitary Enterprise

- This certification authority issues public and company (corporate) digital signature certificate keys.

STREAM Labs ZAO:

- TV computer systems, equipment for video surveillance systems, TV-monitoring hardware.

4. OFFICE TECHNOLOGIES:

Xerox:

- Solutions in the field of office infrastructure and communications, specialized services to outsource large volume documented business processes and complex information projects.

5. TV AND MULTIMEDIA TECHNOLOGIES

Beltelecom RUP: БЕЛТЕЛЕКОМ

- TV-programs of HD and 3D quality on the IPTV platform.

COSMOS TV COOO:

COSMOS TV

- TV channels in SD and HD quality;
- New compact digital channel receiving equipment (the CAM module);
- The "Over the Top" (OTT) technology to communicate information (video and audio) through Internet running on the network connected subscriber units.

Svet Telecom Trade UP:

- Plasma and LCD TV-sets, cameras, video cameras, voice recorders and headphones made by Panasonic.

Joint stand of the leading Belarusian TV-channels

6. RETAIL AUTOMATION

AllianceSoft:

- The Motorola ET1 enterprise tablet PCs running on Android;
- A radio frequency identification system (RFID);

- Turn-key solutions to automate warehouse process management (Warehouse Management System Pro (WMS Pro)).

BelCrystalService OOO:

- The SET Retail 10 shop automation system;
- Video surveillance to record offences automatically.

JUKOLA-INFO:

- Development of systems to automate accounting and management, based on the 1C:Enterprise application.

Belarusian Universal Commodity Exchange OAO:

- Preparing and organizing of digital exchange auctions (export / import, domestic market of the republic) on timber, agricultural products, metals, industrial and consumer goods.

7. IT IN HOUSEKEEPING

NetosTech:

- The "Smart House" revolutionary system based on the "Smart Bus" technology: powered electrical lighting system, curtain / shutter / gate / sun blind management systems; HVAC, electrical and water heated floors, fire alarm and security systems.

Inelt COOO:

• New highly efficient power saving solutions.

VELCOM Foreign Enterprise:

velcom

• M2M is a service based on telemetering technologies enabling digital devices to communicate between themselves and with humans. The visitors of the exhibition could study the services based on the "Smart House" principle.

MTS COOO:

• M2M (Machine to Machine) are technologies enabling human-free communications between digital devices.

Belpochta RUP:

• Modern digital services: e-stamp, e-money transfer, Internet payments, e-telegrams ("NetList"), international and domestic tracking systems.

Joint (industry-based) stands:

• The Ministry of Communications and Informatization of the Republic of Belarus,

• The Ministry of Industry of the Republic of Belarus,

• The State Property Committee of the Republic of Belarus,

• The State Committee on Science and Technologies of the Republic of Belarus,

• The Minsk City Executive Committee,

• The main state-run TV-channels.

April 25

OPENING CEREMONY

The opening ceremony of the **"TIBO-2012" 19th International Specialized Exhibition on Telecommunications, Information and Bank Technologies, and of the "Mass Media in Belarus" 16th International Specialized Exhibition** were held at the Football Arena in Minsk City at 12:00.

The following authorities attended the grand ceremony: First Deputy Head of the President Administration of the Republic of Belarus **Alexander RADKOV,** Minister of Information of the Republic of Belarus **Oleg PROLESKOVSKI,** Minister of Communications and Informatization of the Republic of Belarus **Nikolay PANTELEI,** General Director of the Executive Committee of the Regional Communications Commonwealth **Nurudin MUKHITDINOV,** Chairperson of the Communications and Informatization Committee of the Ministry of Transport and Communications of the Republic of Kazakhstan **Rizat NURSHABEKOV,** other officials and the forum guests.

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Alexander RADKOV

First Deputy Head of the President Administration of the Republic of Belarus **Alexander RADKOV** read aloud the salutatory address by **Alexander LUKASHEKO, President of the Republic of Belarus.**

In his welcoming speech to the guests and participants of the exhibitions read during the grand opening ceremony, **Minister of Information of the Republic of Belarus Oleg PROLESKOVSKI** mentioned in particular that in today's world information is of special value and topicality. Today the Press, TV and radio are an integral part of life of any person, and this is one of the most dynamically developing market industries. Belarusian Mass Media move with the times and actively implement the latest communication innovations. It is no mere chance that this year the already traditional Mass Media exhibition is held together with the largest international information technologies forum titled **"TIBO."**

"I am sure the events of the exhibitions will let the participants and the guests share their thoughts, ideas, experience of ways and methods of work, and become an impetus to further improve the operations of the Mass Media and for the new highly professional, objective, topical and deep materials to appear. By joint efforts, we should ensure further dynamical development of our domestic information space. From the bottom of my heart I am wishing all the best to the participants and the guests of the exhibitions in their achievements of the bravest ideas and plans as well as creative inspiration and good luck," — said **Minister of Information of the Republic of Belarus Oleg PROLESKOVSKI.**

In his welcoming address **Minister of Communications and Informatization of the Republic of Belarus Nikolay PANTELEI** mentioned in particular that information technologies occupy a special place in the life of society. Our country is not an exclusion.

President
of the Republic of Belarus

To the participants of the "Mass Media in Belarus" 16th International Specialized Exhibition and the "TIBO-2012" 19th International Specialized Exhibition and Congress on Telecommunications, Information and Bank Technologies

April 25, 2012

Dear Friends,

Hereby I greet the guests and the participants of the "Mass Media in Belarus" Specialized Exhibition and the "TIBO-2012" Congress.

Today's world is unthinkable without information technologies. They have transformed the civilization, enabled humankind to enter a higher development stage called "information society" by scientists.

Development of information and communication technologies is the highest priority for Belarus. Here we have certain achievements; however we have to do much more.

It is very important for our country to apply the best cutting-edge global experience and implement it. In this regard, the "Mass Media in Belarus" and the "TIBO-2012" exhibitions play a considerable positive role.

I am wishing all participants and visitors of these respectable events to have active and interesting discussions, practical results and fruitful work to the benefit of the Belarusian people.

Yours faithfully,

Alexander LUKASHENKO

Oleg PROLESKOVSKI

Nikolay PANTELEI

Information technologies belong to the priority development industries, and the top management of the country pays close attention to them. The main goal of the organized forums is to assist efficient application of information and communication technologies for social-economic development of the Republic of Belarus and for forming an information society, and an innovative development path. Exhibits that are presented at the fairs demonstrated modern technological solutions and a high level of information and communication technology implementation in the activities of the Mass Media and communication providers.

The information and communication technologies and services market develops very fast in the Republic of Belarus, which is proved by the growing number of the exhibition participants and by the extending list of the displayed equipment and services. Over 200 companies from 15 countries participate in the exhibition this year. Plenary and breakout sessions of the **TIBO** congress and the seminars of the exhibitions highlighted topical issues related to development of the information and communication technologies industry and the Mass Media of the Republic of Belarus: national information infrastructure, digital economics, e-Government, information and communication technologies applied in social sphere, development of the regional Press, presence of the Mass Media in social networks, provisions for transboundary digital cooperation within the framework of the Common Economic Space.

"I am wishing successful and fruitful work, new useful ideas and fruitful contacts to all participants and visitors of the **"TIBO-2012" 19th International Specialized Exhibition on Telecommunications, Information and Bank Technologies, and of the "Mass Media in Belarus" 16th International Specialized Exhibition,"** — emphasized **Minister of Communications and Informatization of the Republic of Belarus Nikolay PANTELEI.**

The next welcoming address was made by

Mr. Rizat NURSHABEKOV, Chairperson of the Communications and Informatization Committee of the Ministry of Transport and Communications of the Republic of Kazakhstan.

The honorary right to open the Forum was given to the distinguished guests: First Deputy Head of the President Administration of the Republic of Belarus **Alexander RADKOV,** Minister of Information of the Republic of Belarus **Oleg PROLESKOVSKI,** Minister of Communications and Informatization of the Republic of Belarus **Nikolay PANTELEI.**

After official opening of the Forum, **Mr. Alexander RADKOV,** First Deputy Head of the President Administration of the Republic of Belarus, answered the questions of the journalists.

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OFFICIAL DELEGATION VISITING THE EXHIBITION

THE DISTINGUISHED GUESTS' DELEGATION VISITED THE TIBO-2012 EXHIBITION.

After the official exhibition opening ceremony of TIBO-2012, the official delegation started visiting the exhibition stands at the Football Arena being headed by First Deputy Head of the President Administration of the Republic of Belarus **Alexander RADKOV,** Minister of Information of the Republic of Belarus **Oleg PROLESKOVSKI,** Deputy Minister of Information of the Republic of Belarus **Dmitri SHEDKO,** Minister of Communications and Informatization of the Republic of Belarus **Nikolay PANTELEI,** Deputy Minister of Communications and Informatization of the Republic of Belarus **Nikolai STRUKOV,** General Director of the Executive Committee of the Regional Communications Commonwealth **Nurudin MUKHITDINOV.**

The distinguished guests paid attention to the biggest stands of the local and foreign companies participating in the exhibition as well as to the joint stands of the **Ministry of Communications and Informatization of the Republic of Belarus and the Minsk City Executive Committee, Beltelecom RUP, Belpochta RUP, MTS COOO, ZTE, and Xerox.** Managers of the companies answered the questions on new services and technologies exhibited at **TIBO-2012,** demonstrated innovative developments, and presented information materials to the delegation.

OFFICIAL CHRONICLE

MINISTER OF COMMUNICATIONS AND INFORMATIZATION OF THE REPUBLIC OF BELARUS NIKOLAY PANTELEI ANSWERED THE QUESTIONS OF THE MASS MEDIA.

Right after the exhibition opening ceremony of TIBO-2012, **Minister of Communications and Informatization of the Republic of Belarus Nikolay PANTELEI** talked to journalists as usual. Representatives of the Press writing on the industry were interested in the opinion of the head of the industry on the fact that the "TIBO" and "Mass Media in Belarus" exhibitions were united, and they wanted to find out more about privatization of the companies in the industry, about planned innovations in terms of distribution and use of the radio frequency spectrum, and about the deadline for the scheduled shutting down of analogue TV broadcasting:

— I would like to express my satisfaction regarding the progress that the Republic of Belarus shows in terms of information and communication technologies. The rating of our country grows higher in the corresponding lists of the United Nations Organizations and of the International Telecommunication Union. In particular, we are among the top nations in terms of doing business: it is a matter of a few days to make first steps in opening your own business distantly.

Minister of Communications and Informatization of the Republic of Belarus **Nikolay PANTELEI** commented the fact that the "TIBO" and "*Mass Media in Belarus*" exhibitions are organized jointly in 2012:

— I believe that uniting of the two exhibitions will bring more attention, and, which is the most important, this will enable to show that there is the convergence process, the process of information technologies penetrating into the information field, and information through the interest to it causes the booming numbers of users who get information services. If information space is not filled with interesting content, we will not see an increase of the number of users getting our services. Here we can see mutual interest, interpenetration, and joint promotion. And we want to demonstrate this within the framework of this event. In particular, we have planned to organize a joint stand to demonstrate our digital TV capacities to exhibit achievements of the Teleradiocompany as of the *Mass Media* where we would show our transport network enabling to deliver this signal of proper quality and proper reliability, "get it up into the air" and through the organizations of the Ministry of Industry to "land" it on particular TV-receivers. Interestingly, we have a closed manufacturing cycle (except some specific TV studio equipment maybe). The information product is made in Belarus, the transport network is made in Belarus, TV transmitters are made in Belarus, aerials and TL antennas and radio masts are made in Belarus, TV set-top boxes and TV-sets are made in Belarus, and users are from Belarus, too.

THE BELARUSIAN CONGRESS ON INFORMATION SOCIETY TECHNOLOGIES

The 19th Belarusian Congress on Information Society Technologies took place on April 25-28, 2012 within the framework of the TIBO-2012 exhibition. There were 17 events, including a plenary meeting, scientific and practical conferences and workshops, panel discussions, competitions, and business events. **About 700 specialists representing 348 companies from 5 countries** (Belarus, Russia, Lithuania, Sweden, UK) participated in the Congress.

PLENARY DISCUSSION: "STRATEGY OF EFFICIENT USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES FOR SOCIAL, ECONOMIC AND CULTURAL DEVELOPMENT OF BELARUSIAN SOCIETY"

The plenary discussion titled "Strategy of efficient use of information and communication technologies for social, economic and cultural development of Belarusian society" was held in the Congress Hall at the Business Center of the Victoria Hotel Complex on April 25, 2012.

Discussion participants: **Mr. Nikolay PANTELEI** — Minister of Communications and Informatization of the Republic of Belarus, **Mr. Dmitri SHEDKO** — Deputy Minister of Information of the Republic of Belarus, **Mr. Nurudin MUKHITDINOV** — General Director, Executive Committee, Regional Communications Commonwealth, **Mr. V. KASHONAS** — Director, Department of Public Information Policy, Ministry of Transport and Communications of the Republic of Lithuania, **Mr. Dmitri DUNAEV** — Director, International Information Security Scientific Practical Center, All Russia R&D Institution of Informatization and Computing Equipment Issues, **Mr. Andrei ILYIN** — Director, National Center of Digital Services, Operative Analytical Center under the President of the Republic of Belarus, **Mr. Vladimir BASKO** — Board Chairperson, Infopark Scientific Technological Association, **Mr. Andrei NAREIKO** — Board Chairperson, Belinfocom Association, **Mr. Valery TSEPKALO** — Director, High Tech Park Administration State Institution. Discussion moderator: **Mr. Sergei ENIN** — Executive Director, Information Society Republican Public Association.

ПАНТЕЛЕЙ
Николай Петрович

ШЕДКО
Дмитрий Геннадьевич

Issues on the agenda:

1. Main state policy trends and priorities in the field of information and communication technologies:

- measures to improve telecommunications market regulations in order to attract investments;
- measures to stimulate investments into information and communication technologies on the enterprise level;
- procedure of forming and monitoring the results of the state programs in the field of information and communication technologies;
- measures to stimulate establishment of national digital content;
- measures to support domestic IT industry.

2. Information and communication technologies and innovations: modernization of traditional industries (machine building, consumer goods, oil and chemistry), wholesale and retail on the basis of information and communication technologies.

3. Application of information technologies to improve efficiency and quality of state and local management.

4. National information infrastructure (Internet, TV, etc.) as a tool to access information society benefits.

5. Information and communication technologies, and sustainable development.

Information and communication technologies operate in all industries. **Deputy Minister of Information of the Republic of Belarus Dmitri SHEDKO** reminded about the recent revolutionary implementation of the IPTV service. This service is so popular that one can be sorry for not being able to offer more services.

Minister of Communications and Informatization of the Republic of Belarus Nikolay PANTELEI noted that information and communication technologies directly depended on performance of the organizations offering such services. Quality and financial accessibility of services are of primary importance. Quality goes up and prices go down today. Thus, the bandwidth of the external communication channel of the country is 450 times wider than six year ago. However, this is not enough sometimes.

Director of the High Tech Park Administration State Institution Valery TSEPKALO highlighted that the needs of the society, and youth especially, grew faster than we could satisfy them. We are also delayed in company management. Nevertheless, the number of human resources represented by good specialist software programmers is higher than the state requires. Only 10 per cent of the software products are consumed by the local market: the rest is exported.

Answering the question of modernization of traditional industries on the basis of information and communication technologies, **Mr. Nikolay PANTELEI** said that even small enterprises required technical support. No wonder. There are processes that are unthinkable without applying the achievements of scientific and technical progress. However, top management of enterprises not always comes to understanding this. Industrial application of information and communication technologies helps cut expenditures, decrease the number of low-qualified heavy jobs. Application of information technologies in order to deliver state services is important to improve efficiency and quality of state and local management. Process automation will enable to save up to 20 per cent of funds. Paper chase will stop. Personnel requirements will decrease. Business processes will be optimized. In particular, one of the results will be a decreased number of documents on paper. Transformation of state services into a digital form will make lives of people easier.

There was an active discussion of the issue of monitoring and rating of the results of the state programs in the field of information and communication technologies. Valery TSEPKALO expressed the idea supported by others: "We should not try to change the ratings of the implemented services, education and content: we should adjust to them. The needs of the population should be in focus." Domestic information infrastructure is a huge topic for discussions. There Valery TSEPKALO was proud to speak about operations of the High Tech Park (HTP). Computer programs development grows rapidly. There are over 40 specialized laboratories launched at the leading universities of the country. The High Tech Park already has over 12.5 thousand programmers, and universities face constantly growing competition among those who want to become IT students. Start-ups draw special attention: various businesses are attracted by them.

The format of the discussion proved that it helped the congress to work more fruitfully. In consequence of the discussion, the heads of the largest organizations operating in the field of information and communication technologies got interested for the services of their enterprises to be diverse and affordable, and they also demonstrated that they were seriously targeted to meeting possible challenges.

PANEL DISCUSSION: "PROBLEMS OF PROVISIONING TRANSBOUNDARY ELECTRONIC INTERACTION WITHIN THE FRAMEWORKS OF THE COMMON ECONOMIC SPACE OF BELARUS, RUSSIA, AND KAZAKHSTAN"

A.A. Domrachev, A.V. Kotelnets

Organizing of the panel discussion on the problems of provisioning transboundary electronic interaction within the frameworks of the Common Economic Space of Belarus, Russia, and Kazakhstan has been an imminent necessity for a long time. That was proved by the interest the participants showed when discussing the topical issues.

The panel discussion moderators were: **Mr. A.A. Domrachev,** Adviser of the State Policy Department in the field of establishment and development of e-government at the Ministry of Communications and Mass Media of the Russian Federation, and **Mr. A.V. Kotelnets,** Assistant Chairperson of the Eurasian Economic Commission Collegium.

Representatives of the Ministry of Communications and Mass Media of the Russian Federation, Eurasian Economic Commission, Rostelecom OAO, GASINFORMSERVICE Certification Center OOO, Innovations and Information Technologies Foundation, and many other organizations were very interested to discuss the issues of showing more trust to digital documents.

In order to do that, the participants gave definition to the word "trust," because quality of this definition affected quality of communications and trade. There was a question

about how one could trust a signature in a digital document. The participants of the round table discussed the necessity of having eye-witnesses or a notary officer. It was suggested to organize centers to certify genuineness of documents. It is also unimportant to ensure legalization of digital documents. The specialists agreed that it is necessary for all parties involved to cooperate closely, and to make the set of regulatory documents.

There were many questions from the participants of the section, and not all of them managed to get answers. This only proves the fact that the specialists will gather next year again to discuss the topical issues of interoperating in a digital environment.

Composition of the registered participants by their industries

Number of participants: 178
Number of organizations: 52
Number of participating countries: 4

- Government bodies
- Scientific-engineering companies
- Associations, societies, alliances, unions
- Telecommunications companies
- IT companies
- Commercial companies
- Trading companies
- Educational institutions
- Mass Media
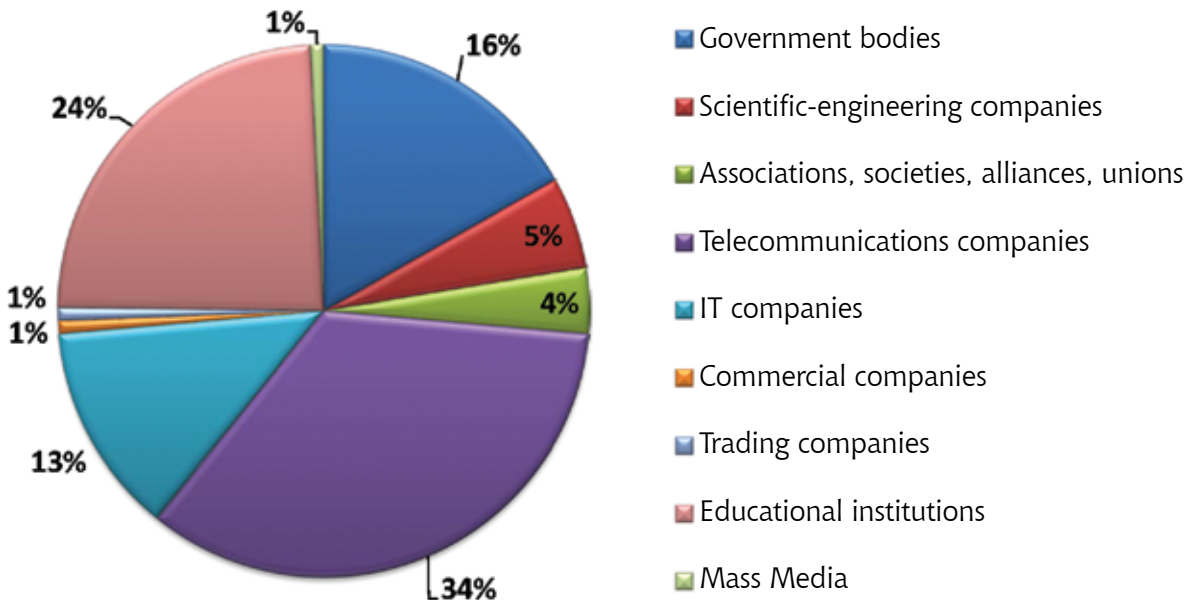
THE 5TH INTERNATIONAL WORKSHOP CONFERENCE "NAVIGATION, GEO-INFORMATION AND AIRSPACE TECHNOLOGIES"

Conference organizers: the State Military Industrial Committee of the Republic of Belarus, the State Property Committee of the Republic of Belarus, the National Academy of Sciences of Belarus, the Belarusian State University.

The purpose of the conference was to speed up implementation of navigation, geo-information and airspace systems in all industries. The topicality of that got even higher due to the launch of the Belarusian space vehicle scheduled for early June, and because of the plans to establish unmanned space complexes and to organize earth sounding from space.

Mr. V.V. Viter, Deputy Director of the Institute for Innovative and Information Technologies, was the conference moderator. Representatives of the state management bodies, developers of navigation, geo-information and airspace technologies and systems, representatives of enterprises from various industries of Belarusian economy who already exploited the systems or those were interested to implement them, participated in the conference.

Mr. Grigori KOBELEV, Director of Camertone SKB OAO at the State Military Industry Committee of the Republic of Belarus, reported about practical implementation of the plans to create navigation systems: developing the common timing system, creating the citizen and transport security system, developing the emergency response system. The director of Camertone SKB OAO also mentioned the issues related to growing of the transit potential of the Repubilc of Belarus. **Mr. Grigori KOBELEV** said: "Every district will have navigation points to establish a common navigation network. This project will be implemented within the framework of the government program. Any field of activity requires navigation technology equipment." The common timing system to be established will function efficiently only in close interoperation with airspace technologies. Plans to create the navigation system coincide with 2015. However, this issue requires development of technical requirements to develop application software and terminal hardware.

Mr. Anatoly DEMIANENKO, Head of the Scientific Research Laboratory of Applied Space Technologies at the Belarusian State University, described navigation and information technologies development stages from 1993 (when R&D started) until recent times. He also mentioned considerable factors affecting application of navigation and information systems: price, customer awareness, system quality, system exploitation, timely mapping updates, etc.

The conference also stated that it was the moment when the Republic of Belarus had all prerequisites to apply navigation and information systems widely in all industries enabling to meet the tasks of energy and resource saving, efficiency improving of industrial and regional management, ensuring safety and security of citizens and individuals.

The conference summary was used to make conclusions and to formulate further plans and objectives in the field of navigation and information technologies. Next conference is planned to be held in Minsk City in April 2013 within the framework of "Radionavigation" — the 40th Jubilee Sitting of the Interstate Council of the CIS Member States, — and the 20th Jubilee Belarusian Congress of Information Society Technologies.

Composition of the registered participants by their industries

Number of participants: 60
Number of organizations: 37
Number of participating countries: 2
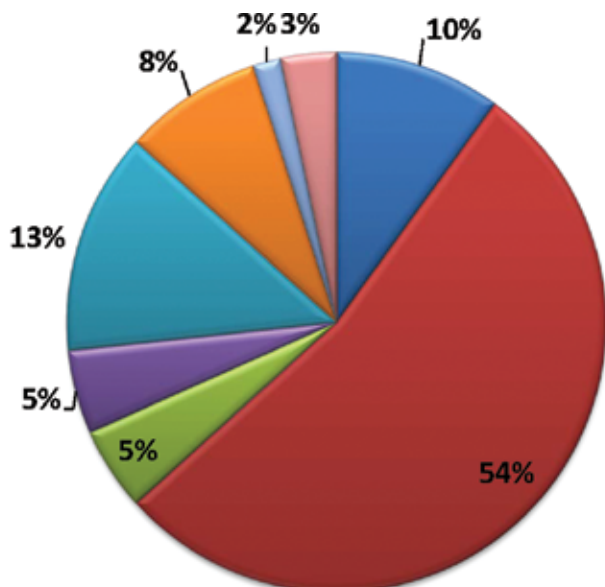
- Government bodies
- Scientific-engineering companies
- Energy organizations
- Transportation and logistics organizations
- IT companies
- Commercial companies
- Educational institutions
- Mass Media

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SPECIALIZED SEMINARS

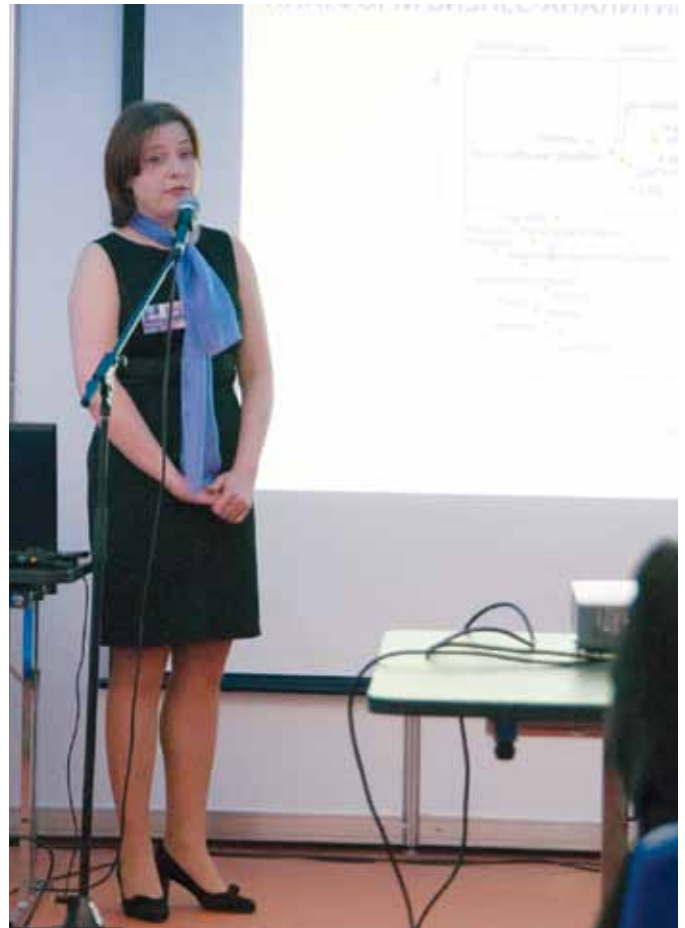## PRESENTATION BY PROGNOZ:
""PROGNOZ PLATFORM" IS A CLASS OF INFORMATION AND ANALYTICAL SOLUTIONS FOR STATE BODIES AND ENTERPRISES"

Prognoz has branches in many countries: Belgium, Ukraine, Germany, and some others. The company develops standardized analytical solutions for state administration agencies.

The presentation described analytical data processing tools in detail. This is especially useful in statistics and economics. The company has a big clientele base, including some in Belarus: the Ministry of Economy, the Ministry of Labor and Social Security, the State Customs Committee, and other government bodies.

The presentation had information about the platform used by the company to work in Belarus and in the CIS states. In addition, the employees of the company demonstrated user features of the system taking the example of the Belarusian national census analysis. Thanks to the work of the company, it is possible to analyze the structure of the population depending on age, territory, social, and gender criteria. For example, it is possible to find out what region of Belarus has a higher unemployment rate, etc. All analytical data is visualized as diagrams, graphs, and images.

This is not a free system, but it offered free access during the exhibition. Thus, any user could take the example of Moscow to see what the city budget had been spent for, what had been the sources and amounts of the budget income, and what state programs had been planned for implementation. Information was accessible and presented as simple as possible. Images seem to be more informative than figures in such cases. It is also topical that the system can be integrated with mapping: it is possible to see a particular site on a city map and find out what types of work are scheduled to be done there. Thus, thanks to processing of analytical information and transforming it into images (graphs and diagrams), it is possible to simplify the process of getting information to the maximum extent for the system users.

PRESENTATION BY STV CHANNEL

The STV Channel presented its TV programs during the first opening day of the exhibition: "The Week," "The Big Breakfast," "Minsk & Minskers," "Welcome to complain!", "The Truth," "This is the Fate Talk Show." Visitors participated in competitions organized by the STV Channel, won prizes, asked questions to the TV presenters, and got their autograph notes. One could sing, dance, jump, tell funny stories, pop air balls, give advice, make leg-splits, lift weights, and demonstrate discoveries there. It was a chance to make a nationwide name!

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PRESENTATIONS BY PARTICIPANTS

THE INFOBALT ASSOCIATION

infobalt

The INFOBALT Association (Lithuania) represents the national information and communication technologies industry uniting **130 Lithuanian companies,** scientific and educational institutions engaged in the information and communication technologies industry. The core objective of the INFOBALT Association is to establish the best prerequisites to grow the information and communication technologies industry, which is a benefit for the population of Lithuania, its public sector and business. The **INFOBALT Association** cooperates directly with organizations from the national technologies and communications industries of Europe, USA, and other countries.

It was the second time in a row when the members of the INFOBALT Association of Information Technology Enterprises participated in the TIBO forum. At the fair, **11 Lithuanian**

representatives exhibited their new services and products targeted to the Belarusian market. Among them, there were not only the leading IT enterprises but one of the largest universities of the country, which tended to become a leader in the field of engineering and technical sciences and research in the Baltic States, and the Information Technologies Park, which hosted about 700 IT specialists.

"We participate in the exhibition for the second year, because in the Belarusian market we can see big perspectives for new products and services that are offered by Lithuanian IT companies. It is a nice opportunity to strengthen the business ties we have in the Belarusian market, and to establish new contacts. Our companies are well-prepared: they have invested a lot of time and money into the innovative products that will be exhibited by them at the fair," — said **Mr. Vitautas VITKAUSKAS, President of the INFOBALT Association.**

The INFOBALT Association stand hosted Rittal, a globally known IT solutions and communication systems supplier. PRALO UAB demonstrated the IT systems that had been implemented by the company in industrial and logistics enterprises. Merakas UAB exhibited the Pikas computer programs developed for planning, designing and coordinating the running times of all types of public transport. INTA also participated in the exhibition; the company is a service provider implementing the projects of informatization, high-tech, leasing, repair and maintenance of radio communications equipment.

The stand of the Association also hosted such companies as Critical Security (consulting on the issues of information security), Baltic Amadeus (a cutting-edge and the largest compact disc (CD, DVD, MC, Blu-ray Disc BOD) manufacturer in the Baltic States), Baltic Orbis UAB (projects and supplies of the software programming services, and services in the field of information systems), GFK (technology market researching), Vilnius Technical University named after Gyadiminas, and Visoray Information Technologies Park.

PRINTLUX OOO

PrintLux — distributor of peripheral and office equipment — took part in the TIBO exhibition again. One could test novelties for home and office at the company stand. The company exhibited new devices necessary for quality image display.

To professional and amateur cameramen: stylish home photo centers from Epson, high quality jet photo printers from Epson for professional cameramen, professional plotters from Epson, scanners with innovative picture processing features from Epson, reflex and reflex-free cameras and accessories from Pentax.

To cinemaddicts: the EH series new bright 3D projectors from Epson, the first Epson projector with the Apple dock station.

One could visit the movie theater at the company stand and enjoy bright, sharp and "live" images in the 3D format. All the latest

developments of the 3LCD technology and an impressive functions and features set make the Epson projectors to be the best choice to watch movies, aired sports events and games on a big screen. This is a movie theater of the future, which can be at your home already today.

To IT specialists and business people: the revolutionary Epson Print Factory, the new K series of monochrome jet printers and MFDs from Epson, the WorkForce series super money saving jet MFDs from Epson, business projectors from Epson: bright portable and installation projectors, the Printronix/TallyGenicom linear matrix printers for banks, industrial enterprises and logistics centers, the Printronix industrial printers compatible with the RFID technology, special equipment from Epson, and a mini-stand of the company's Service Department (Epson, Printronix, Pentax).

To integrators and AV-installers: fixing systems from Tuarex, Kromax, ARM Media for the AV units, consumer electronics and projects, the

Classic Solution projection screens, solutions with reciprocal projection films from NDFOS.

To people willing to emphasize their individuality: stylish and technically sophisticated compact cameras from Pentax, and wireless input-output devices, as well as headphones from RAPOO.

To hunters and people enjoying outdoor activities: weatherproof cameras and binoculars from Pentax.

The results of the "IT'S INTERESTING!" Internet Competition organized together with the "ZNYATA" Photo Portal were summarized at the stand of PrintLux, and prizes were presented to the winners. The best pictures filed to the competition were printed on the Epson photo printers and exhibited.

SVET TELECOM TRADE UP

Svet Telecom Trade has been participating in the TIBO exhibition since 2009. The company is a distributor of system products, telecommunication goods, consumer devices and electronics, professional video equipment and power units from Panasonic in the Republic of Belarus. The range of the products supplied by the company has over 1 000 items.

Svet Telecom Trade is a regional technical and training center for the Panasonic PBX systems. The company designs, installs and maintains data networks, IP-PBXs, and PBXs with extended warranty provided.

April 26

OFFICIAL CHRONICLE

National Security Assistant to the President of the Republic of Belarus and the Security Council Member **Victor LUKASHEKO** visited the **TIBO-2012** exhibition. Minister of Communications and Informatization of the Republic of Belarus **Nikolay PANTELEI** presented the exposition of the fair. The honorary guests studied innovative solutions at the exhibition stands of the leading national and foreign companies, including the joint stands of **the Ministry of Communications and Informatization of the Republic of Belarus and the Ministry of Industry of the Republic of Belarus, Beltelecom RUP, Belpochta RUP, Svyazinvest OAO, Velcom FE, MTS COOO, COSMOS TV, Nokia Siemens Networks, ZTE, Huawei, and Xerox.**
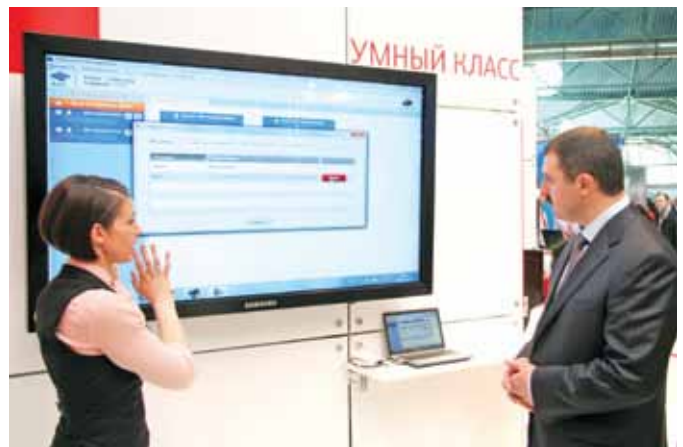
THE 10TH BEST INTERNET RESOURCE JUBILEE COMPETITION TITLED "THE INTERNET AWARD OF THE TIBO-2012 INTERNATIONAL SPECIALIZED EXHIBITION"

The **"TIBO Internet Award"** competition for the best Internet resource was organized for 10 straight years in the Republic of Belarus within the framework of the TIBO International Specialized Exhibition in order to make extended analysis of content quality of the Belarusian Internet, and to find out the best network resources.

The competition had **15 categories** in 2012. The record number of the **competition applications** was filed: **512.** The Competition Expert Board that included the specialists in the information technology field, representatives of the creative unions, academic sciences, Mass Media, state administration bodies, enterprises and organizations assessed websites by their content, structure, navigation features, visual dressing, functionality and interactivity.

The winners and runners-up of the **"Internet Award"** competition were awarded in the Congress Hall of the Business Center of the Victoria Hotel Complex Business. Representatives of the ministries and state bodies, and public associations related to the industries participated in the awarding ceremony. Organizers of TIBO together with the Factory of Information Technologies and Atlant Telecom established direct Internet broadcasting of the Internet Prize awarding ceremony.

It is worthy of note that many winner-websites were only 2-3 years old, but they managed to get high titles and prizes. As the representative of the Belarusian State University of Informatics and Radioelectronics said, the developer's job was heavy and invisible, and that was why getting the **Internet Award** was twice as nice. The highest number of diplomas for website developing was awarded to the Journalism Institution of the Belarusian State University, Astronim, the Borovoy's Design Studio and the Belarusian Telegraph Agency RUP. It was the first time when the **Internet Award** winners got certificates for professional audit of their websites to be made by the specialists from the Welcom Media Companies Group.

COMPETITION RESULTS

1. The "State Administration Bodies" category

1.1. Republican State Administration Bodies.

1st place:

The Internet portal of the Ministry of Education of the Republic of Belarus, http://www.edu.gov.by/

The website developer: The Belarusian State University

2nd place:

The official website of the State Control Committee of the Republic of Belarus, http://www.kgk.gov.by/

The website developer: The Belarusian Telegraph Agency RUP

3rd place:

The official website of the Ministry of Health Care of the Republic of Belarus, http://www.minzdrav.gov.by/

The website developer: The Belarusian Telegraph Agency RUP

1.2. Town, city, region, district executive committees.

1st place:

The Internet portal of the Minsk City Executive Committee, http://www.minsk.gov.by/

The website developer: Information Technologies Center Municipal Unitary Enterprise at the Minsk City Executive Committee

2nd place:

The official portal of the Gomel Regional Executive Committee, http://www.gomel-region.gov.by/

The website developer: The Belarusian Telegraph Agency RUP

3rd place:

The Grodno Regional Executive Committee. The official website, http://www.region.grodno.by/

The website developer: The Belarusian Telegraph Agency RUP

2. The "Education and Science" category

1st place:

The Belarusian State University of Informatics and Radioelectronics, http://www.bsuir.by/

Developer: The Belarusian State University of Informatics and Radioelectronics

2nd place:

The Belarusian National Technical University, http://www.bntu.by/

Developer: The Belarusian National Technical University

3rd place:

The Grodno State University named after Yanka Kupala Educational Institution, http://www.grsu.by/

Developer: The MEGA™ Design-Studio

The competition laureate diploma — **The official website of the Borisov City Secondary School #20, http://www.borisovschool20.by/**

Developer: Mr. Alexander BADIULYA, programmer engineer

3. The "Internet Resource of the Non-Government Organization" category

1st place:

The Belarusian UNESCO Clubs Association, http://www.belau.info/

Developer: ArtisMedia

2nd place:

The website of the Minsk City Organization of the Belarusian Republican Youth Union Public Association, http://www.minsk-brsm.by/

Developer: TECHPULSE Private Enterprise

3rd place:

Miasin. The newspaper of the Arminian expat community in Belarus, http://www.miasin.by/

Developer: The Journalism Institution of the Belarusian State University

4. The "Socially Important Project" category

1st place: *not conferred*

2nd place:

Vmeste. The newspaper of the Belarusian Society of the Disabled, http://www.wmeste.by/

Developer: The Journalism Institution of the Belarusian State University

3rd place:

The Website of the State Traffic Police Department of the General Internal Police Department of the Minsk City Executive Committee, http://www.gaiminsk.by/

Developer: Eca-Soft

5. The "Information Resource" category

1st place:

Epy ONT TV-channel (The Nation Wide TV), http://www.ont.by/

Developer: Internet Broadcast Deparment of "Vtoroy Nationalnyi Telecanal ZAO"

2nd place:

The "Narodnaya Gazeta" Newspaper, http://www.ng.by/

Developer: The Belarusian Telegraph Agency RUP

3rd place:

The website of the First National Channel of the Belarusian Radio, http://www.radio1.tvr.by/

Developer: Belteleradiocompania

6. The "Mobile Website" category

1st place:

The Ministry of Communications and Informatization of the Republic of Belarus, http://www.mpt.gov.by/

Developer: Giprosvyaz OAO

2nd place:

The 19th Central District Outpatient Clinic of the 1st May District of Minsk City Healthcare Institution, http://www.m.19crp.by/

Developer: Mr. Eugeni KARSHAKEVICH, electronics engineer

3rd place:

"Virtual Brest City", http://www.virtual.brest.by/

Developer: Mr. Andrei KUKHARCHIK, owner of the resource

7. The "Corporate Internet Resource" category

1st place:

BelAZ PO - BelAZ OAO, http://www.belaz.by/

Developer: The Borovoy's Design Studio

2nd place:

The STA-Logistic corporate website, http://www.sta-logistic.by/

Developer: The Borovoy's Design Studio

3rd place (2 awards):

Mogotex OAO, http://www.mogotex.com/

Developer: Astronim

The Motovelo distribution network website, http://www.motovelo.by/

Developer: Eca-Soft

8. The "Catalogues and e-service" category

1st place:

"Minsk Events Poster" (theaters, festivals, concerts, cultural and entertainment events in Minsk City), http://www.kvitki.by/

Developer: nSoft

2nd place:

"Prices in Minsk City Shops," http://www.migom.by/

Developer: The Perspective Internet Technologies (pit.by)

3rd place:

"The Popular Belarusian Internet Portal," http://www.kosht.com/

Developer: KOSHT.com

9. The "Culture and Art" category

1st place:

The ZNYATA Photo Portal, http://www.znyata.com/

Developer: Mr. Sergei MIKHALENKO, portal owner

2nd place:

Culture and art. Grodno Region, http://www.kult.grodno-region.by/

The website developer: The Belarusian Telegraph Agency RUP

3rd place: *not conferred*

10. The "Sports, Tourism and Entertainments" category

1st place:

The website of the Narochanski National Park, http://www.narochpark.by/

Developer: Astronim

2nd place:

The official website of the Gomel Football Club, http://www.fcgomel.by/

Developer: The Borovoy's Design Studio

3rd place:

Sports resource http://www.goals.by/

Developer: The Borovoy's Design Studio

11. The "Health and Medicine" category

1st place: *not conferred*

2nd place:

"The Medical Herald," http://www.medvestnik.by/

Developer: The Belarusian Telegraph Agency RUP

3rd place:

"Veterinar.by," http://www.veterinar.by/

Developer: Mr. Ivan SHIRKO, resource owner

12. The "Kids and youth" category

1st place:

The "Zorka" newspaper for children, http://www.zorika.by/

Developer: The Journalism Institution of the Belarusian State University

2nd place:

The website of the "Perekhodnyi Vozrast" newspaper for teenagers, http://www.pvz.by/

Developer: The Journalism Institution of the Belarusian State University

3rd place:

The "Pachatkovaya Shkola" Publishing House, http://www.p-shkola.by/

Developer: The Belarusian Telegraph Agency RUP

13. The "Foreign Language Internet Resource on Belarus" category

1st, 2nd, 3rd places: *not conferred*

The **"Internet Portal of the Minsk City Executive Committee"** competition laureate diploma, **http://www.minsk.gov.by/**

Developer: Information Technologies Center Municipal Unitary Enterprise at the Minsk City Executive Committee

14. The "Picturesque Internet Resource" category

1st place:

The "150 years to the Belarusian Railway" special Internet project, http://www.150let.rw.by/

Developer: The Borovoy's Design Studio

2nd, 3rd places: *not conferred*

15. The "Internet website of the bank and credit institution" category

1st place:

The website of "BPS-Sberbank," http://www.bps-sberbank.by/

Developer: The Borovoy's Design Studio

2nd place:

The corporate website of the "Belgasprombank" bank, http://www.belgazprombank.by/

Developer: The Borovoy's Design Studio

3rd place (2 awards):

BELROSBANK Joint Stock Commercial Bank Limited Liability Company, http://www.belrosbank.by/

Developer: Novyi Sait Internet Agency

Alpha-Bank Limited Liability Company http://www.alfabank.by/

Developer: Astronim

Special prizes from the Contest Judges:

The Ministry of Information of the Republic of Belarus

"For active work on development of the Belarusian Internet sector"

The Ministry of Communications and Informatization of the Republic of Belarus

"For active work on development of the Belarusian Internet sector"

The Belarusian Telegraph Agency RUP

"For input in development of the Belarusian Internet sector"

Special diplomas:

The "TECHLABS.by" portal

"For professional covering of the news and events of the TIBO-2012 forum"

The "IT.TUT.by" section

"For professional covering of the news and events of the TIBO-2012 forum"

THE BELARUSIAN CONGRESS ON INFORMATION SOCIETY TECHNOLOGIES

PANEL DISCUSSION: "PROBLEMS AND PERSPECTIVES OF FORMING THE COMMON TRADE AND INFORMATION SPACE"

Event organizers: the Ministry of Trade of the Republic of Belarus, the Ministry of Taxes and Collections of the Republic of Belarus, the Ministry of Economy of the Republic of Belarus, the Republican Entrepreneurship Confederation, the Minsk Capital Union of Entrepreneurs and Employers. Chairperson of the Republican Entrepreneurship Confederation **Mr. V.E. Margelov** was the moderator of the panel discussion.

There were reports on the subject matter of the common trade and information space as an efficient way to satisfy consumer demand, and global experience of applying digital data exchange in trade industry, and its implementation perspectives in the Republic of Belarus. There were also reports on perspectives of application

of digital waybills, CMRs, on digital document processing in the Republic of Belarus, on digital services of filing statistics reports to the state by legal entities, and some other reports.

The following authorities participated in the panel discussion: Deputy Minister of Trade of the Republic of Belarus **I.V. Narkevich,** Head of the General Directorate for Excisable Goods and Digital Technologies at the Ministry of Taxes and Collections of the Republic of Belarus **V.V. Mukvich,** Director of the Pricing Policy Department at the Ministry of Economy of the Republic of Belarus **I.A. Fomin.**

Special attention was paid to the problems of cooperation between manufacturers and retail enterprises. At the end of the event, there was a discussion on the topic titled "How should we arrange the common trade and information space?", and there was a presentation on the Code of Good Practice project.

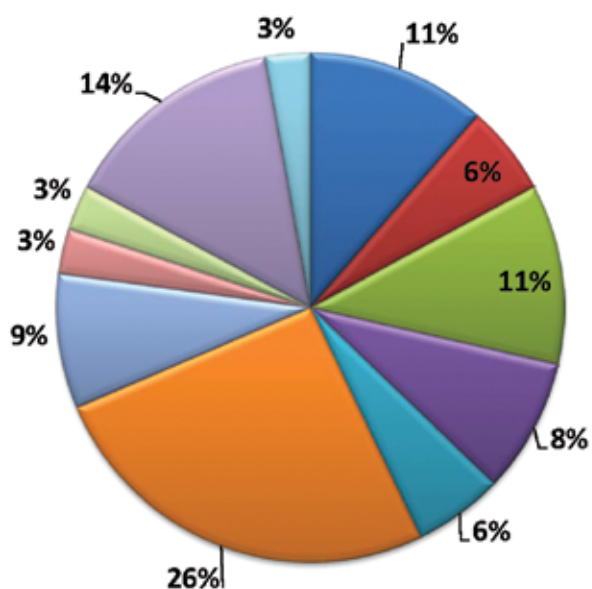## Composition of the registered participants by their industries

Number of participants: 35
Number of organizations: 27
Number of participating countries: 1

- Government bodies
- Scientific-engineering companies
- Associations, societies, alliances, unions
- Telecommunications companies
- IT companies
- Trading companies
- Financial institutions
- Consulting companies
- Educational institutions
- Mass Media
- Individuals

WORKSHOP SEMINAR: "E-CULTURE"

Event organizers: the Ministry of Information of the Republic of Belarus, the Ministry of Communications and Informatization of the Republic of Belarus, the Ministry of Culture of the Republic of Belarus, the National Academy of Sciences of Belarus. The event had the following objectives: to study accumulated experience of applying information technologies in the operations of modern libraries, museums and archives, to set future development perspectives in the field of modernization and automation of the institutions of culture, science and education, to set ways and trends for cooperation between various institutions of culture, science and education in order to establish a common information space.

Deputy Director for Research and Publishing Activities of the National Library of Belarus State Institution **A.A. Susha** was the moderator of the seminar. He greeted the participants of the event, and delivered his opening speech. The speech touched upon important subjects of technologies integration in cultural sphere. A.A. Susha also highlighted the importance of organizing the seminar; he stated the seminar's important input in application of technical means by cultural institutions.

At the seminar, there were 15 reports made by the representatives of the National Library of Belarus, the Institute of Culture of Belarus, the Central Scientific Library named after Yakub Kolas at the National Academy of Sciences of Belarus, the National Art Museum of the Republic of Belarus, the Library of the Management Academy under the President of the Republic of Belarus, the Belarusian Scientific and Research Center for Digital Documentation, the Belarusian State University of Culture and Art, the United Institute of the Informatics Problems at the National Academy of Sciences of Belarus, the Institute of History at the National Academy of Sciences of Belarus, as well as the employees of commercial organizations that were specialized in provision

of software and hardware support to automation processes in cultural sphere.

The thematic scope of the seminar enabled to study methodological, technological and technical problems related to modernization in the sphere of culture. The seminar became the most visited section event of the congress and caused active discussions between the participants, which proved that the subject matter of the seminar was topical to the representatives of the leading culture institutions of the country.

Following the results of the event, it was suggested to continue studying the developing information resources generated by various institutions of culture, science and education in order to support their cooperation to establish the common information space of the Republic of Belarus in the sphere of culture, in order to improve the existing legal and regulatory base in the sphere of culture, and to ensure information

cooperation, improvement of quality of portrayal of cultural life of the country and of activities of the institutions of culture, science and education in a global information space through establishment and optimization of the Internet websites of such institutions, through development of remote user services, through studying of experience of foreign countries in shaping of the national content.

Composition of the registered participants by their industries

Number of participants: 83
Number of organizations: 43
Number of participating countries: 1
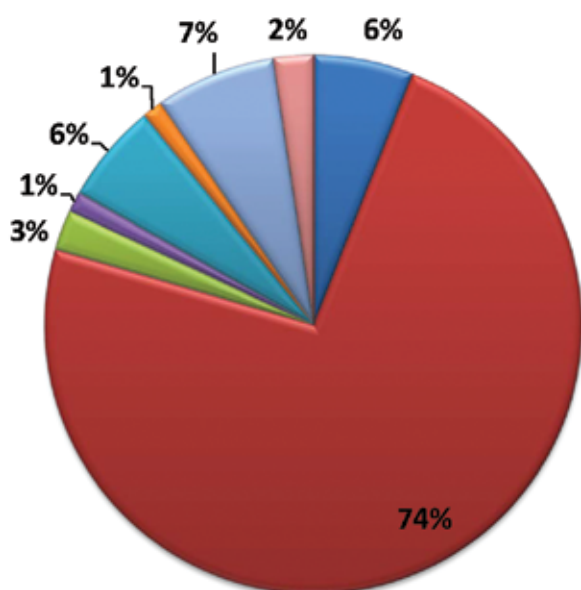
- Government bodies
- Scientific-engineering companies
- Associations, societies, alliances, unions
- Telecommunications companies
- IT companies
- Building and construction companies
- Educational institutions
- Mass Media

WORKSHOP SEMINAR:
"INTERNET MARKETING AND SOCIAL MEDIA"

There was the **"Internet marketing and social media"** workshop seminar organized within the framework of the business program of the congress. The seminar's moderator was **Mr. Maxim POLYAKOV** from the dotSearch UK Representative Office in the Republic of Belarus.

Mr. Valery VIRKOVSKI, Head of the dotSearch UK Representative Office in the Republic of Belarus, gave an introductory speech. He noted the importance of promoting the products of Belarusian exporters through Internet. He also reviewed the Internet market and highlighted the marketing objectives of the exporter. One can promote products in three ways: internationalization (a company opens branches in other countries), localization (a company presents its products at international exhibitions), and conversion (Internet promotion). Services from the dotDigitalGroup are available in Belarus, and they enable to find clients in the English-speaking Internet niche. There are techniques developed for the buyer and the seller to come across each other in Internet: copyrighting, SEO-translation, etc. Competitor analysis is done and promotion strategy is developed for external website optimization. Then it is necessary to grow the "reference mass." It is also possible to use context advertisement and advertisement in social networks. In addition, **Mr. Valery VIRKOVSKI** explained why it was necessary to convert Internet users into consumers. An English speaking Internet segment is the best for product promoting: it serves about 0.5 billion people. The contributor also mentioned that only turn-key approach would be the guarantee of a positive promotion effect.

In general, there were over 10 reports presented at the seminar. The speakers highlighted the main trends in the field of Internet product and services promoting.

The suggested subject matter of the seminar proved its topicality and the interest of exporters from various industries to apply modern strategies and digital marketing technologies to promote Belarusian products to foreign markets. The participants discussed an integral approach to internationalization and website promotion including the stages of language localization and the following SEO website promotion through social media. It was agreed to set specialized seminars devoted to the subject, and to organize them with Belarusian government bodies and organizations.

Composition of the registered participants by their industries

Number of participants: 48
Number of organizations: 36
Number of participating countries: 2
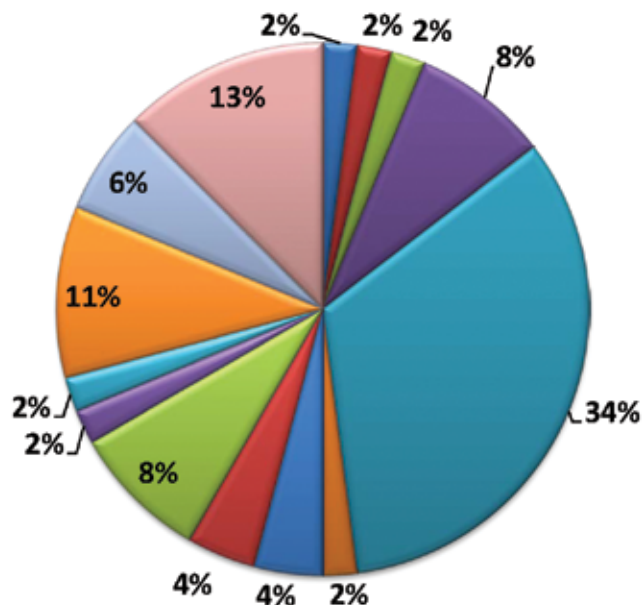
- Government bodies
- Scientific-engineering companies
- Telecommunications companies
- Broadcasting companies
- IT companies
- Advertisement agencies
- Health care institutions
- Financial institutions
- Industrial enterprises
- Trading companies
- Commercial companies
- Educational institutions
- Mass Media
- Individuals

PANEL DISCUSSION: "PAY TV: FROM CONTENT TO SUBSCRIBER"

The organizers of the event were the following: the Ministry of Information of the Republic of Belarus, the Ministry of Communications and Informatization of the Republic of Belarus, the National Intellectual Property Center State Institution, the Telecommunication Industry Union Association. Reports on the issues of digital TV, development of cable networks, and televiewers' perception of pay TV were presented at the event.

D.G. Shedko, Deputy Minister of Information of the Republic of Belarus, was the panel discussion moderator. In his opening statement he said that the pay TV market was a considerable part of the Belarusian media market. However, there is a considerable gap between the the viewer's readiness to get and the Mass Media readiness to present information. Pay TV is a significant part of the market. That is why joint organization of the **"TIBO-2012"** and the **"Mass Media in Belarus"** exhibitions may have a positive impact on their future cooperation and development.

V.V. Tikhanovich, Deputy Director of the TV-3 Television Channel Editorial Office, shared his experience of distributing pay TV-channels in Belarusian air and cable networks.

To continue this discussion, **Yu.V. Petrovski,** Director of Summit OOO, highlighted the main trends of the program policy of the cable TV provider in the market of paid services. First of all, this is stacking of programs, standing out child, cognitive, sports program packs, etc. At the same time, **Yu.V. Petrovski** noted that such big brand names as Eurosport and Discovery were difficult to replace. That is why the best way is to change channels after test broadcasting. Moreover, the price of the channel and its viewer's attractiveness are important. That is why the programs pack and its content should be selected wisely.

In his speech, **M.N. Dubovik,** Head of the Marketing Service of MTIS OAO, paid special attention to the ways of programming of the TV viewing grids. The viewer's opinion is very important here. If the subscriber is not satisfied with the quality of the channels, then she/he will pay attention to competitors. **M.N. Dubovik** tried to forecast the future of TV for five years ahead. He believes TV will gradually mix with Internet. We will stop watching serials and news at a certain time soon. There will be the viewer's content, and subscribers will be free to choose what and when to watch. Subscribers will become mobile; the term "TV-channel" will disappear; there will be the so-called "content aggregator" instead.

P.P. Stankevich, General Producer of the +TV Television Channel, supported the opinion of the participants of the panel discussion about presence of non-cleared (pirated) content in the Belarusian pay TV market, and he urged the copyright holders to clear the products they sold more thoroughly in order not to endanger cable operators in case of any third party claims.

Continuing discussion of the same subject, **A.M. Ostrouch,** General Director of the Factory

of Information Technologies OOO, narrated about distribution peculiarities of the pay TV content in the field of mobile communications and Internet, and paid attention of the audience to the fact that media events delivering services in this field should consider preferences of the active viewers better.

In his speech, **A.V. Bichurin,** Head of the Collective Management Center at the National Intellectual Property Center of the Republic of Belarus, highlighted how important it was to obey intellectual property rights both in the process of creation, and during further use and distribution of the media content, including broadcasting of TV and radio programs.

The format of the round table enabled the participants to ask, and which is even more important, to get answers to many questions.

PANEL DISCUSSION:
"PRODUCTION OF THE NATIONAL DIGITAL MULTIMEDIA CONTENT"

The panel discussion was devoted to describing the activities of various Belarusian enterprises and organizations that worked in the field of creation and distribution of audio and visual content, and in the field of implementation of modern multimedia technologies in their production activities.

At the beginning of the discussion, Deputy Minister of Information of the Republic of Belarus **D.G. Shedko** narrated about the sub-program titled "Shaping of the national multimedia content" under the umbrella of "The National Program of Accelerated Development of Services in the Sphere of Information and Communication Technologies for 2011-2015."

In his speech, **V.A. Kazankov,** Head of the Internet Broadcasting Department of the Stolichnoye Televidenie ZAO, shared his experience of distributing the programs of the republican TV-channels through multimedia services. The STV TV-channel website is visited by 13 thousand people daily. Correct usage of keywords for search optimisation, and video having texts and screenshots help attract even more website visitors.

Special attention was paid to the statements made by **Yu.V. Igrusha,** Director of the Belarusian Videocenter RUP, about new opportunities for producing of the national content in the sphere of documentary and fiction movies due to development of multimedia technologies. He believed that such a technological "breakthrough" would support the growing share of the national content of the Belarusian media market, and would give a possibility to fill the off-the-air viewing grids of the regional TV companies.

In his turn, **D.V. Sokolovski,** Chief Engineer of Telecom-Garant OOO (the company that enabled broadcasting of TV programs in six regions of Belarus), narrated about the experience of his company regarding establishment of the bank of interregional TV content within the framework of his enterprise, and suggested all local TV companies to apply the above technology in their operations.

A.V. Parfentsov, Director of the TV and Radio Center of the Belarusian State University, told the participants of the panel discussion about operations of the University TV informative

and cognitive video channel, designed to be displayed on LED, LCD, and projection screens. This TV channel was launched at the Belarusian State Univeristy; and now it can be implemented by the entire university education system.Video clips made by students as well as photographs and presentations are displayed in the buildings of 10 educational institutions, in cafeterias and

dormitories 11 hours a day. This project is the best to describe the "infrastructure — content — education" system.

Within the framework of the panel discussion the operating experience of the National Library of Belarus was reviewed; the National Library of Belarus managed to prepare a number of interesting projects targeted to keeping and promoting of the Belarusian classical literature on multimedia carriers. **L.V. Gorbachova, Acting Head of the Information Center of the National Library of Belarus, gave more details on this.**

The topic about implementation of multimedia technologies in the process of education at secondary schools and universities was continued by **N.I. Listopad,** Director of the State Information and Analytical Center at the Ministry of Education of the Republic of Belarus, in his report titled "Education in ByNet."

PANEL DISCUSSION:
"ON IMPLEMENTATION OF THE STATE PROGRAM ON COMMISSIONING OF THE DIGITAL TV AND RADIO BROADCASTING IN THE REPUBLIC OF BELARUS BY 2015"

First Deputy Minister of Communications and Informatization of the Republic of Belarus **S.A. Nesterovich** was the panel discussion moderator.

The report made by **V.V. Zaitsev,** Head of the Sector for TV, Radio Communications and Radio Broadcasting of the Electric Communications Directorate at the Ministry of Communications and Informatization of the Republic of Belarus, sparked special interest during the panel discussion.He described implementation of the State Program on commissioning of the digital TV and radio broadcasting. Main objectives of the State Program are: to improve quality of service of the aired TV programs; to improve efficiency of radio frequency resource use; to deliver multi-program TV services; to launch production of new types of receiving and transmitting TV equipment; and energy saving. And the program resulted in significant gains. Population coverage

with the aired digital TV was 23.38 per cent in 2005; now it is 95.07 per cent as of April 25, 2012. The coverage is expected to be 99.98 per cent by 2015. These indicators are the result of fruitful work.

Moreover, those present could see the TV receivers for digital TV broadcasting from various manufacturers.

Composition of the registered participants by their industries

Number of participants: 51
Number of organizations: 41
Number of participating countries: 3
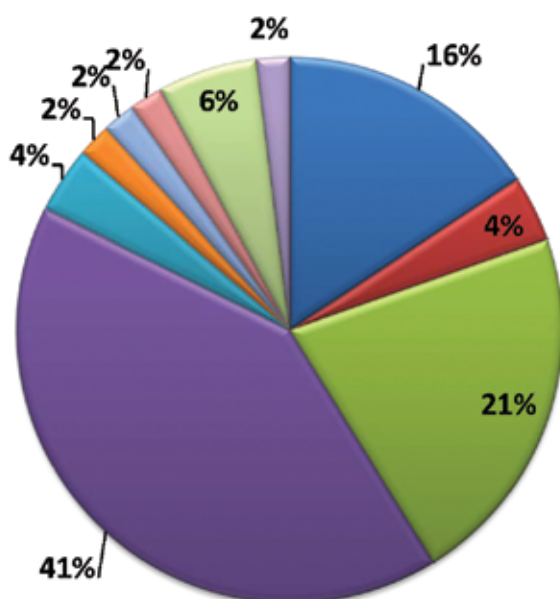
- Government bodies
- Scientific-engineering companies
- Telecommunications companies
- Television and radio broadcasting companies
- Industrial enterprises
- IT companies
- Advertisement agencies
- Educational institutions
- Mass Media
- Individuals

SPECIALIZED SEMINARS

SEMINAR PRESENTATION
BY BEL HUAWEI TECHNOLOGIES OOO

Bel Huawei Technologies OOO has been successfully operating on the market since 2003. Last year the company's turnover in Belarus was over 120 million US dollars. And the total turnover of **Huawei** Corporation was over 32 billion US dollars. **Huawei** is the leading company in the high tech field. The company's structure has 20 centers around the globe and 140 000 employees. The company has four businesses: communications solutions (mobile phones manufacturing), corporate solutions (integration of telecommunications and information technologies), terminal devices (tablets, notebooks), new technologies and solutions in a development stage.

The company has decided 3 strands of work: "cloud", which is a combination of all technologies; "network", which is creating of a common Internet network; "communications", which is the objective to make the company a recognizable brand name.

The company changes and develops along with the progress of technologies. The company operates in many industries. Currently Huawei develops the "smart city" program, which is an application for integrated city management through video surveillance cameras. It is planned to implement such a project in Sochi (Russia), where every building and the city in general will be equipped with cameras.

THE SEMINAR BY PRONTOTELECOM CHTUP

The core operation of **ProntoTelecom** is commissioning of call-centers for commercial organizations and government bodies. During their presentation, the employees of the company organized polling of the visitors, and found out the niche which required call-centers to get phone calls at a working place.

Establishment of call-centers is a routine in foreign countries. Once all social organizations as well as many commercial companies are equipped with call-centers, this will simplify communications with the end-user, will enable to distribute the work load of the service and maintenance departments rationally.

ProntoTelecom not only delivers the services of setting-up call-centers, but also headhunts personnel for call-centers, and provides maintenance and technical support to them. At the exhibition, ProntoTelecom presented its services focused on enterprises, commercial organizations, offices, etc. Establishment of internal communication systems enables organizations to simplify their operations gradually.

PRESENTATION BY OFFICETECHNICA:
"INFORMATION PRIVACY PROTECTION"

"Manuscripts don't burn... but they are shredded easily," — this was the slogan of the presentation. It is impossible to imagine an office without documents and paper. However, not everybody circulates papers properly. This is the most common reason of information leaking to competition.

Officetechnica distributes German office equipment in Belarus. At the exhibition, the company presented the paper disintegrators (shredders) made by HSM.

HSM has been working on the market since 1971. Concerns about confidential information protection caused the invention of shredders back in 1981. This problem is more topical for Western

countries; however, gradually they start realising in Belarus how important it is to circulate business information in a right manner.

Application of shredders enables to minimize information leaks to any third parties. The presentation provided examples of information

disclosures. In addition, the representatives of **Officetechnica** provided information about retention periods of some documents and described what types of documents should be disintegrated.Thus, the company offered a number of market-demanded solutions to avoid information leakage.

THE CRYSTAL SERVICE COMPANIES GROUP: THE "SET RETAIL" PRESENTATION

The head of the commercial department of the **Crystal Service** Companies Group described "Set Retail', a new shop management system. It enables turn-key automation of retailing and catering. This system envisages working with goods, from importing prices from enterprise resource planning (ERP) systems to cash desk operations across the entire retail network. Moreover, the system ensures protection of investments into

automation, and helps implement a loyalty program across the retail network.

The core technological novelties of the company's equipment are the cash desk module enabling to identify all goods, their weight, services, etc., and a new keyboard enabling to speed up the process of registering purchases by the cashier and to make the shop lines shorter.

The system enables:
• trade processes automation,
• re-focusing of business processes on profits,
• a tool for the IT-director,
• buyer's comfort.

The Set Retail system is aimed to establish reliable shop operations, to avoid job monotony for the employees, and to release shop buyers from lines.

PRESENTATION BY NIENSCHANZ-AUTOMATICA: "THE MOXA INDUSTRIAL NETWORKING TECHNOLOGIES"

Nienschanz-Automatica has been working in the market of industrial and office automation successfully since 1994. The St. Petersburg and Moscow (Russia) offices of the company employ over 70 people. The company has a staff of qualified technical specialists who passed training and certification of the leading Western equipment manufacturers. All supplied equipment is taken for thorough and multi-stage testing at the company's laboratory.

Business activities of Nienschanz-Automatica:

— Complex equipment supplies: communication systems and industrial Ethernet devices, highly reliable computer equipment, data collection systems, multifunctional robust monitors and KVM solutions for remote management;

— In-house manufacturing of the "Front Man" industrial computers.

The company has established authorized service centers to maintain the equipment from MOXA, Hatteland, IEI, Raritan, Getac; the centers

provide warranty and post-warranty equipment maintenance and repair.

The company presented four industrial computer product lines, and peripheral units. During the presentation, the company displayed various models of switches that applied redundant technologies (protection from line breakdowns) based on the ring topology. The "Turbo Chain" solution was presented there, too. The solution is a chain of switches used to build a synchronized traffic line system. There were also different splitters, injectors, and Wi-Fi technologies for industrial enterprises.
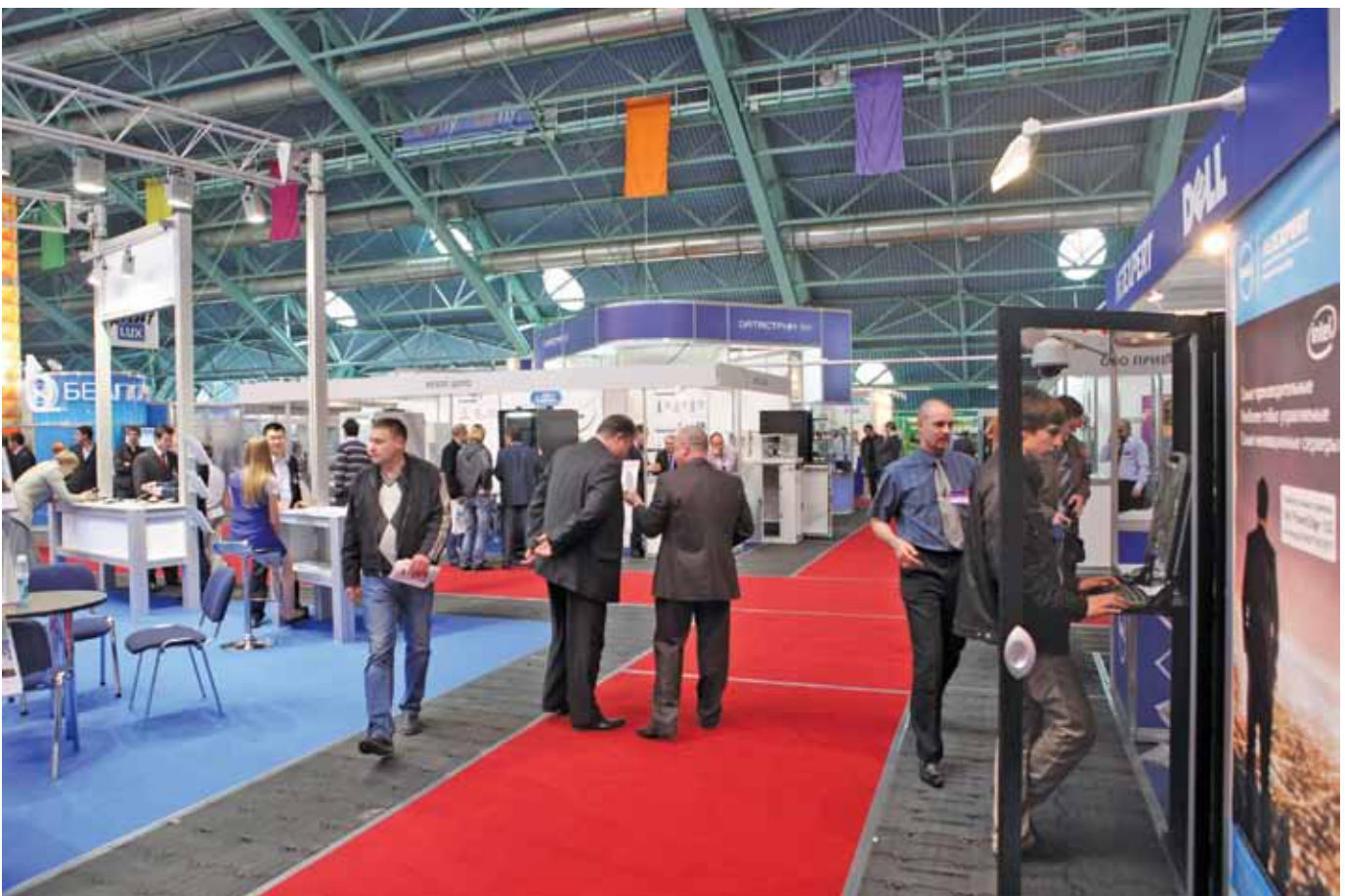
PRESENTATIONS BY PARTICIPANTS

BELTELECOM RUP

The guests of the exhibition were traditionally attracted by one of the biggest exhibition stands: the exposition of the **Beltelecom** national communications provider. The delegation of the top managers of ministries and state bodies visited the company's stand after official opening of the exhibition. **Mr. Gennadiy MELNIKOV,** First Deputy General Director of the national communications provider, told **Mr. Nikolay PANTELEI,** Minister of Communications and Informatization of the Republic of Belarus, and **Mr. Sergei NESTEROVICH,** Minister of Communications and Informatization of the Republic of Belarus, about the novelties of the company.

This year Beltelecom focuses on business solutions. Some new proposals of the company:

— "Virtual PBX" is a services enabling enterprises and companies to use the service similar to the service delivered by high-class office PBXs; at that, it is not necessary to purchase hardware and software complexes and spend money to maintain them;

— "Musical Marathon" is a service enabling to replace the standard phone line call tone by melodies, phrases or any sounds when people using different communication providers call the subscriber who has ordered the service; it is possible to select the preferred melody from the web-portal list, and the same interface is used to adjust individual service management settings;

— audio conferencing and video conferencing (based on IMS);

— "Serial Number" — when dialing one serial / multiple-channel number the number of concurrently served connections is equal to the number of the lines in the series; due to that the calls from subscribers do not hear the "busy" signal;

— other services that may be interesting to corporate users.

Moreover, the national communications provider presented new projects for the users of its flagship services: broadband Internet access (the ByFly brand name) and the IPTV-based interactive TV (the ZALA brand name). The ByFly users will find "Videoportal" to be interesting and useful: this is a possibility to watch favourite TV channels on a computer screen, and to select movies and TV programs out of huge catalogues, and to watch them at any suitable time. Currently there are three services available for connecting: "Videounlim" (movies and TV-programs available for unlimited viewing), "Online-TV" (over 20 different TV-channels available for watching through Internet), and "Movies on demand" (new movies and the

most interesting fiction movies of different styles). Each of the services has a fixed subscriber fee; at that, Internet traffic is not charged when any content is downloaded from the video portal. Today the subscribers of the "ZALA" interactive TV can watch TV-programs and movies in HD (high definition) and 3D quality; they can also use the "Information Portal" service to find out the latest news, weather forecast, currency exchange rates, and pay for their utilities and communications right from their homes by using the "TV-banking" payment system.

Consultations on all services and proposals of the company were offered to the visitors of the **Beltelecom** stand at the **TIBO-2012** exhibition daily. The visitors of the exhibition were offered a rich event program, and many nice surprises.

NOKIA SIEMENS NETWORKS

Nokia Siemens Networks brought such innovative developments to Minsk, which would shape development of the mobile communications industry for some following years.

At **TIBO**, this vendor demonstrated a number of innovations that enabled to optimize mobile communications networks, made their speeds faster and their bandwidths wider. The company also presented unique solutions that would bring relationship between the service provider and the subscriber to a different level, and that would help implement management of the user's quality of service in real-time.

The company's representatives believe that changes in the mobile communications industry happen more frequently, and within the next five years a mobile broadband access, mobile games, mobile payments, and streaming video, etc. will come to the fore. The coming times will become the "sensor era", including artificial intelligence technologies, machine-to-machine (M2M) technologies and intellectual applications that will connect each other and interoperate independently. By 2020, each mobile broadband access user will spend up to one gigabyte of traffic daily, and the download data transfer rates will be 10 times higher than today.

the capacity actually without limits, because each of them can have up to 100 access points, and at that each of them from the architecture point of view can operate as one base station.

Moreover, **Nokia Siemens Networks** (manufacturing company) and MTS (mobile service operator) presented **the M2M vending machines solution.** Vending machines with the built-in M2M units (GSM modules or GSM terminals) can inform their maintenance departments about malfunctions, vandal destructions, and about the number of the items left in the machine through the telematics system. Thus, maintenance departments will support their vending machines only when necessary. Thanks to the M2M communication solution, a vending machine can also have a unit installed to accept bank cards.

Moreover, the TIBO visitors could also see **the innovative solutions to manage the user's quality of service** (Customer Experience Management, CEM): this is a platform that can collect, process and analyze data on clients in real time thus transforming this data into useful data both on customer behavior and on technical problems that may affect quality of service; and basing on the data analysis, it is possible to undertake pro-active actions to avoid problems and improve quality of the

In Minsk, **Nokia Siemens Networks** demonstrated a number of solutions that gave new opportunities to service providers in order to satisfy the fast-growing demands of their subscribers, to cut costs, and to improve financial performance.

The new **"Flexi Zone"** solution based on the "Liquid Radio" architecture improves quality of service of mobile broadband access for areas with high density of users, and the list cost gets about 50 per cent lower per every bit of data. Several local points of access are used to install the network of related "small cells" (micro and pico-cells) thus shaping the area of the mobile broadband access coverage with one connection to the transit network of the service provider. Such areas enable to scale

services rendered. More and more service providers acknowledge such means as a direct and vitally important channel to interoperate with users, and they also see such means as a tool capable to make a positive impact both on profits and revenues.

Moreover, **Nokia Siemens Networks** showed the "Liquid Net" concept to the visitors of one of the largest IT-events in Belarus; the concept had been developed by the specialists of the company to free non-used resources, and to distribute them immediately across the entire network, delivering

such resources where and when they are required the most.

Understanding the challenges they meet, service providers implement new generation technologies on a mass scale, and they modernize their networks to comply with the LTE standard to satisfy the growing demands of their subscribers. And as far as this technology is concerned, **Nokia Siemens Networks** is an absolute leader. Today the company has 53 contracts to deploy commercial LTE networks around the globe. This is more than any other company has.

VELCOM IP

The first GSM provider operating under the **"velcom"** trademark in Belarus presented its original exposition titled "velcom smartcity." The company demonstrated opportunities of the *M2M* (machine-to-machine) technology enabling digital devices to interoperate with one another through Internet. A seminar held on April 26 at the Exhibition Conference Hall was devoted to this subject matter. The stand presented the newest and the most popular mobile applications as well as applications in the

field of mobile security. Moreover, **"velcom"** presented a state-of-the-art service opening new possibilities for reading newspapers and magazines.

The **"velcom"** stand was divided into six subject areas:
— "Future is on" was the test-zone for the innovative *M2M* solutions: the stand visitors could sit in comfortable chairs and get into a house of the future: they could switch on a desktop lamp

by texting an SMS, and they could use a smart phone to control a TV-set;

— "Internet without settings": there people could find out how to use mobile internet without any settings or with incomplete settings; the "Internet without settings" service has been available at "velcom" since April 25, 2012;

— "Children's Internet" was the zone to inform kids and their caring parents about a new service; thanks to this service, the subscriber's traffic is analyzed, and if any website is undesirable to be viewed by kids, this website is blocked in real time; the undesirable website database is constantly updated;

— "App's StartUp" was the zone for testing all the newest and the most popular mobile applications for the Android platform; everybody could find out detailed information about a special application called **"velcom recommends";**

— "e-Kiosk" was the presentation of a new service enabling to read popular newspapers and magazines in a digital form;

— "Mobile Security" was the zone to present the complete kit of services from **"velcom",** including recommendations, services and extras targeted to help subscribers use mobile communications with the maximum degree of safety and security.

Moreover, together with Samsun and Nokia, **"velcom"** presented the newest equipment: cutting-edge smart phones and tablets.

On April 26, **"velcom"** organized its seminar on the M2M technologies in Conference Hall #1 of the **TIBO** exhibition. M2M belongs to Telekom Austria Group that includes the Belarusian mobile provider **"velcom";** M2M's objective is to accumulate implementation experience of the M2M technology within the framework of its companies group; M2M representative **Mr. Vlado GALEVSKI** described current status of the M2M technologies, and predicted their perspectives.

Though the M2M technology exists for a long time, this abbreviation has been used frequently recently, and today this science-driven solution is very topical. Here is one of the ways to interpret the term "M2M": automatic data transfer between machines, sensors and a hub

server to ensure remote monitoring and control using communication channels without human intermediation. Acknowledging the perspectives of the M2M technology, Telekom Austria Group established a separate company called "M2M", which is a part of the group alongside with its service providers; the M2M company is a sort of a center for this technology, which facilitates its development and implementation by the eight service providers in the companies group. At the end, **Mr. Vlado GALEVSKI** said about particular devices and mentioned the examples of the M2M applications.

According to **Mr. Alexei FEDOROVICH,** Head of the Department for Promoting Data Transfer and Mobile Internet Services of "velcom," the SIM-card market for the M2M applications exceeded 100 thousand pieces in Belarus. At that, the number of the SIM-cards that are used in the M2M area of "velcom" exceeds dozens of thousands, and the number will grow in the

coming years. Main application areas of the SIM-cards for M2M in Belarus are utilities, energy and resource saving (controlling electrical energy, water and gas consumption at industrial enterprises and households), transport industry (controlling the flow of the traffic means), banking and manufacturing industries (automation processes), and health care.

COSMOS-TV COOO

Cosmos-TV was one of the first companies to launch digital TV, and it became the first provider to offer high definition television (HDTV). The potential of the cable network enables not only to deliver high quality TV programs to subscribers, but to grant them broadband Internet access applying the EuroDOCSIS and the Ethernet standards, without using phone lines. The **"Internet Cosmos-TV"** subscribers can also hook up to Internet using a Wi-Fi modem.

The company demonstrated the cutting-edge options of digital TV and broadband Internet at the exhibition. One could study the CAM-module for digital TV at the company's stand. By using it, subscribers get superb image quality, they do not have any TV-tuners next to their TV-sets, they control everything with one remote control, and they can watch high definition television (HDTV). The new "Over the Top" (OTT) technology is based on the principle of communicating media information (video and audio) through Internet directly to the subscriber units connected to the network.

The visitors of the fair could get professional consultations from the company's specialists, and study new services. "Clean Internet" is a good alternative to antivirus software, because they can guarantee computer safety only once they are installed and adjusted correctly, and

if the antivirus databases are updated on a timely basis. "Clean Internet" will help avoid such consequences of hacking as the loss of personal data, costs related to computer restoration, spam e-mails, and a long computer downtime. "Parental Control" is a service enabling kids to surf Internet without parents worrying much about psychology, moral and ethical standards of their children. Accidental or purposeful attempt of a child to open a website with inadmissible content will be blocked.

МиСофт   MISOFT NVP ZAO

MiSoft NVP ZAO presented its services related to developing software applications and distribution of ready-made software programs for business purposes. The company delivers services related to accounting, control, analysis and planning in small businesses.

The company presented some of its successful projects, such as the application called "1C: Managing a Small Company 8." This program is a common database containing a client database, data on banking and cash desk operations, settlement of accounts with contractors, payments to personnel, bookkeeping of orders, materials, goods, expenses, incomes, costs, profits and

losses. Moreover, calculations can be made in any currency and taking fluctuations of the currency exchange rates into consideration. The program can be used to manage several companies and registered entrepreneurs (independent or working under the umbrella of a single business). This multifunctional development enables to manage a small business on the highest possible level.

Representatives of the company introduced advantages of their business programs to the visitors of the exhibition stand of MiSoft NVP ZAO. One could also get information about pricing of the programs and the pricing periods.

"UCHIOTKIN.BY": EVERYTHING TO ORGANIZE ONLINE ACCOUNTING AND WAREHOUSING

The company introduced its services of creating online accounting and warehousing for entrepreneurs and organizations. The visitors of the stand could fill special questioners to get discounted services from the company. The company offered to the visitors to study their existing tariffs and service packs, and the company explained the advantages of using their services.

April 27

OFFICIAL CHRONICLE

First Deputy Minister of Communications and Informatization of the Republic of Belarus **Ivan RACK** visited the **TIBO-2012** exhibition. The honorary guest viewed the exhibition, and paid special attention to the stand of **MTS COOO.**

THE BELARUSIAN CONGRESS ON INFORMATION SOCIETY TECHNOLOGIES

WORKSHOP SEMINAR:
"DELIVERING DIGITAL GOVERNMENT SERVICES"

Event organizers: the Ministry of Communications and Informatization of the Republic of Belarus, the National Center of Digital Services at the Operative Analytical Center under the President of the Republic of Belarus, the Informatization Department of the Ministry of Communications and Informatization of the Republic of Belarus. The head of the seminar: **N.M. Strukov,** First Deputy Minister of Communications and Informatization of the Republic of Belarus.

During the event, the representatives of the **Prognos** company demonstrated their developments in the field of delivering digital government services. There was a presentation of the "belstat.gov.by" national censure information resource; the resource enables to get information about population composition and classify it according to different groups. The participants of the seminar could also see the Common Bankruptcy Register in operation. This Internet resource enables to coordinate economic processes in a country, and provides economic data access to citizens. There are many Internet projects in the development stage; the purpose of the projects is to simplify and to make many state life spheres accessible. Thus, the mapping Internet service is one of them.

Composition of the registered participants by their industries

Number of participants: 31
Number of organizations: 22
Number of participating countries: 1
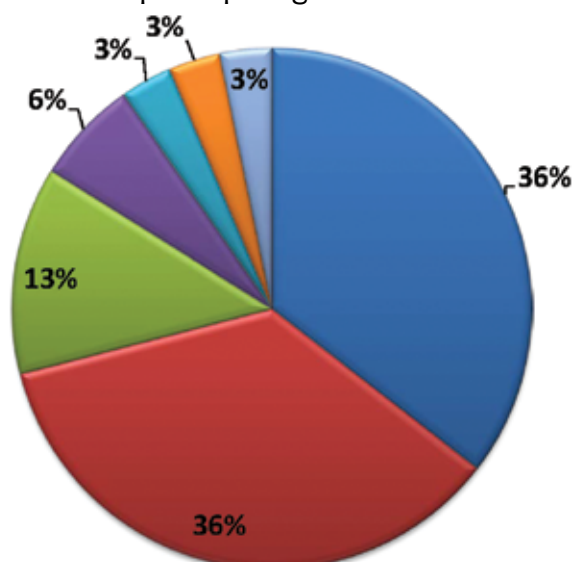
- Government bodies
- Scientific-engineering companies
- IT companies
- Financial institutions
- Consulting companies
- Educational institutions
- Mass Media

36%
36%
13%
6%
3%
3%
3%
3%

TECHNOLOGICAL SEMINARS OF IT SOCIETIES

The specialists of Eka-Soft told the audience how important it was to invest into Internet websites. Moreover, they particularized the Drupal platform for developing websites. One of the key advantages of the platform is that it is based on an open source code. Moreover, configuration flexibility, multi-member skilled community of developers, modularity, easiness, an integrated application program interface (API), and documentation enable the platform to be rather competitive.

BUSINESS EVENT:
"THE INVESTOR DAY: ENTREPRENEURSHIP IN IT INDUSTRY"

The investment session for information and communication technologies and Internet projects was opened by the final of **"BIT-Belarus."** This is the Belarusian stage of the largest contest of innovative projects in the CIS countries. The goal of the event: to unite the best Belarusian ideas with competencies, expertise and possibilities of investors.

The organizer of the event was **"G-Incubator"** (operator of incubators and technology parks), which was a platform to support perspective high-tech projects, the objective of which was to bring in necessary competencies to start-ups, and help them become successful businesses. The event's audience: young developers, students, experts, business representatives.

The Investment Council reviewed ten Belarusian innovative projects (start-ups). One of them was a single-user downloadable casual arcade game for personal computers, a service to sell tickets through Internet (its core advantage was forwarding of the 2D bar code ticket right to the mobile phone), a space browser real time game, a bank of virtual currencies, a game for social networks, a solution to make the database of suppliers and manufacturers, and some others. The finalists got high grades of the judging panel. Russian experts stated that Belarusian projects

were as good as the projects presented at a similar event in St. Petersburg (Russia).
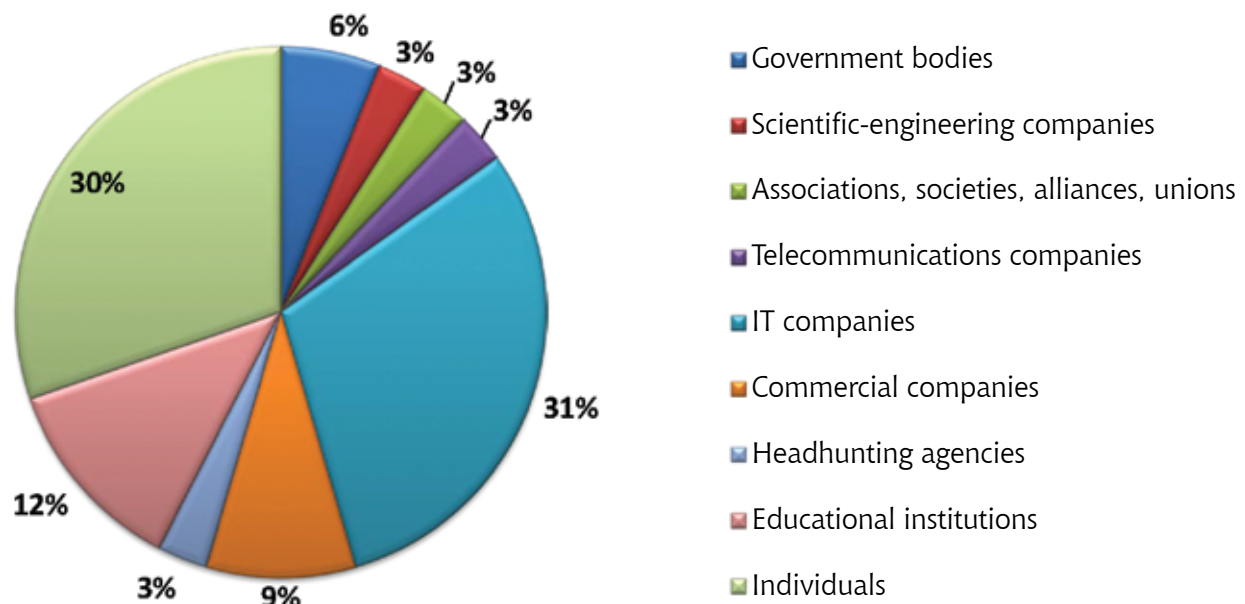
A panel discussion titled **"Trends of the venture investment market in Europe"** became the second part of the event; the following representatives of the venture foundations took part in the event: **Mr. Anatoliy GRISHANOVICH** (Belarusian Innovation Fund), **Mr. Andrei MOGIN** (Genesys|Asset Management), **Mr. Denis SHAVRUK** (European Bank of Reconstruction and Development), **Mr. Andrei ERMOLENKO** (Vlasova, Mikhel, and Partners).The specialists described venture trends, grants for development of successful start-ups, financing of innovative activities, protection of intellectual property rights in Internet.

After the event, the participants could talk to investors, establish business contacts, and discuss cooperation perspectives.

Summarizing the event, the participants decided that the "Investor Day" should be annual. The winners (the best start-ups) could participate in the finals of the international contents (BIT, Moscow) in May-June 2012, thus they could integrate into the international innovative infrastructure. Along with that, it is necessary to use possibilities of both the government bodies (to attract foreign investors, partners, and experts to the event), and the state-run *Mass Media* to cover the event.

Composition of the registered participants by their industries

Number of participants: 33
Number of organizations: 18
Number of participating countries: 2

- Government bodies
- Scientific-engineering companies
- Associations, societies, alliances, unions
- Telecommunications companies
- IT companies
- Commercial companies
- Headhunting agencies
- Educational institutions
- Individuals

WORKSHOP SEMINAR: "PECULIARITIES OF FREELANCING, AND FREELANCING IN THE FIELD OF IT SERVICES"

The Business Incubator at the Belarusian State University of Informatics and Radioelectronics, and "Gruppa IMA ODO" (Moscow, Russia) became the organizers of the event. It was stated, that the profession of the IT-freelancer attracted many people by its flexible working hours and high salary. In many terms, Internet simplifies the work of freelancers, because it can be used to search for orders, to accomplish the orders, and to get paid for this. Internet freelancing is frequently called "remote" or "distant" work. The participants of the seminar were interested by the peculiarities and perspective development trends of IT-freelancing in Belarus.

SEMINAR: "ESTABLISHING AN IT BUSINESS: FROM A TO Z"

The seminar titled **"Establishing an IT business: from A to Z"** was organized to help young post graduate specialists start their businesses. **Mr. Edgar DAVTIAN,** who had begun as an employee and became the owner of his company, gave practical advices. He narrated how to accumulate experience, how to build a team, and how to establish your own company. He paid special attention to legal issues.

Composition of the registered participants by their industries

Number of participants: 38
Number of organizations: 10
Number of participating countries: 1

3% 3% 2%
5%
87%

- Energy organizations
- IT companies
- Educational institutions
- Mass Media
- Individuals
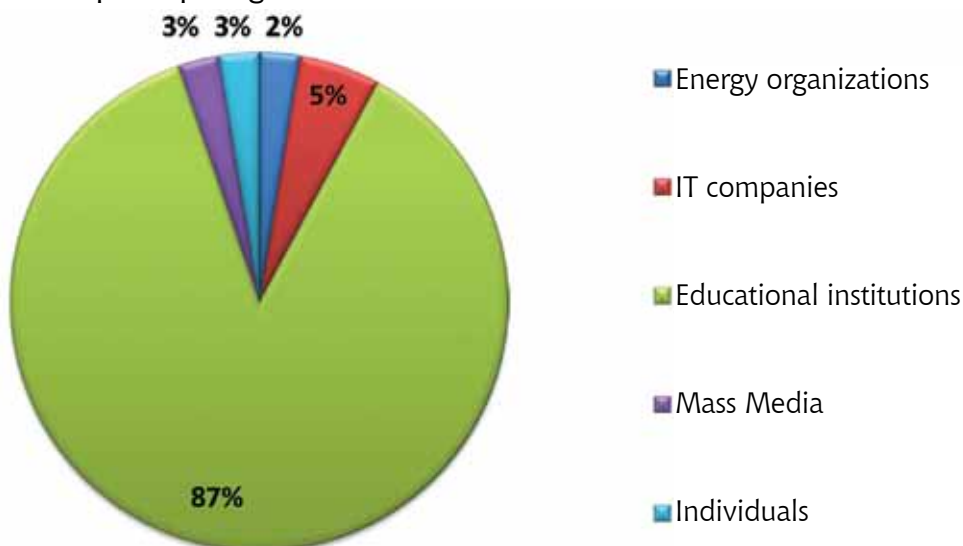
PANEL DISCUSSION:
"STATE-PRIVATE PARTNERSHIP IN E-BUSINESS"

The panel discussion was organized by the Republican Entrepreneurship Confederation Union of Legal Entities, the Minsk Capital Union of Entrepreneurs and Employers Public Association under the auspices of Lantmateriet (the Swedish National Geodetic Administration of Cartography, Cadastre and Registration). The objective of the event: to discuss development of public-private dialogue in the field of e-business, and possibilities of doing e-business in clusters.

The panel discussion was moderated by **S.A. Shavrov,** Assistant Professor of the Belarusian State Technological University, and member of the e-Business Development Section of the Social Expert Council of the Belarusian Business Unions (e-Delegation). Representatives of the government bodies, scientific and design organizations, public associations, commercial companies, educational establishments, and the Mass Media participated in the panel discussion.

At the beginning of the event, **Ms. Eva SWENSON,** expert of Lantmateriet (the Swedish National Geodetic Administration of Cartography, Cadastre and Registration), described public-private partnership in the property sphere where the Swedish e-government had been engaged.

Mr. S.A. Shavrov devoted his speech to the forms of business participation in development of the national information and communication technology sector. He reported main information

and communication technology achievements in the G2B (government-to-business) sphere of e-government. Thus, the common portal of state services of the countrywide automated information system is practically useful to entities, which carry out entrepreneurial activities. At the same time, e-services delivered within the framework of administrative procedures by the "One Window" software complex are not accessible to be used in implementation of business processes in the real estate market. Moreover, the issues of re-engineering of business processes with the use of information and communication technologies and e-services have not been studied and not offered in Belarus, which endangers the efficiency of the program on e-government establishment in the country.

At the panel discussion, the following issues were discussed: clusters as a form of public-private partnership, public-private dialogue on development of e-business in property sphere, personnel training for working in e-business; the

panel discussion shaped major strands of work to ensure identification and authentication in information systems delivering e-services and e-business.

The participants of the panel discussion passed a resolution to recommend development and implementation of the pilot project of subject cluster in such areas as property sphere, G2B-services of e-government, and e-document management. Moreover, it is necessary to continue raising the topic of public-private partnership in the sphere of e-business in order to develop optimal approaches.

Composition of the registered participants by their industries

Number of participants: 43
Number of organizations: 33
Number of participating countries: 2

- Government bodies
- Scientific-engineering companies
- Associations, societies, alliances, unions
- Telecommunications companies
- IT companies
- Commercial companies
- Educational institutions
- Mass Media
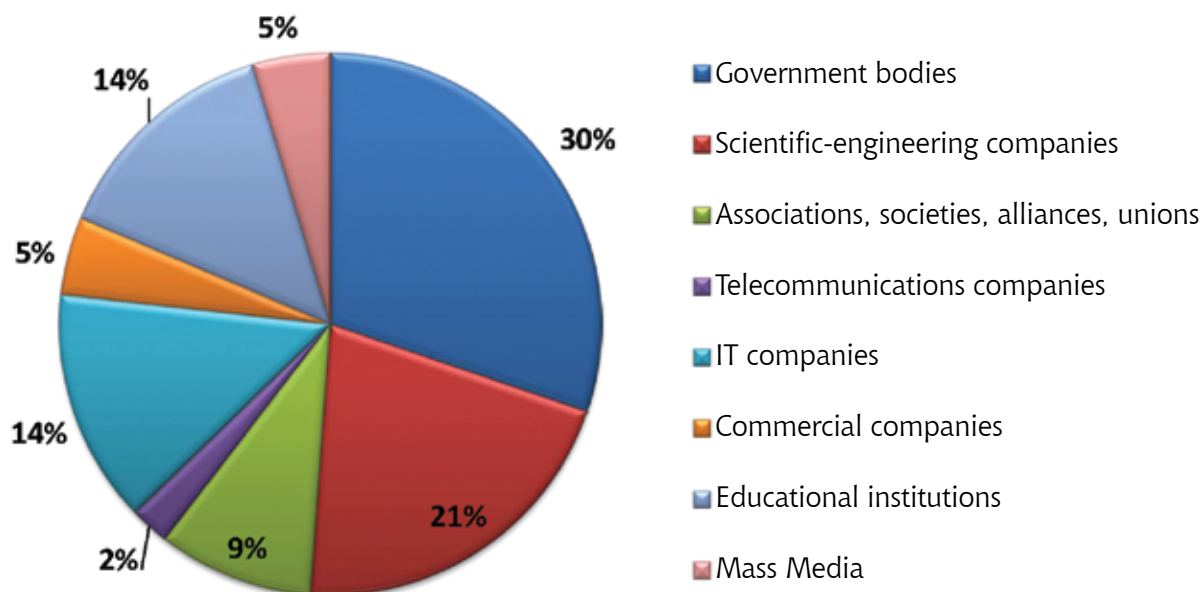
SPECIALIZED SEMINARS

SEMINAR BY TELING OOO: "TESTING OF THE FTTX NETWORKS. THE EXFO EQUIPMENT"

The problem of line breaks and phone line shutdowns was discussed at the event; to eliminate the problem, special reflectometers had been designed. Other phone line problem solutions from Epon were presented: the equipment enabling pointed troubleshooting.

The seminar also presented the FTP1 platform, which had two control options (a touch screen and a keyboard), and multiple ports for other devices. The platform is fully automatized, and it applies various formats.

SEMINAR BY XEROX LIMITED REPRESENTATIVE OFFICE IN THE REPUBLIC OF BELARUS: "XEROX NETWORK PRINTERS AND MFDS"

The seminar was organized as training for the representatives of the companies that distributed the Xerox equipment in Belarus. The event was held by **Ms. Tatiana IVANOVA,** Head of Small Office Equipment Section, and **Mr. Andrei TRUKHAN,** Product Manager.

They discussed the issues related to promoting of this equipment in the market of Belarus. Those present were explained how equipment should be chosen for one or another client. There were detailed discussions about some models of the office equipment, which could be supplied to Belarus.

Xerox was the first company to make copying machines; and it was the inventor of a printer and a fax machine. The company has the biggest office equipment portfolio of proposals in the world.

Mr. Andrei TRUKHAN made a quick review of the competitors and their products, and highlighted a few leaders. However, he mentioned that Xerox was one of the leaders among companies producing office equipment at that moment.

SEMINAR BY TIBIS:
"APPLYING CONTEMPORARY INFORMATION TECHNOLOGIES TO TEACH FOREIGN LANGUAGES, GENERAL SUBJECTS, SPEECH DEVELOPMENT, AND COMPUTER CLASS MANAGEMENT"

tibis

This seminar organized by Tibis was one of the most visited events of the exhibition. The company teaches foreign languages, general subjects, speech development, and computer class management.

At the exhibition, the company presented its software application to establish training multimedia environment. It enables a teacher to spend study time as efficient as possible, to gain momentum of the training process, to enrich training sessions with multimedia content, to provide more materials to students for learning, and to enable interactive communication with students.

The testing system is a special application to make and to edit tests, to organize testing and to analyze results. The questions of a test can be presented as images, audio and video files, and information from Internet.

PRESENTATIONS BY PARTICIPANTS

MTS COOO

The stand of the Belarusian mobile market leader at the **TIBO** exhibition was one of the largest and one of the most visited ones; traditionally, this stand has been the place where visitors would meet multiple technological novelties, both perspective ones and those already implemented in some or other way. The mobile operator had been waiting until the exhibition to announce its new proposal related to entering the market of the wired Internet, which was new to the company.

Among technological novelties that were specifically mentioned by the company and that could be seen by the visitors of the **MTS** stand at the **TIBO** exhibition were there following:

— "Smart Class": the concept of interactive teaching without exercise books, pens, and textbooks (it was demonstrated in cooperation with Samsung corporation);

— "Smart Kino": an innovative TV-set application; it is no longer necessary to download video files and store them on a carrier medium prior to watching;

— "Spontania": a new generation video conferencing for business; it is one of the applications of the currently successfully operating "Business-Solutions" portal launched together with NEC applying the cloud computing technology;

— "NFC opportunities": a short range wireless communication technology (NFC - Near Field Communication);

— "FEMTO": a solution for local improvement (office-limited) of the 3G signal and additional services; possibilities of a local cell were demonstrated by **MTS** together with NEC Corporation at **TIBO-2012**;

— video monitoring: in cooperation with Huawei.

The representatives of **MTS** together with the representatives of their partner companies provided details about perspective and available technological novelties at the special press-conference organized on April 26.

"In 2008, we started with telemedicine (remote doctor's advice) and continued with implementing the iPay payment system," — said the Deputy General Director of MTS responsible for commercial issues. "The system was slow to gather pace: users probably treated it cautiously at the very beginning. However, last year and this year have been showing a very serious revenue increase: in almost 6.5 times."

The cloud LBS services (the 2010 novelty) were a rather serious tool to improve business efficiency and personnel control, which was appreciated by many business owners and managers.

The DPI platform (applied in Belarus only by MTS) enables to make flexible traffic billing, to configure it, and to apply different billing plans. Correspondingly, one of the most popular services ("Unlimited Mobile Internet") was possible due

to the traffic management based on the DPI platform.

One of the interesting projects is "Mobile Health." Thanks to this service, doctors can get actual patient information irrespective of the patient location; testing of the service started in May 2012.

The partners of the operator described the technologies, which MTS planned to apply: "Video Monitoring," "M2M," "Smart Technologies for Home," "Smart Kino," "Mobile Payments."

Mr. Maxim TRETIAKOV, Head of the Account Management Group of Nokia Siemens Networks (NSN), particularly noted that the vendor was strong in such areas as technologies for the mobile broadband access (NSN built the first part of the LTE network in Moscow, Russia) and the Customer Experience Management, and also in solutions for fiber optic access, and in the M2M solutions.

Mr. Vadim SHAPOROV, Regional Manager for Strategic Marketing of Nokia Siemens Networks (NSN), provided more details about the M2M segment.

Mr. Yeon Soo CHOI, Director of the Samsung Representative Office in the Republic of Belarus, described the "Smart TV" concept. The concept of the Samsung display is based on what can be called "smart life"; this means an intellectual design and shape, an intellectual user interface, and an intellectual content. The best example of the technology is a "smart TV" of the "Samsung Smart TV" series.

БайПринт

BYPRINT SERVICE IP

ByPrint Service is one of the leading companies in the market of Belarus offering the best solutions from the world leading manufacturers of printing, computing, and projecting equipment. The team consists of the high class engineers who have passed training in service and maintenance from all major brand names. According to **Ms. Mariya RUDENKOVA,** Service Manager, the company has built a powerful engineering think tank. The specialists are always ready to help select and maintain the equipment.

A new line of activity of **ByPrint Service** is training of multifunction device users, and training of the technical specialists from service departments in how to repair and maintain office printing machines correctly. The largest companies (like MAZ, BelAZ, Belaruskali) have already purchased this service.

One more new business dimension of the company presented at the exhibition was renting of multifunction devices. Without spending a considerable sum of money to purchase a new machine, the client can use office equipment services to the fullest extent.

The exhibition stand of **ByPrint Service** presented office and professional monitors from NEC and Liyama of different CRT sizes, solutions based on the Mitsubishi interactive system as well as the solutions for presentation halls and classrooms based on the Vivitek HD projectors. Currently the company is refocusing on a turn-key approach. "Our customers know that we can solve their problems. We treat problems globally. We are a multi-brand service center, and we can do anything!" — said **Mr. Dmitri SLABKO,** Chief Engineer of the company.

BELPOCHTA RUP

The slogan of Belpochta RUP is "Rapidity. Reliability. Availability." Behind the three words is a strict adherence to all standards related to acceptance, processing, forwarding, and delivery of mail, uninterruptable operations of equipment and transport, implementation and application of new technologies. Customer satisfaction is one of the priorities among the organization's activities.

Belpochta RUP has established a hardware and software base for transferring from delivering stand-alone services to all-inclusive services. Self-service payment and information terminals deliver services of transferring payments, credits, processing of subscriptions to the Press, balance viewing of the bank plastic cards, information and reference services.

The organization's website can be used to track movement of registered mail both inside the country and abroad, and to track delivery of the subscribed Press.

One of the projects of **Belpochta RUP** is about a possibility of a simple and cozy access to the state information resources offered to the

citizens of Belarus as a result of implementation of the "Electronic Belarus" state program. Special software developed and applied by Belpochta RUP helps save time of corporate customers when posting mail. The software enables to create batch e-mailing lists. A service enabling catalogue ordering of the products made by Belarusian manufacturers has become interesting to the company's clients, too. The range of

e-services delivered to clients has always been wide: "e-Stamp," "e-Wire Transfer," "Internet payments," etc.

The largest distributor of the Press on the territory of the Republic of Belarus also enabled the visitors of the exhibition to study the assortment of the Press for the second half year of 2012, and to subscribe to any of the Press right in place.

MTIS OAO

Minsk Television Information Networks (MTIS) OAO is the largest cable TV provider in Belarus. Over 70 per cent of houses in Minsk purchase services from MTIS. The pack of TV programs includes 50 analogue channels. Being a constant participant of the TIBO exhibition, MTIS makes its subscribers happy this year, too.

Ms. Tatiana DOROSHENKO, Head of the Marketing Communications Department, said that the main idea of the **MTIS** stand this year was "a person inside television." This means a picturesque and interactive picture. This is what concerns the person and what the person is interested in. Big screens introduced channels and their content to the visitors.

There are many unique Internet access proposals offered by **MTIS**. Thus, subscribers can apply the Metro Ethernet and the Euro Docsis technologies to get a broadband Internet access.

Moreover, **MTIS** has started test broadcasting of digital TV, including programs in HD quality. Full-fledged application of the technology may be started next year. The company constantly makes its subscribers happy by offering new channels to them without considerable price increases. **Ms. Tatiana DOROSHENKO** believes that the future is in digital television including interactive dealings with the viewer, and content selection. Nice surprises were available for the visitors of the exhibition every day.

SAKURA BEL IP

Today the concept of safety and security is becoming most topical around the world. SAKURA Bel offers efficient safety and security systems and technologies, provides economically justified solutions by applying its individual approach and by fulfilling its contract obligations without compromise.

The company's stand presented equipment enabling to ensure security and overall control at enterprises, establishments, etc. The company demonstrated the Bosch equipment: video surveillance cameras, loudspeakers, conference systems, etc.

TECHNICA SVYAZI OAO

Technica Svyazi OAO is one of the oldest defense industry enterprises in the economy of the Republic of Belarus; the company is under the umbrella of the Communications and Control Systems holding. The enterprise is specialized in development and manufacturing of digital and analogue systems of short-wave and ultra-short band radio communications for defense and law enforcement agencies and other industries of the economy, telecommunications equipment for wire line communications, and antenna mast equipment.

The exhibition stand of the enterprise presented some models of radio receiving equipment: portable radio sets, radio receiver sets, etc. The company also delivers the services of testing radio transceivers, power units, household radio receivers, and telephone sets. In addition, **Technica Svyazi OAO** produces templates, press forms, stamps, etc. One of the activities of the enterprise is galvanic coating of metal parts.

OFFICIAL CHRONICLE

Deputy Minister of Information of the Republic of Belarus **D.G. Shedko,** Deputy Minister of Communications and Informatization of the Republic of Belarus **S.A. Nesterovich,** and Head of the Administration of the Central District of Minsk City **V.E. Kukharev** visited the **TIBO-2012** exhibition. The distinguished guests studied the exhibition and talked to the top management of **Beltelecom RUP, MTS COOO, Bel Huawei Technologies**, and **Xerox.**

VELCOM IP

Anybody could take part in intellectual mini-tournaments at the TIBO-2012 exhibition. To do so, it was enough to drop in the exhibition stand of Velcom IP and get to the corner called "Children's Internet."

Velcom IP — the official partner of the "Online tournaments for schoolchildren" project — organized a small tournament site at its stand at the TIBO-2012 exhibition of information technologies. Any visitor of the exhibition could complete a tournament task on a computer and get a little souvenir if she/he succeeded.

There were five mini-tournaments offered to the visitors of the stand: "Logic and observation," "Mental arithmetic basics," "Amusing anagrams," "Russian fixed phrases," "Economic intuition." One could take several minutes to fulfil the task, and only fast and correct answers would bring good luck.

THE BELARUSIAN CONGRESS ON INFORMATION SOCIETY TECHNOLOGIES

THE INTERNATIONAL DAY "WOMEN AND GIRLS IN INFORMATION AND COMMUNICATION TECHNOLOGIES"

The International Telecommunication Union (ITU) had come forward with the initiative to organize the "Women and Girls in Information and Communication Technologies" event in the member countries of the union annually. According to the suggestion of ITU, the following events were organized at TIBO:

the panel discussion "On the role of women-specialists in development of the information and communications technology industry in the Republic of Belarus" and "The competition of ideas and innovative projects fulfilled by women researches in the information and communications technology industry."

WORKING GROUP COMPOSITION

Ms. Elena ZHIVITSKAYA, Provost for Academic Affairs and Quality Management, Belarusian State University of Informatics and Radioelectronics Educational Establishment (Head of the Working Group)

Ms. Svetlana ZAGORSKAYA, Head of the Information Technologies Center, General Economy Directorate, Administrative Department of the President of the Republic of Belarus

Ms. Inessa **KONTZEVAYA,** Deputy Director, High Tech Park Administration State Institution

Ms. Lubov **POKRYSHKO,** Director, IP TeleCom OOO

Ms. Valentina **POLESCHENKO,** Director, Electronnoe Delo OOO

Ms. Tatiana **TREPUTEN,** Deputy Director, Branch of the Minsk City Telephone Network, Beltelecom RUP

Ms. Inna **KHMELNITSKAYA,** IT Adviser to the Minister of Economy of the Republic of Belarus

In her salutatory address regarding opening of the event, **Ms. Elena ZHIVITSKAYA,** Provost for Academic Affairs and Quality Management of the Belarusian State University of Informatics and Radioelectronics, described the reasons of establishment of the "Women and Girls in Information and Communication Technologies" event. This day was established by the International Telecommunication Union (ITU) in Geneva (Switzerland) on April 8, 2011. Now, this day is celebrated every fourth Thursday in April. A woman has always played an important role in the information and communication technologies industry. Thus, Mrs. Augusta Ada King BYRON,

Elena ZHIVITSKAYA

Countess of Lovelace, was the first woman in the history of computer industry, and she is believed to be the first programmer in history. Mrs. Adele GOLDSTINE wrote the ENIAC Operating Guide (Electronic Numerical Integrator and Computer). Mrs. Grace HOPPER invented the first compiler. Information and communication technologies require various humane qualities: ability to solve emerging problems, initiative, communication skills and many other things that have to be done at different hierarchy levels. By her inborn qualities, the woman has many opportunities for a full-fledged and well-motivated work.

Within the framework of the event, there was the final of **"The competition of ideas and innovative projects fulfilled by women researches."**

34 projects were filed to the contest; the projects had been prepared by the women participants of the leading educational establishments, scientific institutions, and public associations:

• The Belarusian State University of Informatics and Radioelectronics Educational Institution,

• The Belarusian State Economic University Educational Institution,

• The Grodno State University named after Yanka Kupala Educational Institution,

• The Vitebsk State University named after Peter Masherov Educational Institution,

• The Academy of Postgraduate Studies State Educational Institution,

- The Physical Problems Research and Development Institution named after A.N. Sevchenko at the Belarusian State University,

- The Cooperation of Business and Creative Women Public Association.

12 projects got to the final:

1. "Find yourself a fellow traveler on board plane, train, bus"

Ms. Irina BEGUN (The Belarusian State University of Informatics and Radioelectronics Educational Institution)

2. The Internet resource "The Informational and Educational Portal"

Ms. Irina VOROBEI, Ms. Elena SHENDEROVICH (The Belarusian State University of Informatics and Radioelectronics Educational Institution)

3. "Certification of pedagogical staff of the Republic of Belarus as of qualified information technology users"

Ms. Irina DZIUBA, Ms. Svetlana GREENCHUK (The Academy of Postgraduate Studies State Educational Institution)

4. "Look around"

Ms. Natalia ZHUKOVA (The Belarusian State University of Informatics and Radioelectronics Educational Institution)

5. "UBe!" ("Unknown Belarus")

Ms. Svetlana GUTKO (The Belarusian State University of Informatics and Radioelectronics Educational Institution)

6. "Documents+"

Ms. Anastasia LOGVINETS, Ms. Irina LUNGIS, Ms. Alina MASLOVSKAYA, Ms. Anna MASIUK, Ms.

Irina SERGEEVA (The Belarusian State University of Informatics and Radioelectronics Educational Institution)

7. The Internet resource "Temporary wardrobe for future moms"

Ms. O.O. Lunkova, Ms. P.S. Cherkesova (The Belarusian State University of Informatics and Radioelectronics Educational Institution)

8. "Applying obfuscating techniques for copyright projection of software applications"

Ms. Olga MOZHEIKO (The Belarusian State University of Informatics and Radioelectronics Educational Institution, International Business Alliance JV ZAO)

9. "Developing of the program module of the predictive model of development of the market of science-driven and high-tech industries"

Ms. Olesia PODDUBNAYA (Assistant Professor, Advanced Maths Department, Belarusian State Economic University Educational Institution, Assistant Professor Informatics Department, Belarusian State University of Informatics and Radioelectronics Educational Institution)

10. "Practical training of IT-specialists"

Ms. Ekaterina TITAREVA, Ms. Nina TRUTKO (The Belarusian State University of Informatics and Radioelectronics Educational Institution)

11. "Belarusian Women's Network"

Ms. Natalia KHOZYAEVA (The Cooperation of Business and Creative Women Public Association)

12. "Routine automation at educational institutions"

Ms. Victoria SHLYK (The Belarusian State University of Informatics and Radioelectronics Educational Institution)

The first place was shared by three projects made by the students of the Engineering and Economy Department of the Belarusian State University of Informatics and Radioelectronics:

1. Ms. Svetlana GUTKO

Project: "UBe!" ("Unknown Belarus") — This is an information resource containing data about Belarusian populated areas that can be interesting to active travelers, and to those who like unplanned trips.

2. Ms. O.O. Lunkova, Ms. P.S. Cherkesova

Project: The Internet resource "Temporary wardrobe for future moms"

that can be used by pregnant women to save on clothing.

3. Ms. Irina VOROBEI, Ms. Elena SHENDEROVICH

Project: The Internet resource "The Informational and Educational Portal" that provides complete information about all educational establishments and institutions of the country.

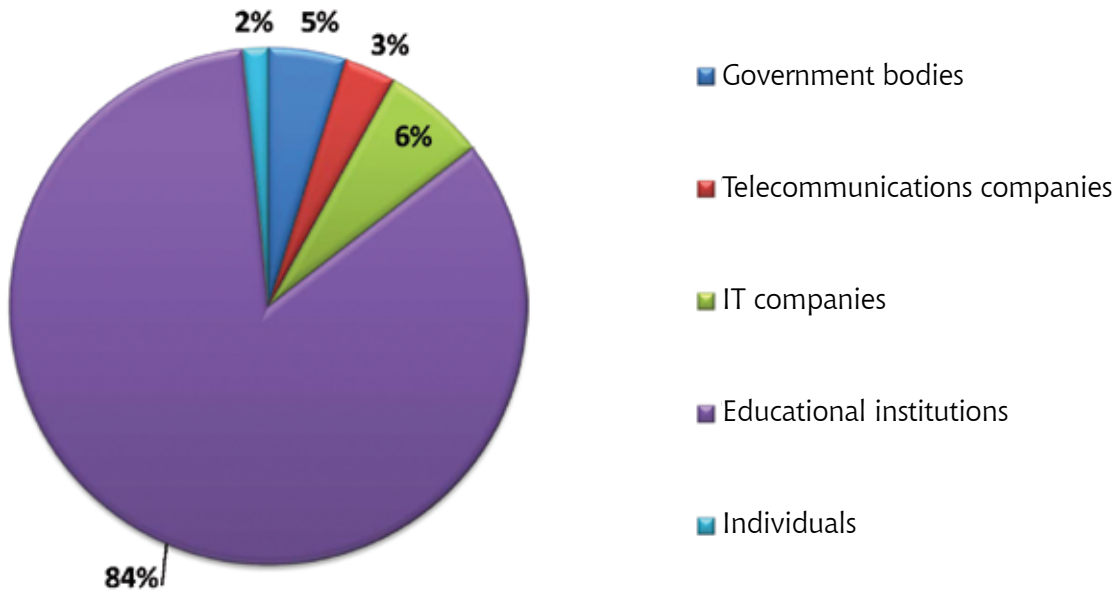All women finalists of the contest earned memorable prizes from ZTE, life:, Beltelecom and Promsvyaz, and the best finalists got a possibility to implement their projects being supported by the BAVIN Community of Business Angels and Venture Investors, which invested money in potentially successful projects. The winners were congratulated by Deputy Minister of Communications and Informatization of the Republic of Belarus S.A. Nesterovich.

Composition of the registered participants by their industries

Number of participants: 62
Number of organizations: 12
Number of participating countries: 1

2% 5% 3%
6%
84%

- ■ Government bodies
- ■ Telecommunications companies
- ■ IT companies
- ■ Educational institutions
- ■ Individuals

THEORETICAL AND PRACTICAL CONFERENCE: "GAMING TECHNOLOGIES"

"GameDev Startup'2012" was the first Belarusian specialized conference in the gaming industry for project authors and gaming industry developers. The objectives of the conference: to support Belarusian game development start-ups; to assist their penetration into the global market; to organize business cooperation between young developers and the leading gaming companies, game publishers, and investors; to improve professional competencies of those who operate on the market.

Game publishers and large game developing companies from Belarus and Russia took part in the event. Young developers who participated in the event managed to become participants (co-founders) of a gaming start-up and to ask their questions to the world level experts. The conference gathered a big participant audience including young game developers, students, experts, representatives of local and foreign companies.

The event included a panel discussion and business talks with the representatives of the gaming application publishing houses.

Mr. Alexander EGOSHIN, Head of the Mobile Producing Department of Alawar Entertainment, made his presentation. The topic of his speech was game developing for the iOS and Android mobile platforms. He advised how to develop and promote games, and what marketing strategies were applied in gaming industry. He also narrated about his company's experience, giving examples of different products successfully promoted in various countries. In his speech, **Mr. Sergei LOBKO-LOBANOVSKI,** Director of Maygem, highlighted the main aspects of cooperating with the gaming industry publishers, and

gave consultations on signing contracts with publishers and developers. The following executives took part in the conference: **Mr. Sergei BRUI,** Director, Vizor Interactive; **Mr. Dmitri LUTSENKO,** Chief Producer of External Projects, Nevosoft; **Mr. Mikhail ZHINKO,** Director & Co-Founder, Realore Studios; and **Mr. Valentin MERZLIKIN,** Representative of Prosto Games. All representatives of the leading gaming publishing houses from the CIS countries answered the questions of the visitors of the event, and consulted beginner developers in the field of promoting of their products.

Summarizing the conference, the participants made a decision for the "Gamedev Startup" event to be annual, to wider use the possibilities of the local companies and of the state-run Mass Media to cover the event. Moreover, the "Gamedev Startup" conference should become as big as similar foreign gaming events.
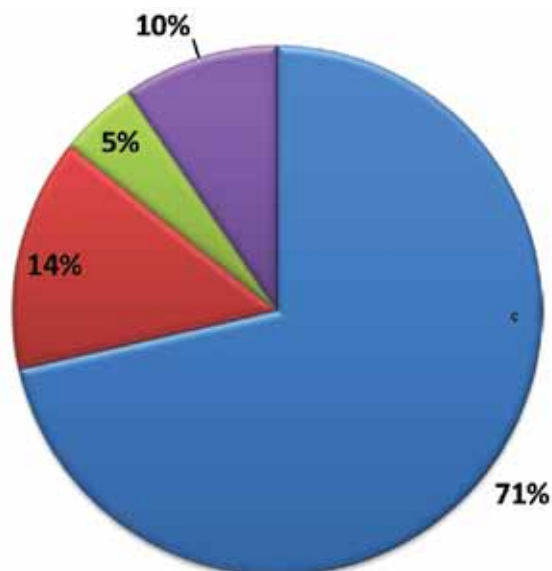

Composition of the registered participants by their industries

Number of participants: 21
Number of organizations: 17
Number of participating countries: 2

- IT companies
- Educational institutions
- Mass Media
- Individuals

71% / 14% / 5% / 10%

PRESENTATIONS BY PARTICIPANTS

BEL HUAWEI TECHNOLOGIES

The popular exhibition stand of Huawei — the manufacturer of infrastructure and terminal equipment — was divided in two parts: the demonstration area to display terminal equipment interesting to general public (smart phones, tablets, routers, modems), and the "Demo Truck" to display solutions from the Enterprise Department (it had been especially designed by the department developing enterprise solutions).

Mr. Vyacheslav BENKO, Senior Product Manager from **Bel Huawei Technologies,** described the terminal models displayed at the exhibition stand:

— The stand presents all the terminals which are already available in the Belarusian market; for example, the "Honor" and the "Mediapad" tablet with a perfect display circuitry and additional accessories, which will be available in retail in a variety of prices. Moreover, the terminals that are sold around the world are displayed here, too: "D1" (a dual core phone), and "E1" (the slimmest smart phone enabling SIM-card and flash card hot swapping), and "D1-2" (it looks like "D1", but it has four cores). These smart phones use new chipsets enabling a 30 per cent decrease in power consumption. Our new "G" series is presented here, too. In particular, we present "G300" (a continuation of the "8800" model), and a well-sold "MTC Neo" with a more powerful processor and the Android 4.0 operating system. In this trend, our new low power consumption routers are very interesting. They can adjust the power of their Wi-Fi transmitters, and work longer.

A specialist from the Enterprise Department told about the solutions of the department:

— Here we present our three main lines: first, cloud computing (servers, data storage systems, etc.); second, networks (transport

and network infrastructure), i.e. what Huawei is very good at traditionally; and finally, third, unified communications or interoperability: the larger part of the stand demonstrates unified interoperability. It is well known that business processes in an organization are tied to interoperability processes between its employees. And employees have very different device sets: computers, tablets, client PCs, thin clients, phones. On the other hand, we have such solutions as IP telephony, video conferencing, telepresentations. And for everybody to work with one another, it is necessary to have a unified platform understanding different protocols and capable of organizing audio and video communications.

Thus, the key solutions for the enterprise sector were compiled together in one demonstration truck placed right on the exhibition stand of the vendor at **TIBO-2012.** In particular, the following solutions were presented there:

Corporate networks:
• departmental and office networks;
• backbone network solutions;
• remote branch communications;
• wireless solutions;
• industry-based solutions;
• GSM-R — a wireless communication platform for railways;

• "Digital Oil & Gas" — solutions for the oil and gas industry;
• "Digital City" ("e-City", "ECC", "e-Health");
• "Smart Grid" — intellectual power network management.

Unified communications and video conferencing:
• unified communications (IP-telephony, "eSpace IM" and "e-Conference");
• TV-presence systems;
• videoconferencing solutions;
• solutions for education industry ("e-Education");
• intelligent video surveillance systems;
• a call-center based on cloud computing technologies.

Data processing centers:
• virtual device interface (VDI);
• a data processing center based on cloud computing technologies;
• cloud computing technologies ("Virtualization Platform", "Parallel Computing", "Computing Resource Self-adjust");
• data storage systems and servers (T6000, E6000, S5600).

ZTE

ZTE中兴

The **ZTE** stand presented the line of modern terminal equipment: smart phones and tablets that complied with the cutting-edge global trends. At the company's stand, the specialists of this global leader in supplies of communications equipment and networks solutions were ready to answer questions of the most demanding clients.

The product line manufactured by **ZTE** is rather wide, and it satisfies every niche of the market of wired and wireless communications, and terminals. Since 1996, the company has been marketing its equipment in 140 countries and regions, supporting communication providers in the Asia-Pacific Region, South Asia, North America, Europe, Latin America, Africa, and in the CIS countries thanks to applying strategic marketing, differentiated approaches, parsimony, personnel, and intellectual property management. Eventually, ZTE has established strong partnership relations with over 500 communication providers of the world.

ZTE invests about 10 per cent of its profits into research and development annually, thus playing a leading role in activities of a big number of international organizations that develop standards of communications. ZTE established 16 R&D branches in China, USA, Sweden, India, Pakistan, and France. The company has shaped a comprehensive system of personnel management including the issues of headhunting, training, appointment, and motivation.

XEROX

xerox

Xerox — a global supplier of services in the field of information and document processing and management — is a permanent participant of the exhibition. The company pleased the visitors by a wide range of solutions in the field of office infrastructure and communications. This time Xerox invited its closest business partners to participate in the exhibition.

The company's stand presented the equipment, which had had perfectly recommended itself, and new office equipment. The exhibition stand was divided into 4 segments: color print solutions, large format printing, SOHO equipment. The stand continuously attracted the representatives of the business segment, state enterprises, copy shops, design and engineering organizations. The employees of **Xerox** were always ready to provide comprehensive information to the interested individuals, to organize equipment demonstrations, and to make sample print-outs.

Irrespective of the size and business of a company, the **Xerox** solutions help cut costs gradually; they assist growing and faster developing of businesses by applying the latest technical innovations.

At the exhibition, **Officetechnica OOO** — the partner of Xerox — organized the following action: those who bought the Xerox WorkCentre 3045NI MFD would get the HSM Shredstar S5 document shredder for free.

THE HORIZONT HOLDING

The concept of the stand of the **Horizont Holding** was about transferring to digital broadcasting. The **Horizont** TV-sets are compatible with any provider of over-the-air and cable TV. The Horizont tablet PCs drew a lot of attention. At the exhibition, the company presented samples of the tablets for demand analysis. However, considering the attention drawn to them by the visitors and the Mass Media, it is possible to expect the tablets will be on the market soon. According to **Ms. Olga KUZMITSKAYA,** the Horizont Holding is ready to start this sophisticated process. The functional features of the tablet will be comparable with its competitors, and the price will be affordable for the Belarusian market. The holding is going to present the TV-sets applying the Smart-TV technology at the next jubilee **TIBO** exhibition; such TV-sets are the most interesting for the Belarusian market.

THE GALAKTIKA CORPORATION

One of the latest developments of the corporation is the **"Galaktika ERP"** program (version 9.1), which has better specifications, continuity, reliability, guaranteed quality, and new features. Under the belt of "Galaktika" (9.1) are the renewed style and system design, ergonomics, and new graphic elements of the interface. Now there are interactive reports, an integrated personal data visualization tool, a company chart, etc. The new version boosted development of absolutely all system modules and administration utilities. Now IT specialists have a chance to widen the functionality of the system themselves using the access points built into the system.

Moreover at the exhibition, the company presented three new solutions for implementation of which the modern "Ranet XF" development platform based on "Developer Express" had been used. Ample opportunities of the new platform not only enable to make fine tuning according to the customer's requirements and integrate solutions with the customer's legacy applications, but also for this work to take as little time and money as possible; moreover, the platform enables to develop and support the system autonomously.

The **Galaktika** Corporation prepared a special pricing proposal and a kit of materials for all visitors of the company's stand at the **TIBO** exhibition.

BELSVYAZSTROY OAO

Belsvyazstroy has been working in the field of communications for almost half a century, and today the company is the largest specialized building and construction organization in this country's industry. **Belsvyazstroy** deals with building, construction and maintenance of networks, systems and buildings of local telephone, zonal, fixed, mobile, intercity and international communications, radio broadcasting, data networks, telephone exchange systems, distributed TV receiving systems, conference communications, and telemetry.

A plastic cable metering post presented at the company's stand drew special attention at the TIBO exhibition. It does not sustain combustion, and it is rather light. One of the latest developments of the company is an optical splitter for passive networks of design organizations.

PROFESSIONAL NETWORK SYSTEMS ZAO

PNS ЗАТ «ПРАФЕСІЙНЫЯ СЕТКАВЫЯ СІСТЭМЫ»

The company decided to present an original report about its 9 years of existence. The specialists of the company invited all visitors of the stand to go to the museum of the company's strides and achievements for a sightseeing tour. "Professional Network Systems" described their partners and brand names, their clients and employees. The company is always ready to provide comprehensive technical support, and to teach its clients.

UNILAND OOO

RICOH

Uniland presented a new brand name — RICOH (Japan) — at the exhibition. This is one of the largest companies in the world, which operates in more than 150 countries. In terms of quantity of the units sold, **RICOH** has been staying the number one supplier of the A3 copying machines in Europe for the last 10 years in a row. RICOH is the only manufacturer of copying-duplicating machines, which produces all equipment segments (from printers up to production printing systems including large-format equipment and digital duplicators). The core advantages of RICOH are equipment reliability, long-life service intervals,

inexpensive non-chipped consumables and spare parts, and — consequently — low pricing.

Mr. Andrei YAROTSKI, Director of **Uniland**, which is the official distributor and service partner of RICOH (Japan), disclosed his good news:

the ARGO-Graphics printing house purchased the best printing machine "Pro C651ex" at the **TIBO** exhibition. The highest reliability, "Made in Japan", innovative equipment for production printing could not leave the management of the printing house unfazed.

PROMSVYAZ OAO

Promsvyaz demonstrated many new products at the exhibition. Thus, an outdoor weatherproof rack has a new design now. Its technical specifications got better, and its equipment was improved.

The **Promsvyaz** modems attracted a lot of visitors. Variable color palette and exploitation reliability are the recipe for success of the equipment.

Ms. Olga PAVLOVA, Head of the Marketing and Advertisement Bureau, mentioned that the company expected not only to find new customers at the TIBO exhibition, but also to talk to their permanent clients. "We want to hear comments and suggestions, and to find out more about our

consumer. We want feedbacks, otherwise the company won't be developing," — said **Ms. Olga PAVLOVA.**

MPOVT OAO

The enterprise presented its unique development at the exhibition: a house intercom based on IP-telephony. A fiber optic channel can be used for watching TV, speaking on the phone, and for controlling the house intercom. It is no longer necessary to put several cables: one cable is good enough.

The on-board diagnostic complex draws a lot of attention. This equipment was developed especially for BelAZ. Now it is in the testing phase. This complex can be used to check all parameters of a car, to monitor and diagnose it. Moreover, it can be used to control the car remotely.

A digital direct communications station has been commissioned by the border patrols with great relish. In 2011, the Ministry of Industry

of the Republic of Belarus presented a prize in science and engineering in the category titled "Informatics, computing hardware, management system automation, automated management systems of technological preparation of manufacturing" to the team of MPOVT OAO. And the control unit of the direct communications station has been successfully exploited by the Council of Ministers of the Republic of Belarus. This equipment ensures complete data protection.

MPOVT has been manufacturing printed circuit boards successfully. The equipment has been upgraded recently, including a new galvanic line. Now the organization can make multilayer printed boards (up to 18 layers) of the precision classes 4-5.

TIBO-2012. FORUM SUMMARY. OPINIONS

The products of **200** companies from **15** countries were presented at the **TIBO-2012** exhibition (Belarus, Russia, Lithuania, Latvia, Poland, Croatia, Germany, France, Finland, Sweden, UK, China, Korea, Japan, Canada, USA), and joint stands of the Ministry of Communications and Informatization of the Republic of Belarus, the Ministry of Industry of the Republic of Belarus, the State Property Committee of the Republic of Belarus, the State Committee on Science and Technologies of the Republic of Belarus, the Minsk City Executive Committee, and a joint stand of the main state-run TV channels.

The participants of the exhibition demonstrated innovative solutions in the fields of communications, telecommunications, software, office equipment, and consumer electronics.

The **TIBO** forum was visited by the delegations from Russia, Azerbaijan, Kazakhstan, Latvia,

Lithuania, and from international organizations: the Executive Committee of the Regional Communications Commonwealth and the Eurasian Economic Commission.

The **TIBO-2012** forum hosted **the 19th Belarusian Congress on Information Society Technologies and the 10th Contest of Information Resources and Services of the Belarusian Segment of Internet — "The TIBO Internet Prize."**

The **Congress Plenary Session** was organized as a discussion of the topic titled **"Strategy of efficient use of information and communication technologies for social and economic development of the Belarusian society"** with participation of the management of the Ministry of Communications and Informatization of the Republic of Belarus, the Ministry of Information of the Republic of

Belarus, the Operative Analytical Center under the President of the Republic of Belarus, the High Tech Park Administration, the Belinfocom Association, and the Infopark Scientific Practical Association, as well as the Executive Committee of the Regional Communications Commonwealth, the Ministry of Transport and Communications of the Republic of Lithuania, and the All Russia R&D Institution of Informatization and Computing Equipment Issues. The topic events reviewed the following issues: geo-information and navigation technologies, e-government services, informatization in the field of culture, production of the national multimedia content, problems of shaping a common trade and information space, public and private partnership in information technologies, development of pay-TV, and transfer to digital television and radio broadcasting.

The International Telecommunication Union (ITU) had come forward with the initiative to organize the "Women and Girls in Information and Communication Technologies" event in the member countries of the union annually. According to the suggestion of ITU, the following events were organized at **TIBO**: "The competition of ideas and innovative projects fulfilled by women researches in the information and communications technology industry" and the panel discussion "On the role of women-specialists in development of the information and communications technology industry in the Republic of Belarus."

We hereby thank the information partners of the **TIBO** forum for timely and complete coverage of the forum's events.

The official information partner — **http://www.techlabs.by** — this is the only content portal of hardware and information, and technical subject matter in Belarusian Internet.

We are grateful to the official information Internet partners:

www.it.tut.by — this is a section of the Belarusian TUT.BY portal, which is focused on the major events in the field of the information and communication technologies industry in Belarus and the world;

www.open.by — this is one of the most visited portals in Belarusian Internet;

www.kosht.com — this is a specialized search engine to search for goods, prices, and companies;

www.webcom-media.by — this is an influential SEO company from Belarus;

www.103.by — this is the largest medical website in the Republic of Belarus, which is consumer-targeted; it has been recognized as the best website in the health care industry according to TIBO-2011;

www.itv.by — this is an interactive media platform offering professional and completely legal media content: TV channels, news video service, unique sports broadcasts, proprietary video projects, online and streaming radio stations, musical pieces, and movies.

The 19th International Exhibition and the TIBO-2012 Congress carried their work to completion. See you at the 20th Jubilee Forum TIBO-2013!