

Liability to the society is the basis for development



On the New Year's Eve the Director General of the Managing Company "BL GROUP" Elena Matveeva reviews the results of the year 2013 and speaks about the plans for the next year.

- Please, tell me how can you describe the overall situation of the past year and what was the main business vector of the Holding?

- In 2013 the Russian economy was in a difficult situation. It is characterized by instability in the financial markets, the slowdown of the economic growth, the slump of the production volumes, budget cuts.

In such conditions we focused on the implementation of the priority projects, improving the efficiency of our business and maintaining a competitive cost since it is a key factor of the stability at all the enterprises of the Holding.

As a result, we observed positive trends for all financial and economic indicators. In spite of any difficulties we strive to follow the principles of sustainable development being aware of our liability to the society, to the population of the regions and to our employees.

- Elena Yurievna, what were the main fields of activity of the Holding "BL GROUP"?

- We continue carrying out the program for ensuring a uniform light-color environment of Moscow. We are implementing such large-scale image projects as the illumination of the Alexander Garden, the historic center of the city, the Garden Ring, the Leningrad highway, Prospekt Mira Avenue. We have installed thousands of fixtures, and we have spent hundreds of thousands of hours of work of the employees of the Holding companies to carry out the tasks of manufacturing, design engineering and installation. As a result, millions of residents and guests of the capital admire our projects. Moscow today is one of the most illuminated cities along with the European capitals. Partly, it is due to the efforts of the specialists of "SvetoProekt Ltd"; the projects of the company have gained international and national recognition. The latest award is the diploma of the winner of the international contest "Russian Lighting Design 2013" for the project "Architectural art illumination of the Triumph Arc, the contest was held in November within the framework of the exhibition "Intersvet".

We also continue to carry out the program for the outside lighting of the yards. In 2013 we had more than two thousand objects. Due to our direct assistance the city becomes cozier, more comfortable and safe.

- Tell me please, what share of the equipment manufactured by your Holding do you use while implanting such large-scale projects?

- We can proudly say that 90% of the installed equipment is the equipment manufactured by our companies.

It is possible to use such a high share of our own equipment due to the expansion of our technological capabilities. In 2013 a large-scale project on the modernization and reconstruction of the production units that are involved into the manufacturing of aluminum molded details has been implemented at the Lihoslavsky plant "Svetotechnika", we also develop the production of the LED lamps, a new technology of heat sealing to stick the lenses to the LED boards has been introduced, and we have purchased and put into operation a double-column press for curling the LED boards. Tool-manufacturing has also been improved.

We have started the production of electronic circuit boards at the Kadoshkino electrical plant, for this purpose an automated SMD assembly unit has been purchased and put into operation. To create flexible manufacturing units for the production of new models of lighting products in small batches we have also purchased and put into the operation a punching machine and two sheet bending presses, and the laser station "LVD" for the cutting of metal sheets.

A certain amount of assets has been invested into "Opora Engineering Ltd" to improve the storage facilities and tool-manufacturing .

–Products of the Holding are traditionally famous for their high quality. And such a constant modernization of production shall definitely make it even higher, doesn't it?

- Yes, you are right: I can state the increase in quality and reliability of the manufactured products, which in terms of its specifications, functional design and innovative performance may compete with foreign analogues. This year we have started manufacturing the products "Volna 1" and "Volna 2", a new series of projectors of a linear design.

This year the products manufactured by our company will be represented at the Frankfurt exhibition. It was in 2000 when the Holding was represented at this exhibition by "Svetoservis" for the first time and then it was the first Russian manufacturer in the field of lighting represented there. It is very important for several reasons. Firstly, the Holding Company has a number of new products that may be introduced into the European market:

- 1) a series of architectural lighting fixtures that completely covers this segment;
- 2) a series of the moulded boxes for street lamps of different shape designed for different capacities;
- 3) floor-lamp park lighting of classical shapes and of the original and modern innovative shapes;
- 4) the specialized lighting equipment for tunnels and for housing and public utilities.

Secondly, we have to undergo through this stage if we want to enter the international markets.

Our regional companies also actively implement their projects. "Svetoservis-Sochi Ltd" explores the new fields of activities such as the installation of transformer substations and cable laying. In Krasnodar they introduce their unconventional solutions into the projects such as folding support towers. We are the reliable operators of the belt highway in St. Petersburg, and the outdoor lighting systems in Krasnodar and Sochi .

– And what about the lean production? Most Russian companies consider it to be a meaningless phrase, but as for the Holding it is a daily practice.

- This year we have paid special attention to the implementation of the lean manufacturing technologies in the companies of the commercial and production department and of the

department “Service”. We will evaluate the results and decide on their further development, but it is obvious that we must continue to work in this field. However, it should be clearly understood that the implemented technologies shall not only improve the technological processes, but also form and “grow” specialists who are able to create better products or provide better services. This vector of the Holding development shall be duly applied to our human resources policy. In 2013 we carried out much work on the structuring and standardization of the processes in the field of personnel management and development of ambitious professionals.

This year we have implemented and certified the systems of the environmental management and management in the sphere of occupational and labour safety at the “Likhoslavl'sky Plant of Lighting Equipment, Ltd”. It is also a development trend of our companies aimed at sustainable development of the Holding.

- Elena Yurievna, what are the goals of the Holding for 2014?

- According to experts forecasts, the economic development of our country will be disappointing. However, we use the current situation as an opportunity to focus the development of technologically advanced and efficient production units which will strengthen the leading positions of the Holding in the market of the lighting products and services.

This year we have improved the design and marketing units on the structure of our Holding. We must reach the leading position in the field of LED production, enter new markets offering high-quality products of rich functionality and innovative technique of manufacturing to the consumers. The President of the Holding Georgiy Valentinovich Boos has set the tasks to develop business activities in the territory of the European Union and to enter the European market. It will help to enlarge the Holding and will make it international, the business will hold a more stable position in the market. At the same time it is a real opportunity to establish close interaction with major foreign suppliers which will contribute to the design and engineering of products and will broaden our horizons. According to these ambitious goals we will form the investment program of the Holding for 2014 .

In the new year we must carry out an audit of the business processes implemented in the companies, improve their efficiency and eliminate bottlenecks. It is the task for every Executive Officer and every head of a department.

Due to the increase in the efficiency of production processes, and due to the substantial contribution of our employees into reducing the expenditures we have successfully overcome the year 2013. I want to express my gratitude to the united team of professionals of all the Holding companies for their contribution to our common success.

We appreciate open and reliable relationship with our customers, consumers and business partners, and other concerned parties, we are grateful to everyone for the role that they play in the development of our Holding. We will continue expanding our cooperation further.

Happy New Year, dear friends!

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