

GEELY - BELARUSIAN MERCEDES

Siriachenko V. A., student
Scientific supervisor – Yalovik E.I., senior lecturer
English language department №1
Belarusian National University of Technology
Minsk, Republic of Belarus

In recent years, Belarus is known to be actively strengthening its political and economic ties with Asian countries. The state has achieved significant success through cooperation with India, Vietnam, Azerbaijan, Iran, and others, but it is well-known, that the best partner in this region is undoubtedly China. We can see numerous successful examples of collaboration between these two countries in the history of the Belarusian economy. In my article I will focus on a very striking example of this cooperation: the establishment of serial production of Geely (BelGee) cars in Belarus.

It goes without saying that automotive industry plays a crucial role in shaping our country's economy. It creates thousands of jobs, not only directly in production itself but also in supporting industries such as logistics and vehicle servicing. The export of vehicles generates substantial revenue, strengthening the country's currency balance and fostering trade with other nations. And in its turn, we watch these industries stimulate the development of advanced technologies and the modernization of the entire sector, including robotics and the establishment of environmentally friendly production processes, which lead to the creation of modern infrastructure, such as energy supply systems and transportation networks. These transformations benefit the entire economy. Increasing the localization of production further enhances the positions of domestic suppliers, reducing dependence on imports.

The Geely factory in Belarus, located in Borisov, is an excellent example of successful collaboration between Belarus and China in the automotive industry. Launched in 2017, the factory has since become not only a major production facility but also an essential component of the country's economy. The full-cycle production process utilizes only modern technologies and equipment. Within just a few years of operation, this project has made a significant contribution to the development of

Belarusian exports and opened new opportunities to strengthen the country's position on the international stage.

The factory occupies a total area of 118 hectares and implements a full production cycle, including welding, painting, and assembly of vehicles. High-quality welding is ensured using Bosch Rexroth resistance welding systems, which guarantee 100% quality control of weld points. Body painting is carried out by Dürr robots, ensuring uniform coating and durability. The factory also employs Cold Metal Transfer (CMT) technology developed by Fronius, which enhances the corrosion resistance of vehicles. Currently, the company's main goal is to use as many local components as possible. This program includes the production of individual parts and assemblies within Belarus, further reducing the cost of vehicles and increasing their competitiveness in international markets [1], [2], [3].

The factory employs around 1,500 people. In 2024, it reached a new production milestone, manufacturing over 90,000 vehicles, which highlights its impressive industrial capabilities. Out of this total, approximately 25,000 cars were sold within Belarus, while the remaining units were exported. The main export destinations included Russia and CIS countries [4]. The most in-demand models were Geely Coolray, Tugella, and Emgrand. And in general, the cars are very popular in our country. Without any doubt, they can be called Belarusian Mercedes. The factory's focus on exports ensures a steady influx of foreign currency and strengthens Belarus's trade and economic ties with neighboring countries.

The project's initial investments amounted to approximately \$244.9 million, but this figure has now surpassed \$300 million [5]. In 2025, over \$20 million is planned to be invested to improve production processes, including the introduction of advanced welding and painting technologies, as well as the localization of certain component manufacturing. These capital investments are aimed at increasing the factory's production capacity to 120,000 vehicles per year [6].

The development of the factory appears highly promising. In the near future, there are plans to significantly expand the range of models. Among the new releases, updated versions of well-known vehicles are expected, including the Geely Atlas Pro (an improved SUV with enhanced features and a modern design), Geely Monjaro (a premium crossover that has gained popularity abroad for its luxurious equipment),

Geely Galaxy E8 (an electric sedan focused on eco-friendliness and cutting-edge technologies), the updated Geely Coolray, and others. Additionally, work is underway on creating a Belarusian electric vehicle based on Geely models, opening up new opportunities for the factory and aligning with global trends in environmental sustainability.

This will not only attract more customers but also strengthen the factory's position in international markets. At the same time, plans are in place to modernize production lines, which will enable an increase in output.

These goals are set to be achieved through the implementation of advanced technologies and the expansion of process automation [7].

In conclusion I want to say, that the cooperation between Belarus and China in the automotive industry has become a prime example of successful partnership and cooperation, which undoubtedly has a positive impact on the economies and industrial development of both nations. The establishment of the BelGee factory has not only significantly contributed to the growth of the national automotive industry but has also opened up opportunities for integrating advanced technologies that meet international standards.

This project showcases how global collaboration can serve as a catalyst for economic growth, encouraging the adoption of cutting-edge innovations and strengthening the global standing of both countries.

References

1. Geely Automobile. – URL: <https://geelyautomobile.by/o-predpriyatii>. (date of access: 14. 03. 2025).
2. СЗАО «БЕЛДЖИ». – URL: <https://belgee.by/about> (date of access: 14. 03. 2025).
3. Geely. – URL: <https://geely.by/creation> (date of access: 14. 03. 2025).
4. Onliner. – URL: <https://auto.onliner.by/2025/01/08/v-2024-m-zavod-beldzhi> (date of access: 14. 03. 2025).
5. Википедия. – URL: <https://clck.ru/3KKRT> (date of access: 14. 03. 2025).
6. Office Life. – URL: <https://clck.ru/3KKYWR> (date of access: 14. 03. 2025).
7. Av.by. – URL: <https://clck.ru/3KKYZV> (date of access: 14. 03. 2025).