

Lidapishcheconcentraty OAO in Packaged Food (Belarus)

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Abstracts

With the help of a governmental programme of local producers' support, own distribution and merchandising systems, Lidapishcheconcentraty OAO has maintained its leading position for years, and is expected to remain the leader in food concentrates in the Belarusian market. The company's future strategy is to penetrate retailing of neighbouring countries such as Lithuania, Latvia, Moldova, Germany or Kazakhstan. At the moment the main share of exports goes to the Russian Federation.

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