

MECHANISM FOR RECEIVING ADDITIONAL REVENUES IN THE COUNTRY'S BUDGET BY MEANS OF PROTECTING CONSUMER GOODS WITH IDENTIFICATION MARKS (ON THE EXAMPLE OF THE BEER MARKET OF THE REPUBLIC OF BELARUS)

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During the digital age there is a possibility to develop complex solutions on protection of strict reporting forms taking advantages of information technology and innovative security features. With this solution, each document is embedded in an information system that can effectively combat counterfeiting and fraud.

The effective mechanism of protecting consumer goods with Identification Marks, representing end-to-end Track and Trace System, has been operating in the Republic of Belarus since 2002.

The system of secure document management was introduced in order to protect consumers and honest manufacturers, to improve the image of a particular manufacturer, of a state and to reduce illegal, «shadow» circulation of certain categories of goods.

The electronic database and the unified registry for all strict reporting forms were created.

The system includes the production and accounting of all strict reporting forms manufactured in the Republic of Belarus in the electronic database, the development of new security features and an system between all stakeholders. The information about the authenticity of strict reporting forms, involved in the unified registry, can be obtained from the electronic database in automatic mode by sending a text message from a mobile phone or via the Internet.

The Republic of Belarus was the first country, where the automatic system was created and successfully operates. Information support of every strict reporting form at the state level, rather than the individual producer, throughout the country, takes place in this system.

The system for marking of certain types of non-excisable goods with Identification Marks was introduced in 2004 within the limits of the system of secure document management.

The design and production of a unique highly efficient security feature such as Unigram within the bounds of the post-Soviet states by Belarusian Goznak enterprises greatly contributed to the success of introduction of protection of the consumer market with Identification Marks. Unigram is a combination of security features of hologram and latent image, which is determined by an authenticity identifier, affordable to any consumer.

At present there are 21 types of non-excisable goods being marked with Identification Marks. Beer – one of the first products in relation of which the decision of implementing the marking system with Identification Marks has been accepted in the Republic of Belarus. As a result of marking beer with Identification Marks tax revenues in the country budget have increased by 430 million US dollars for 5 years.

For seven years of work of the protection mechanism, budgetary receipts have increased by more than 1 billion US dollars. And the most important thing – an ordinary consumer has been protected from poor-quality products.