



Gia Shatirishvili, Production Director of IDS Borjomi Georgia

## ‘A Master Plan before the design phase is key’

BORJOMI IS A NATURAL MINERAL WATER BOTTLING COMPANY WITH A 125-YEAR-OLD HISTORY. TODAY IDS BORJOMI INTERNATIONAL SELLS ITS PRODUCTS TO 40 COUNTRIES AND IS A MARKET LEADER IN EASTERN EUROPE. IN JANUARY 2018, BILFINGER TEBODIN COMPLETED THE COMPANY’S FIRST ENGINEERING PROJECT IN GEORGIA PROVIDING MASTER PLANNING SERVICES. MR. GIA SHATIRISHVILI, PRODUCTION DIRECTOR OF IDS BORJOMI GEORGIA, ANSWERED A FEW QUESTIONS ON BEHALF OF BORJOMI’S PROJECT TEAM ABOUT THIS CHALLENGING PROJECT.

### Why did Borjomi decide to expand and reconstruct the Georgian industrial plants?

‘We own two bottling sites with buildings and workshops built in different periods. Penetration in new markets and a strong new product portfolio in bottled mineral and still water, provided the opportunity to expand our sales capacity up to 90% in the next 8-9 years. With Master Planning we were able to detect ‘critical gaps’ between current assets and future needs for resources, capacity and infrastructure. Without this approach we would not be able to meet demands of our key markets in the coming years.’

### What do you see as main advantage of Master Planning?

‘Our team believes that a high-quality detailed Master Plan, before the design stage, is the key to prevent problems, raise quality, meet the deadlines, reduce costs – and reach the initial goal in the best possible way.’

### How do you look back on the process?

‘This project – which includes consultancy, master planning, cost estimation, and concept design – required a specific approach. We are very satisfied with the comprehensive approach of the Russian team from Bilfinger Tebodin with support from their Hungarian colleagues who offer their logistics expertise.’

### What would you advise companies facing a similar situation?

‘It is a challenge to look 5-10 years ahead. Only a multi-skilled expert team specialized in complex engineering, guided by an experienced project manager, can cope with such a complex task. Before moving to the design stage, we recommend to develop a detailed vision of technological, manufacturing and logistics processes with an experienced partner, using innovative ideas and advanced solutions. We would also advise to minimize constraints and leave enough space for creativity of a project team. Last, but definitely not least, the agreed Master Plan must be used as a guide for further actions’. ■

