



Fira Cuba

A growing market


Fira Barcelona
INTERNATIONAL

PAB
EXPO
Ferias y Exposiciones



01.

Why Cuba?

A GROWING MARKET



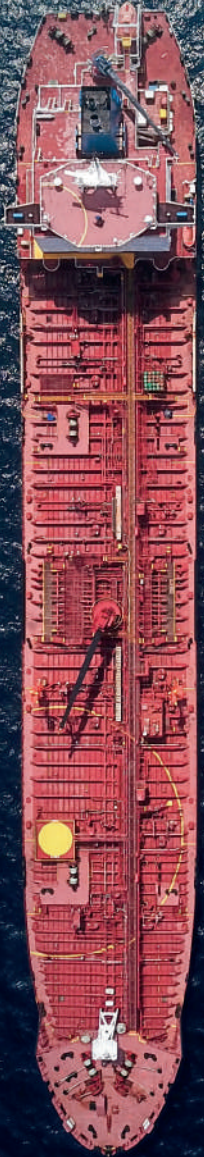
MARIEL SPECIAL DEVELOPMENT ZONE



This is a special Cuban zone located in the province of Artemisa that encourages investment and business with overseas companies, and its regulatory office opened on 1st November 2013.

New strategic sectors. The agri-food, biotechnology and pharmaceutical industries, containers and packaging, renewable energies, agriculture, industry, electronics, real estate, investments in infrastructures. It has its own regulatory framework and special complementary rules that promote investment and protect investors.

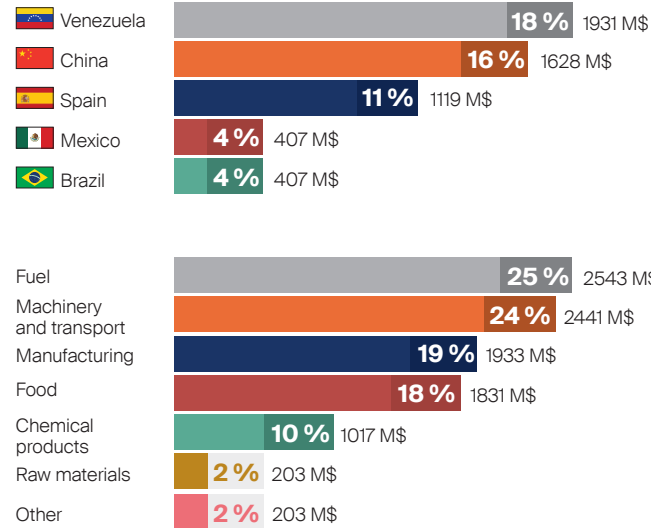
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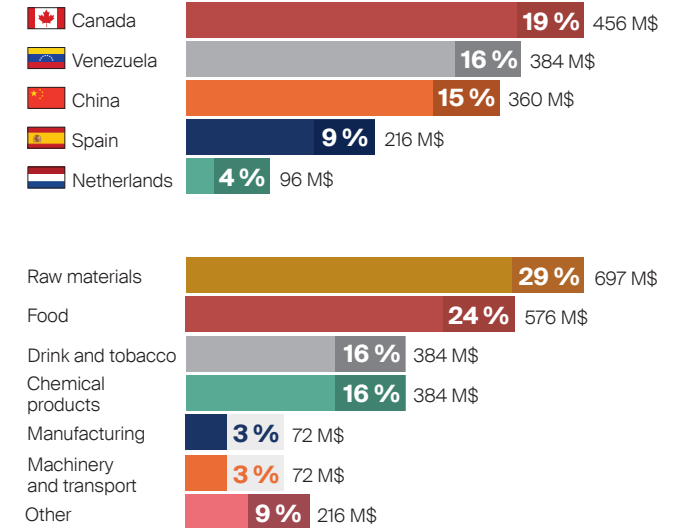
Why Cuba?

MODERNISATION OF THE INDUSTRIAL SECTOR

IMPORTS



EXPORTS



A new growing market



Strategic geographical location
between the Latin American market and the Caribbean



New legislation for the promotion and security of overseas capital



Diplomatic relations with 190 countries, member of international and regional organisations



Literacy rate of 99.75%



Good transport and communications infrastructure



High standard of public safety and human development indices



Attractive tax system

02.

An international alliance

Fira Barcelona International and the Grupo Empresarial Palco holding company have signed an agreement for the organisation of international, professional and sectoral trade fairs and conferences at the Pabexpo conference centre.



Based in Barcelona, **Fira Barcelona** has a network of international agents in over 45 countries, to open up markets and support a range of industries in their international growth and expansion.

- One of the largest trade fair institutions in Europe, with over **80 years' experience**
- A leader in industrial and professional conferences held **in Spain**
- **Over 70 conferences** of varying regularity
- **30,000** direct and represented companies
- **In excess of 2 million** visitors from over 200 countries
- Gross exhibition space of **400,000 m²** split over two sites
- Estimated financial turnover of around **2.6 billion euros**



The PABEXPO conference centre is owned by Empresa Organizadora de Congresos, Ferias y Exposiciones, part of **Grupo Empresarial Palco**.

It has an infrastructure capable of guaranteeing high-quality professional services to satisfy the demands of our clients.

- It is a leading specialist company with over **30 years' experience** in Cuba
- Located **15 minutes from the centre of Havana**
- **Trade fairs:** specialist staff and services that guarantee the complete organisation, fair programmes, budgets, assembly services, design, signage, specialist furniture, catering, and national and international promotion
- The **Agencia Aduanal y Transitaria Palco** shipping company
- **Catering:** several Group-owned catering facilities with attractive creole and international cuisine menus, in refined, natural and ecological settings
- **Complementary services:** printing services, shopping centre





03.

2022 trade fair calendar PABEXPO and Fira Barcelona International



26th-29th APRIL

FECONS CUBA is the 14th construction trade fair and will be held from 26th to 29th April 2022 at the PABEXPO conference centre, in Havana, Cuba.

This is a comprehensive professional and sectoral platform that promotes efficient construction in buildings and thereby a move towards a future of sustainable buildings, new materials and technology.



24th-26th MAY

FERIA ALIMENTOS CUBA 2.0 is the third International Food, Beverage and Food Technology Exhibition and will be held from 24th to 26st May 2022 at the PABEXPO conference centre in Havana, Cuba.

This is a comprehensive professional and sectoral platform that promotes the food industry and that offers new food products to the market, as well as presenting industrial solutions to Cuban producers.



22nd-24th JUNE

RENEWABLE ENERGIES CUBA 2022 is the second alternative energies trade fair and will be held in Cuba, including the Sustainable Energy Forum, supported by the European Union and the Cuban Ministry of Energy and Mines.

This platform continues to demonstrate the ongoing evolution of Cuba regarding renewable energies.



27th-29th SEPTEMBER

TRANSPORTATION AND LOGISTICS CUBA 2022 offers a professional platform for transport, logistics and distribution. The inaugural conference offers industry professionals the chance to present the latest opportunities, products and services for the industry, both for Cuba and the Caribbean and Latin America area.

The best platform to break into the Cuban food industry

OBJECTIVES

- 1.** To present innovation and new products
- 2.** To modernise the industrial sector
- 3.** To increase production capacity
- 4.** To boost foreign investment

THE LEADING TRADE FAIR IN THE SECTOR IN CUBA

Forecasts for this exhibition:



3,000 m²

Exhibition space



+250

Business networking meetings



+25

Participating countries



+250

Firms represented



+50

Debate and knowledge-sharing activities



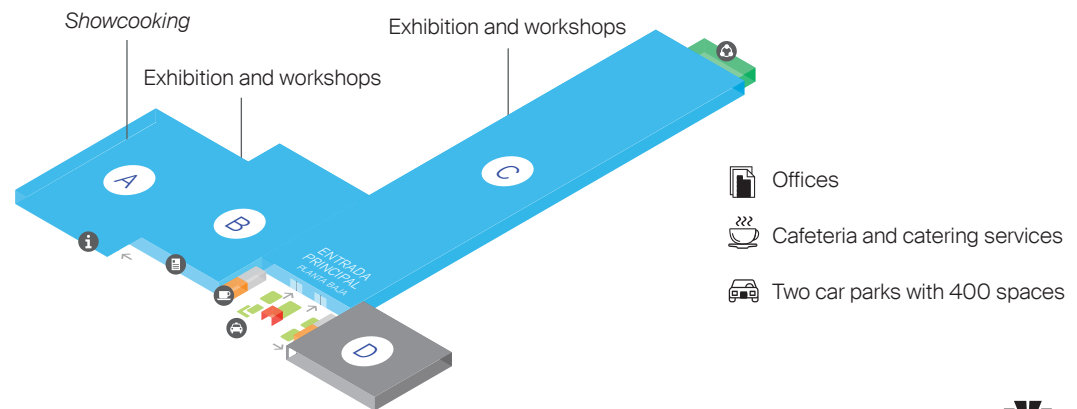
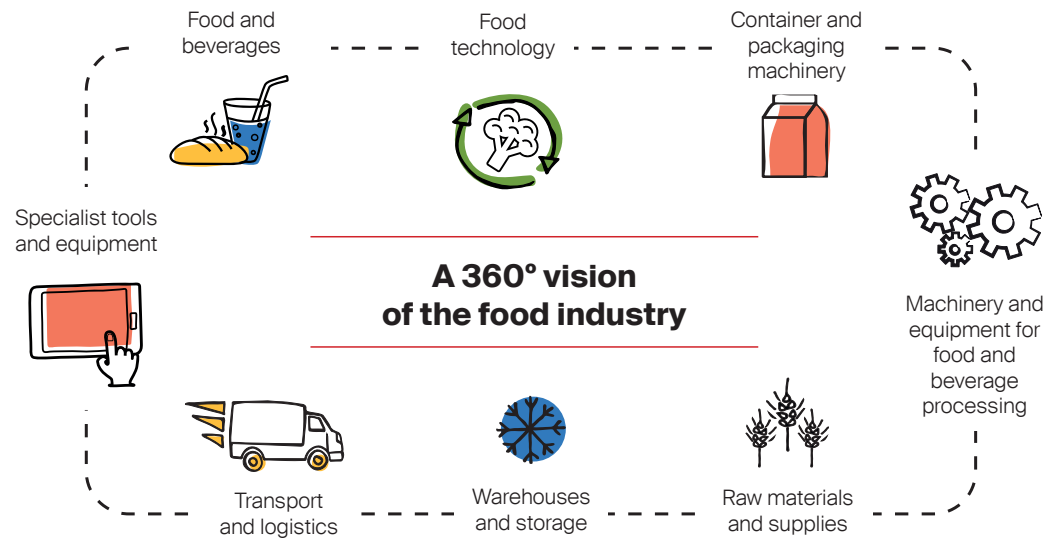
+3,000

Industry visitors



Trade exhibition

A 3D experience to discover the latest innovations in the sector and to break into the Cuban market.



Conferences and workshops

KNOWLEDGE SHARING AND SEMINARS



ACTIVITY AREA

A space for use by industry professionals, where they can exhibit their most innovative projects through seminars, training workshops and commercial presentations.



INTERNATIONAL SCIENTIFIC CONFERENCE ON FOOD SCIENCE AND TECHNOLOGY (CICTA)

CICTA will be held from 18th to 20th May 2020 at the same time as Alimentos Cuba 2.0 at the conference centre.

Organised by the Food Industry Research Institute (IIIA). www.cictahabana.com

Networking

NETWORKING MEETINGS



- | With the support of the **Cuba Chamber of Commerce**, we promote relations between international companies and Cuban public institutions to support sustainable development in the Cuban food industry.
- | Only for exhibitors.

INVESTMENT FORUM



- | Business projects for foreign investment will be presented in partnership with **PROCUBA**, (over 2.42 billion euros for over 63 projects), associated with the Development Programme for the Food Industry by 2030 and the opportunities that the Mariel Special Development Zone (ZEDM) offers.



ALIMENTOS 2.0

INTERNATIONAL FOOD, BEVERAGES
AND FOOD TECHNOLOGY EXHIBITION

CUBA

Participate as an exhibitor in the next trade fair.
Contact us now!

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