



In Collaboration with:



CURIOUS ABOUT CUBA?

LEARN MORE ABOUT THIS PROMISING MARKET

On Friday 13 May 2011, 10.00am - 2.00pm At Canning House, 2 Belgrave Square, London SW1X 8PJ

PROGRAMME

10.00AM	REGISTRATION AND COFFEE
10.30AM	CHAIRMAN'S OPENING REMARKS Ian Taylor Chairman The Cuba Initiative
10.35AM	AMBASSADOR'S WELCOME HE Esther Armenteros Cuban Ambassador to the United Kingdom
10.45AM	OVERVIEW OF THE CUBAN MARKET Dianna Melrose British Ambassador to Cuba
11.05AM	ECONOMIC PROSPECTS Emily Morris Director of Research Centre for Caribbean and Latin American Research and Consultancy
11.25AM	KEY SECTORS OF OPPORTUNITY FOR UK COMPANIES Monica Lopez Head of UK Trade & Investment British Embassy, Havana
11.45AM	HOW TO APPROACH THE CUBAN MARKET David Jessop Executive Director The Caribbean Council
12.05PM	CASE STUDY Andrew MacDonald Chief Executive Officer Havana Energy
12.20PM	QUESTIONS AND ANSWERS
12.55PM	CHAIRMAN'S CLOSING REMARKS
1.00PM	NETWORKING LUNCH
2.00PM	CLOSE

Keynote Speakers: Dianna Melrose, British Ambassador to Cuba
HE Esther Armenteros, Cuban Ambassador

Contrary to what many might think, Cuba is open for foreign investors. Its leader, Raul Castro has been taking real steps towards reform. The Cuban government is fostering FDI as part of an import-substitution policy and there is a real need for extensive restructuring and investment in many areas of the Cuban industry. Added to this, it is important to realise that the US economic embargo reduces competition from American companies and this puts UK exporters and investors in an advantageous position.

WHY CUBA?

- educated and literate population of over 11 million people
- strategic geographical position as both a Caribbean and Central American nation
- English is widely spoken and is accepted as the business language
- a vibrant cultural, sporting and historical heritage
- first-world health indicators
- UK is second only to Canada as the main source of tourists and British tourist numbers have steadily been increasing

There is a wide range of Cuban products in the UK and there is a well-established presence of UK companies in Cuba which includes Unilever, Castrol, GlaxoSmithKline, Lloyds register and many others. The biggest opportunity sectors at the moment are tourism, infrastructure, energy, biotechnology, healthcare, agriculture, food and drink, IT and communications, and mining.

WHY ATTEND THIS SEMINAR?

- Learn about the range of opportunities in the Cuban market
- Obtain practical information on how to access the market
- Meet with our experts to discuss your company's interests in Cuba
- Meet with Ambassadors and representatives from the British Embassy in Havana and the Cuban Embassy in London
- Gain insight into the experience of a UK company which has been successfully operating in this market
- Participate in our networking session to meet like-minded exporters and develop useful contacts

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