



#### 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

lan 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 UKTrade & Investment

British Embassy, Havana

11.45am HOW TO APPROACH THE CUBAN

MARKET

David Jessop Executive Director The Caribbean Council

CASE STUDY

Andrew MacDonald Chief Executive Officer

Havana Energy

12.20PM QUESTIONS AND ANSWERS

12.55PM CHAIRMAN'S CLOSING REMARKS

I.00<sub>PM</sub> NETWORKING LUNCH

2.00PM CLOSE
(Programme subject to change)

12.05<sub>PM</sub>

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

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

#### londonchamber.co.uk/international

Our Business is Your Business

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#### TO REGISTER

**Book online at:** 

#### londonchamber.co.uk/international

#### OR

Please return this form to: London Chamber of Commerce Sabina Alziati, Events Executive, World Trade 33 Queen Street, London EC4R IAP

T: +44 (0)20 7203 1822 F: +44 (0)20 7203 1905

E: salziati@londonchamber.co.uk

#### PRICES AND PAYMENTS DETAILS

S1009A

Premier Plus Member and members

£42.00 (inclusive of VAT)

of The Caribbean Council: Local Member, Non-member:

£89.00 (inclusive of VAT)

Cheques should be made payable to: London Chamber of Commerce and Industry

Alternatively please complete your credit card details below. All bookings must be made in writing using the application form together with full payment to secure your place. Please note we do not invoice. All cancellations must be made in writing. Cancellations received four weeks prior to the event date will be given a full refund. All cancellations after that date will be subject to the loss of the full fee. We are unable to transfer bookings to future events. Named substitutes are welcome at any time and must be made in writing.

I have read and agree to the terms and conditions above:

signature		
attach payment for	place(s) in the sum of £	debit card/MasterCard/Maestro/Visa/Visa Electron/JCB/Amex
exp. date	Issue number (maestro only)	name on card
card no		card security number (last 3 or 4 digits on the signature strip)
house number/name		Postcode
ABOUT YOU AN	ID YOUR COMPANY first name	surname
	first name	surname
your job title	company name	
company address		postcode
email	tel	fax
description of business (for	guest list)	
please indicate if you have any requirements e.g. access, dietary or information in an alternative format		

To view all our upcoming events please go to: londonchamber.co.uk/international

### Please tick if you would like further information about the following events:

- Opportunities in Russia: 16 May
- Taiwan: A Strategic Trading Partner in Asia: 18 May
- Opportunities for UK Defence and Security Companies in North America: 19 May

# Please tick if you would like further information about the following trade missions:

Trade Mission to United Nations – Geneva and Budapest: 20-22 June

#### PRIVACY AND DATA PROTECTION

We are committed to protecting your privacy and will only use the information we collect about you in accordance with the reasons stated when we collect the information. The information supplied by you will be held on the database by London Chamber of Commerce and used to notify you of future events and services

#### If you do NOT put a CROSS in the box(es) provided:

- your full contact details may be shared with an external sponsor of the event who may contact you about their services
- you will be added to the London Chamber's International Trade mailing list