



CUBA

LAND OF OPPORTUNITIES



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



INVESTMENT AND TECHNOLOGY
PROMOTION OFFICE
TOKYO, JAPAN



MINISTERIO
DEL COMERCIO EXTERIOR
Y LA INVERSIÓN EXTRANJERA

INTRODUCTION

CUBA: LAND OF OPPORTUNITIES

- The country's vision of economic and social development grants a relevant role to **international insertion** and **diversification of trade links**.
- Cuba is involved in a transformation process to **make the economy more efficient** and to continue **consolidating social achievements**.

Updating Cuban
Economy

Attracting
Foreign
Investment

Increasing
Cuban
exports

- Great opportunities to stimulate economic relations (trade, investment and cooperation).



Updating Cuban Economy

- **National Development Plan 2030**, aligned with Sustainable Development Goals.
- Promotion of **science, technology and innovation** activities.
- Improvement of the **state-owned companies**.
- Greater **diversification and participation of economic entities**.

Foreign Investment

- Definition of **general and sectorial policies**.
- **Updating of the Regulatory Framework** (more guarantees and incentives).
- **Establishment of the Mariel SDZ**.



FOREIGN INVESTMENT

"... an important source for the economic and social development of the country..."

- Sovereign Decision
- Reflected in the main governing documents of the country.

POLITICAL
WILL

ECONOMIC
CONDITIONS

GUARANTEES,
BENEFITS AND
INCENTIVES

Foreign Investment GOALS and INTERESTS

Main goals: financing, technology, new markets for Cuban exports, management skills, new jobs.

Main interests in terms of businesses:

- export- oriented businesses.
- businesses that contribute to replacing imports.
- businesses that promote productive chaining with other sectors of the domestic economy.

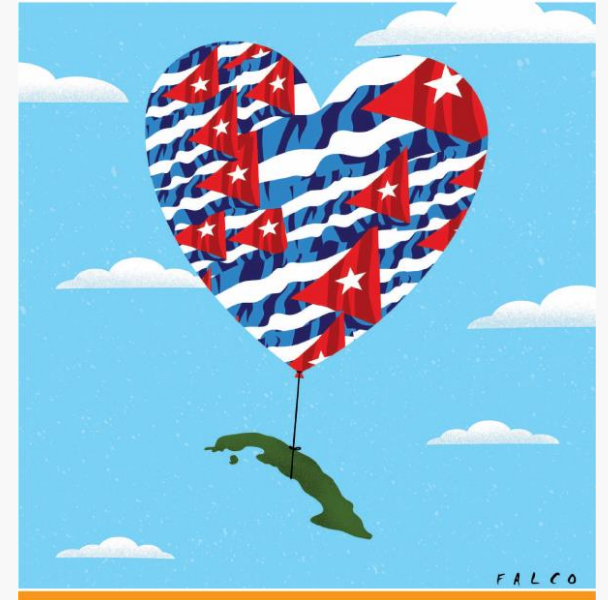
Modalities established by law to conduct foreign investment:

Joint venture

International economic
association agreement

Totally foreign capital
company

Cuba y su desafío económico y social



Foreign Investment Policies

Cuban legislation does not discriminate based on origin/country of the investor.



FOREIGN INVESTOR: "Natural or legal person, with fiscal domicile and capital abroad"



Foreign Investment Policies

- General **policies**
- **14 sector policies.**
- These policies are frequently renewed to bring more opportunities to foreign capital, aligned with Cuban developments plans.

Other recent changes:

- **Foreign majority share** allowed in all sectors, except extraction of natural resources and provision of public services.
- Greater openness by sectors.
- Participation of foreign investment in **domestic trade** (wholesale and retail).
- **More flexibility.** New methodology for technical-economic studies and fast track for strategic projects.
- Conception of projects with **small investment amounts**, which have more expedite investment processes and better conditions to raise capital.

They can be reviewed on the Opportunities Portfolio website.

www.inviertaencuba.mincex.gob.cu

Attractions of Cuba

AS AN INVESTMENT PLACE



- Development of Human Capital and scientific potential
- Legal protection and guarantees
- Special tax regime
- Political, legal and social stability
- Privileged geographical location
- Market of interest in the region
- Fertile soil and industrial capacities
- Diversity of Opportunities.
- + 20 Economic Agreements signed for preferential custom fees
- Establishment of Mariel SDZ

MARIEL

SPECIAL DEVELOPMENT ZONE

Established in November 2013

Young visionary project to be developed in stages.



465,4 km²

51 business opportunities

- **Attractive tax regime.**
- **Expedite approval regime that does not exceed 60 days.**
 - Professional multidisciplinary team to accompany investors.
 - **Infrastructure and services of high standards.**

9

S E C T O R E S

Vocación

- A Industrial and logistics activities
- B Industrial
- C Ports, industrial and logistics
- D Livestock - forestry
- E Livestock - forestry
- F Livestock - forestry
- G Industrial and extractive activities
- H Tourist
- I Tourism and agriculture



Current Situation Foreign Investment

52



172

Association Contracts

106

Joint ventures

56

Wholly foreign-own
enterprises

Most representative sectors



Tourism



Industries



Construction



Energy



Foods

+ 300 businesses in
operations

Relevant role of foreign investment

- Export of tourist services
- Mineral processing and export
- Production and export of rum
- Marketing of tobacco
- Oil exploration
- Electricity generation with renewable energy

Investment partners
from **+40** countries

Portfolio of OPPORTUNITIES

Virtual platform

www.inviertaencuba.mincex.gob.cu



729
Projects

- The whole country
- Diversity of investment amounts
- Almost every sectors





FOOD

AGRICULTURE

SUGAR
INDUSTRY

FOOD INDUSTRY

- Diversification of projects and business models – Contract Farming
- Use of installed capacities (agro-industrial)
- Interaction with all economic entities

Specific projects:

- Modernization of sugar mills.
- Rice, coffee and other grains
- Meat (poultry, beef, sheep), eggs and seafood
- Dairy products and by-products
- Fruits, vegetables and citrus
- Food processing industries and use of industrial capacities in the production of pasta, dairy, juices, among others.



INDUSTRY

Specific projects:



- Production of high-tech medical equipment
- Production of medical expendables



MINING

Specific projects:

- Red tailings project in Moa, to extract iron, nickel, cobalt, and aluminum oxide, among other metals.





EXPORT PROJECTS

Exports of goods and services.
Increase the added value of Cuban exports.
Develop new exportable items.
Recover exportable goods.
Market diversification.



TOURISM

Diversification of tourism services.
Hotel management and marketing contracts.
Creation of new hotel capacities.
Real estate developments associated with tourism.
Theme parks.
Health Tourism, Nature Tourism, Corporate Tourism.



Other Projects
PRIORITIES



INFRASTRUCTURE



**FINANCIAL
BANKING SECTOR**



COMMERCE



**KNOWLEDGE-INTENSIVE
INDUSTRIES**

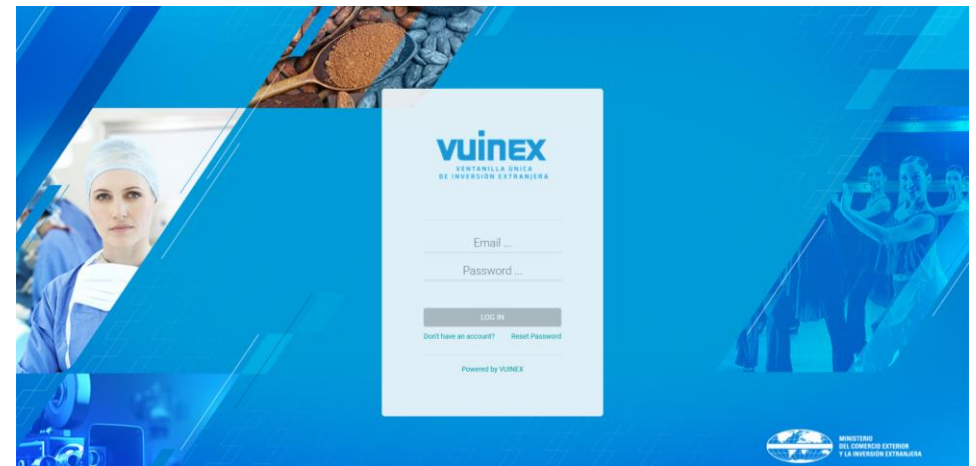


ONE STOP SHOP FOR FOREIGN INVESTMENT

vuinex VENTANILLA ÚNICA
DE INVERSIÓN
EXTRANJERA

<https://vuinex.mincex.gob.cu/>

- Investor support platform.
- Computer system and in-person assistance.
- Advise to investors
- Permits and licenses processing
- Cooperation agreements signed with more than 15 entities.
- Permanent representation of **5 entities** at the headquarters.



EXPORT PRODUCTS

AGRI-FOOD SECTOR

- TROPICAL FRUITS, VEGETABLES, GRAINS
- HOT PEPPER AND TURMERIC
- JUICE AND NECTARS
- TROPICAL FRUIT JAMS
- ESSENTIAL OILS

www.procuba.cu/oferta-exportable-de-cuba



EXPORT PRODUCTS

AGRI-FOOD SECTOR

- COFFEE (GRAINS & GROUND)
- CHARCOAL
- HONEY
- LOBSTER
- RUM, LIQUORS



EXPORT PRODUCTS

TOURISM SECTOR (SERVICES)

- SUN & BEACH, CITY – BEACH - CULTURAL PLACES
- NAUTICAL SERVICES
- NATURE, HEALTH AND CULTURE TOURISM SERVICE
- TRAVEL AGENCY SERVICES, TOUR GUIDES AND GROUP TRAVEL ORGANIZATION
- TOURIST ACCOMODATION SERVICES





**TO FACILITATE EXPORTS: One
Stop Shop for Foreign Trade.**

EXPORT PRODUCTS

CULTURAL SECTOR (SERVICES)

- MUSICAL PRESENTATIONS AND ARTISTIC SHOWS
- CULTURAL CIRCUITS AND FESTIVALS
- SPECIALIZED ARTISTIC TEACHING COURSES AND WORKSHOPS

SPORT SECTOR (SERVICES)

- HIRING ATHLETES

www.vuceregulaciones.mincex.gob.cu

P E R S P E C T I V E S

- Despite the difficulties, Cuba has favorable conditions for foreign investment.
- We have business opportunities in practically all sectors of the economy and a Special Development Zone with more incentives.
- We will continue to generate actions to make Cuba a place of interest for foreign investors.
- Continue advancing in the process of recovery of the national economy and the increase of our exports.
- Results in the objectives of expanding and diversifying the presence of foreign investors.
- Increased opportunities and facilities for foreign investors.
- **There is great potential to strengthen ties and take advantage of the complementarities between our economies.**





HAVANA INTERNATIONAL FAIR - FIHAV 2024

40 EDITION

**4 - 9 NOVEMBER 2024, HAVANA
EXPOCUBA**

- One of the most prestigious in Latin America and the Caribbean.
- Largest multi-sector trade fair in Cuba and the Caribbean.
- Every year welcomes more than 700 companies from over 60 countries of all regions of the world.
- It is a great opportunity to promote business with companies from all over the world.
- The VII Investment Forum will be held.

<https://cuba.feriahabana.cu/>





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