

ANNOUNCEMENT

Dear colleagues:

With the slogan: *Challenges and trends of the sustainable commerce*, the **1st Convention on Commerce, Cuba-2017**, will be held from May 15th to 19th, 2017, at the Havana International Conference Center.

This will be the perfect setting for researchers, executives, specialist, and technical staff to exchange and debate on the role of commerce and services for the national economic progress accordingly, with the new management models.

Master lectures and courses will be taught by several domestic and international well-known experts, presenting some research and study outcomes on the most important issues.

During this event, delegates will have the possibility of attending different modalities of presentation such as panels, round tables, oral presentations, and exhibitions related to the topics of the event. It will be an exceptional occasion to exhibit the most recent insights of this sector.

We invite all participants stemming from domestic, regional and international organizations, universities, schools, scientific and technological institutes, as well as private and state-run enterprises.

The Organizing Committee would like to reconfirm the invitation to exhibit your professional supports and commercial samples at the exhibition fair, so as to reach the most common outcomes.

Organizing Committee

THE FOLLOWING EVENTS ARE INCLUDED:

Colloquium on marketing, communication and image

- Business Communication. Trends and challenges.
- Identity and image. Key element for personality of an organization.
- Communication and marketing strategy for the design and maintenance of trade and services.
- Market survey depending on services and commerce.
- The management of human resources and the role of training for trade and services.

Symposium on quality, safety and environment

- Quality for trade and services
- Management-integrated systems. A scientific glance.
- Insights and outcomes with the use of quality systems and metrology as a key factor for people's services.
- Laboratory essays and analysis towards food safety.
- Impact of commerce and services for the environment. Importance of the sustainable consumption.
- Environmental preservation and protection as consumers' right.

Workshop on consumer protection

- Studies of consumers' behavior and rights.
- Clients' satisfaction. Its impact in consumer protection.
- Insights on the social responsibility of enterprises for consumer protection.
- Practical experiences for the legal protection of consumers' rights.

Meeting on gastronomy and culinary art

- Quality and excellence for gastronomy and culinary art.
- Creativity, promotion and image for gastronomy and culinary art.
- The use of wines and cocktails in gastronomy.
- Culinary art for new restoration trends and technologies.
- Healthy, natural and ecological food.
- Cuban cuisine: art, science and identity.

Symposium on cosmetology

- Trends and application of new technologies.
- Beauty and health centers. Development and perspectives.
- Cosmetology: aesthetics, art and quality of life.
- Cosmetic products. Science and technology for development, production and application.

Symposium on sustainable logistics

- Scientific researchers applied to logistics of warehouses.
- Outstanding scientific and technical outcomes for a better management of supply chains.
- Scientific and technical outcomes for sustainable logistics.
- Logistics and commerce: linked with local development.
- Scientific approach for the use, production and exploitation of containers and packaging.

New management models.

- Participation of private management for commerce and service.
- Scientific and technical outcomes, guaranteeing efficiency and effectiveness for new management models.
- Insights and prospects for new management models. Projections.

SUBMISSION OF ABSTRACTS AND PAPERS

Abstracts and full papers must be written in Spanish and sent to the Scientific Committee by this following e-mail: **comercio2017@cidci.cu**

They must meet the follows:

- Abstracts must be submitted by using the following format: title, authors, institution, city, country. You cannot exceed 250 words and must use 12-point Arial font. Deadline for the submission of abstracts **January 20th, 2017** and should be e-mailed to **comercio2017@cidci.cu**.
- Full papers cannot have more than 15 pages. They must meet the following format: cover, introduction, objectives, materials and methods, results, conclusions, bibliographic references and annexes. They will be made on 6.0 or 95 Word (Microsoft) or higher, text justified, 12-point Arial font, with one-space and a half between lines, margins of 2.5 cm on the four sides.
- The front page must include full name of author(s), title, institution, address, city and country of residence, fax, e-mail and phones.
- Pictures, images, charts and others must be added in the Word Document, which cannot exceed 1 Mbyte. In case it is higher than 300 Kbyte, it must be compacted with Winzip 8.1 (or lower) or Winrar 3.0 (lower).
- In case of videos, a brief description of the video's content must be included, as well as its duration and format.

The deadline for the submission of full papers will be: **February 25th, 2017**.

REGISTRATION FEE

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|-------------------------|------------|
| • Delegate | 350.00 CUC |
| • Lecturer | 250.00 CUC |
| • Undergraduate Student | 250.00 CUC |

Includes: Registration / Documentation / participation in the whole scientific and social activities / certificate of participation or certificate of author / Lunch (3)

- Accompanying Person: 100.00 CUC
Includes: Name badge, participation in opening and closing activities, as well as in the scientific and social events

TRADE EXPOSITION

In line with the Convention an exhibition fair will be conducted, including samples and commercialization of products and services of private and state-owned companies, culinary and cocktail art, as well as furniture and other products. There will be also hairdressing and make-up shows, as well as fashion runways.

- Price of the stand: **120.00 CUC** per square meters.
Stand assembly with white modular panels: 94,8 cm X 2.42 m.
Participation in the activities of the event
Electricity consumption up to 500 W
Name badges according to the contracted space
Label with the company name
On-stand cleaning
Protection of samples after exhibition timetable
Certificate of participation
The minimum space to be contracted is 9 square meters (3 X 3 meters).
- If you want to make your own design, the price of the unassembled space is **110.00 CUC** per square meters. It covers the whole exhibition period and includes:
Electricity consumption up to 500 W
Participation in the activities of the event
Name badges according to the contracted spaces
On-stand cleaning
Protection of samples after exhibition timetable
Certificate of Participation

The minimum space to be contracted is 9 square meters (3 X 3 meters).

The location in the map will depend on the order of application receipts and the approval of the Organizing Committee.

There will be facilities for contracting audiovisual aids, lights, furniture, ornamental plants and other offers, according to the rates established in the Services Form.

Those people interested in this subject, please contact to:

Mr. Raúl González Castro

Professional Fair and Exhibition Organizer

Phones: (537) 2087541 and (537) 2026011 to 19 Ext. 1507

Fax: 72028382

E-mail: raulg@palco.cu

For sending any goods, please may contact with Mrs. Lianet Fernández, Official of "Palco" Customs Agency, phones: (53) 7208-3274 and (53) 7208-3669 or e-mail: lianet@palco.cu

Whether you are interested in a comprehensive package including: LODGING + TRANSFER + REGISTRATION FEE to attend the activities, fairs and exhibitions that will be conducted at the Havana International Conference Center, please be in contact by the following e-mail: ventas@palco.cu or by phone: (537) 2084398.

Havanatur S.A, will be the official Inbound Agency of the Congress. It has prepared a special tourist package for the participants of the event.

For further information, please contact

Caridad Sabó Rivera, Ing

Business Specialist

Events and Incentives Enterprise

Havanatur Travel Agency

Phone: (537) 2019780 y (537) 2019861

E-mail: sago@havanatur.cu

For further information, you may contact to:

Mirelys González Batista, MSc.

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E-mail: *convencion2017@mincin.cu*

Website: <http://www.eventospalco.com>

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