

2nd Announcemen
2nd TRADE CONVENTION, CUBA-2019
For the future, and for trade updating

Dear colleague:

The Ministry of Domestic Trade is pleased to invite you to the 2nd Trade Convention, Cuba- 2019, which will be held from May 13th to 17th, 2019, at the Havana International Conference Center, a perfect setting for addressing important issues closely related to trade integration and development.

Representatives from state-run or non-state business, productive and service companies, as well as domestic and international institutions and organizations, universities, and scientific and technological institutes will have the possibility to attend this majestic event.

Well-known executives, specialists and experts, who will give lectures, panels, round tables, oral and exhibition presentations on topics of interest will attend the meeting. Therefore, it will be an appropriate opportunity to debate and share knowledge and experiences.

As part of this Convention, symposia, workshops, colloquiums, pre-event courses and a fair- related exhibition will be carried out at the Havana International Conference Center where different domestic and foreign businessmen will have the opportunity to exhibit their products and services.

Once again, we extend to you our invitation and look forward to your participation.

Betsy Díaz Velázquez
Minister of Domestic Trade.



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THE CONVENTION INCLUDES THE FOLLOWING EVENTS:

- 1- Symposium on Knowledge Management
- 2- Symposium on Quality, Environment, and Food Safety
- 3- Symposium on Sustainable Logistics
- 4- Symposium on Cosmetology
- 5- Colloquium on Marketing, Communication, and Image
- 6- Workshop on ICTs to Trade Service
- 7- Workshop on Trade Non-State Management Models
- 8- Workshop on Gastronomy and Culinary Art
- 9- Workshop on Consumer Protection

MAIN TOPICS

- 1- Knowledge management in trade. Representative, pathways and tools involved.
- 2- ICTs in terms of trade development.
- 3- Wholesale marketing, supply chain development. Inventory management.
- 4- Market research, a need in trade and services.
- 5- Communication and marketing, essential duality for the modernization of trade,
- 6- Development of gastronomy and culinary art.
- 7- Cosmetology, new trends, application and safe uses.
- 8- Models of management of commercial activity and services.
- 9- Customer service. Pathways, mechanisms, indicators and forms for consumer protection.
- 10- Practical application of quality, environment and innocuousness management systems.

COMPLEMENTARY ACTIVITIES

- Fair- related exhibition (products and services of the State and non-state sector).
- Trade fairs.



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- Culinary and canteen demonstrations or tastings.
- Demonstrations of good practices in commercial techniques.
- Fashion shows, makeup, hairdressing, among others.
- Launching and promotion of products and services.
- Courses on the different thematics of the Convention

SUBMISSION OF FULL PAPERS

Both abstracts and full papers will be written in Spanish and sent to the Scientific Committee: comercio2019@cidci.cu

Requirements for the submission of abstracts and full papers:

- Abstracts will be written in Spanish and must include: title, theoretical and practical importance, objectives, materials and methods, innovations, and specify whether it answer to a professional experience, a research result, or to possible answers to specific problems. The authors must respect the following format: title, author (s), institution, city, country, not exceeding 250 words, Arial-12 font, and justified text.
- The title page must include the title of the paper, author's full name, degrees, scientific category, institution, address, city and country of origin, phones and e-mails.
- Full papers must not exceed 15 pages and have the following structure: Title Page, Contents, Abstract, Introduction, Body, Conclusions, Bibliographic References, and Annexes. The word processor will be 6.0 or 95 (or higher) versions Word, justified text, Arial-12 font, 1.5 space between lines, 2.5-cm margins each side.
- Images, charts, tables, graphics, and others must be inserted on Word document. It must not exceed 1 MB. In case this document is higher than 300 Kbytes, it must be compressed by using WinZip 8.1 (or lower) or WinRAR 3.0 (or lower).
- Information, abstract and full papers must be sent to the Organizing Committee before **February 18th, 2019** to emails comercio2019@cidci.cu and convencion2019@mincin.cu. In the case those papers accepted, their respective authors will be informed from **March 15th**.



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REGISTRATION FEE

- *Delegate:* 250.00 CUC
It includes: Registration / documents / certificate / access to all scientific and social activities / lunch.
- *Lecturers:* 200.00 CUC
It includes: Registration / documents / certificate / access to all scientific and social activities / lunch.
- *Students:* 200.00 CUC
It includes: Registration / documents / certificate / access to all scientific and social activities / lunch
- *Accompanying Person:* 100.00 CUC It includes the credential only

The USD or EUR exchange to CUC is according to the existing exchange rate in Cuba

FAIR-RELATED EXHIBITION

In line with the Convention, a fair-related exhibition will be held, which includes samples and commercialization of products and services, culinary and bar arts. There will be also hairstyling, makeup, and fashion shows.

The price of the stand is **120.00 CUC** per square meter. It covers the whole exhibition period and includes:

- Stand assembly with white modular panels of 94.8 x 2.42m
- Participation in all the activities of the event
- Electricity consumption up to 500w
- Credentials according to the contracted space
- Label with the company name
- On-stand cleaning
- Protection of samples after the exhibition timetable
- Certificate of participation

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



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If you want to make your own design, the price of the unassembled space is **110.00 CUC** per square meter. It covers the whole exhibition period and includes:

- Electricity consumption up to 500w
- Participation in all the activities of the event
- Credentials according to the contracted square meters
- On-stand cleaning
- Protection of samples after the exhibition timetable
- Certificate of participation

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

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 must contact:

Katia Batista Noa, BA.

Professional Fair and Exhibition Organizer

Phone: (53) 7208 7541 and (53) 7202 6011 to 19 Ext. 1507

Fax: (53) 7202 8382

E-mail: katiab@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: lianetfernandez@palco.cu

Whether you are interested in a comprehensive package including LODGING + TRANSFER + REGISTRATION FEE in order to attend the events, fairs and exhibitions run by the Havana International Conference Center, please may contact by the following e-mail: ventas@palco.cu or by phone: (53) 7208 4398.

Havanatur, S. A. will be the inbound official travel agency for the event. It has prepared a special tourist package for participants.



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Those people interested in this subject must contact:

Jacqueline González, BA.

Commercial Specialist

Events, Incentives and Specialized Tourism

Phones: (53) 7201 9780 and (53) 7201 9861

E-mail: jacque@havanatur.cu / www.havanaturcelimar.com

For further information, you may contact:

María del Carmen Martínez Vázquez, MSc.

Center for Knowledge Management

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E-mail: comercio2019@cidci.cu / directmaria@cidci.cu

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Ministry of Domestic Trade

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