



# GENERAL INFORMATION

Holguín  
From March 16 to 20, 2020



The XVI edition of the EXPOHOLGUIN 2020 Trade Fair will take place from March 16 to March 20 in Holguin. This time it is dedicated to the 300 years of existence of the people of Holguin and to the youth, protagonists of the 5<sup>th</sup> dimension of the communication campaign *Más Holguineros Más Podemos* (campaign that calls for the unity of the people of Holguin to achieve bigger goals) whose 11<sup>th</sup> Congress will take place next April 4.

This event is the main commercial exchange of the territory and its main objective is to promote potentialities and foster business, commerce, investment and tourism opportunities in the most northeastern province of the country. It is also the ideal space for the national and foreign entrepreneurs to present their offers and demands, which range from products, services, technologies and equipment to the search for new markets. Identifying and consolidating interests, as well as economic and commercial complementation is indeed possible during these days.

In the province there is enormous potential. Productive chain and improving the production of exportable items are a priority in the territory to obtain the necessary income to make the region advance in line with the process of improvement of the Cuban Economic Model.

Several socio-cultural, political and cultural events, both national and international, have been held in Expo Holguín Exhibition and Fair Center, venue of this and the previous editions of the fair. It underlines on the relevance of Holguin in the region because of its history, culture and economic features.

The purpose of the present document is to provide participants with the necessary information to facilitate their participation in the XVI edition of EXPOHOLGUIN.

## **1. GENERAL INFORMATION**

### **1.1 General Data**

#### **Geographic Location**

Holguin province is located north of the Cuban eastern part. Along with its adjacent keys, it occupies 9215, 7 km<sup>2</sup>, which represents 8,6% of the island's total surface. It shares borders to the north with the Atlantic Ocean, to the south with Granma and Santiago de Cuba provinces, to the east with Guantanamo province (specifically with Baracoa) and to the west with Las Tunas province.

#### **History**

On October 24, 1492 the Grand Admiral Christopher Columbus landed on the coast of Bariay, thus beginning the conquest of America. According to written testimony of the time, upon stepping on Cuban soil, he was so taken by the beauty of its beaches and the exuberance of the vegetation that he pronounced a phrase that is still remembered to our days, 'This is the most beautiful land that human's eyes have ever seen.'

However, it was not until 1545 that a small herd was founded by Captain Francisco García Holguín, representative of the Spanish colonialist power. This man, from this moment on played an active part in the future development of the city. On April 3, 1720 \_ on the eve of San Isidoro \_ a church with the same name was inaugurated and the place became «Hato de San Isidoro de Holguín».

Holguín City is also known by the name 'Cuban City of Parks' because its urban looks stand out due to a majestic system of squares and parks throughout the city that, alongside the warmth, hospitality and joy of its people, make it a place worth visiting and admiring.

## **Population**

It is inhabited by 1 030 024 people distributed along 1112 settlements, 43 of which are urban, in 14 municipalities.

## **Economy**

It is among the most industrialized provinces of the country with a considerable agro-industrial development and it is the third tourist pole of the island. The economy of the province depends on six prioritized sectors, namely: Tourism, Nickel production, Sugar Agroindustry, Energy Generation, Sideromechanical Industry, and the Agricultural Sector.

The most valuable natural resources found in Holguín are agricultural and forestry potentials, mineral deposits of nickel, refractory chromium, manganese, iron, metallic chromium, zeolite, feldspar and different materials used in construction.

The local industry features several productions that include: textile yarn, footwear, clothing, cigarettes and tobacco, handicraft, processed meats, milk, corn, canned fruit and vegetables, beers, soft drinks, sorbets, cookies, canned fish and other seafood. There is a thermoelectric plant and 5 sugar plants for the sugar industry.

In the area of non-electric machinery Holguín has several assets like the Combinadas Cañeras Factory and 26 de Julio Agricultural Implements Factory, as well as mechanical productions of nickel, cutting tools, plastic hoses, hydraulic cylinders, among others.

The tourist pole comprises Guardalavaca, Pesquero and Esmeralda beaches, 24 hotel facilities, 90 % of which fits in the sun and sand category. Besides, the construction work on the Ramon de Antilla pole is under process with plans of reaching 19 700 rooms.

## PLACES OF INTEREST

### La Periquera

It is the Provincial Museum of Holguín and it occupies an ancient mid-XIX century building, which was the seat of government for 106 years. It is across from Calixto García Park. Inside its walls collections of great value and



pieces of unique significance are treasured. An example of this is the Ax of Holguín, an aboriginal object that is nowadays symbol of the province. The history of the territory, from the pre-Columbian cultures to the present, is shown in its different rooms, as well as the works of art of painters and artists of international prestige.

### Loma de la Cruz (Cross Hill)



In 1790 a Spanish friar placed a caguairán wooden cross on an elevation that rises 261 meters above sea level. It was a Spanish tradition meant to keep away epidemics, evil spells and natural disasters; suddenly, the inhabitants began climbing the hill to ask the cross for miracles. The cross that currently sits atop the hill was placed in 1990. This beautiful place from where the entire city can be seen has been witness of important socio-cultural events over the years.

## **Birán Historical Complex**



The Natal House of Fidel Castro Ruz, highest leader of the Cuban Revolution, was declared National Monument in 2009 due to its heritage and natural values. It is located in Cueto municipality at approximately 800 km east of Havana and occupies

28 hectares. This beautiful location of the Cuban geography is distinguished by the natal house (a replica of the original, burnt in 1954), a rural school, a hotel, the telegraph office and the bar La Paloma, and more than 800 museum pieces.

## **Mirador de Mayabe (Mayabe Viewpoint)**



The entire Mayabe Valley can be seen from this hotel facility just on the outskirts of the city. Originally it consisted of the main restaurant, the barbecue area, the caneyes (aboriginal construction) and the farm that occupied 532 hectares and was rustically made of

wood, rock and palm tree leaves as roof. Little by little new facilities were added namely, La Finca del Campesino (The Farmer's Place), with a rich variety of flora and fauna where fruit trees and medicinal plants coexist with birds and a wide diversity of other animals; as well as the lobby bar, La Casa de Pancho (Pancho's House) and the swimming pool with its bar. In this last one reigns the most famous ass of the world, renown by its unique taste for drinking beer.

## Guardalavaca Tourist Pole



It is a tourist area in the Cuban north coast. It is famous because of its endless beaches of fine sand that include Guardalavaca, Esmeralda and Pesquero. Wide coral reefs alive with varied sea species dwell under its crystal clear waters; and in a deep bay, seat of Cayo Naranjo Aquarium, sea lions and dolphins entertain the public with their performances. Inland, the history of the pre-Columbian peoples of the region is shown in the museums Chorro de Maita and Aldea Taina through their remains and the artifacts they used.

## Salto de Guayabo (Guayabo Waterfall)



The Natural Park La Mensura-Pilotos is located south of Mayarí municipality and its main attraction is Cuba's highest waterfall that rises 546 meters above sea level. The waters that cascade down the elevation come from Guayabo River and form a truly spectacular view for visitors who can enjoy it from the nearby Guayabo viewpoint. Two vertical falls of 85 and 127 meters each join on the top to form the impressive Guayabo Waterfall which visitors can access through a trail located on the east slope of the cascades.

## **1.2 Useful information for your stay**

### **Climate**

Holguín's weather is humid and tropical almost all year, exhibiting temperatures between 28 and 31 Celsius degrees.

### **Local Currency**

The national currency is the Cuban peso (CUP) but the Cuban convertible peso (CUC) is also in existence. They are both issued by the Central Bank of Cuba.

### **Exchange rate 1, 00 CUC – 24, 00 CUP**

Note: Any question about convertible currency exchange rates can be made on the website of the Central Bank of Cuba [www.bc.gob.cu](http://www.bc.gob.cu) . Cash payment will be made in CUC or CUP as well as bank transfer for participation in the event.

### **Local time**

UTC/GMT – 5 hours

### **Electric current**

The electric current used in the country is 110V and 60Hz.

### **Health**

Medical attention and bilingual specialists will be available for all exhibitors both in Expo Holguín Exhibition and Fair Center (where there will be a medical post) and at the International Airport on the days of arrival and departure for all delegations. Emergency services will be available 24 hours in the 3 provincial hospitals.

### **Sanitary regulations at the border**

For the entry of unprocessed food products in the country each exhibitor needs to have the sanitary certificate issued by the competent authority of the country of origin.

### **Customs regulation**

Upon arrival to the country, either by a port, an airport or a marina, there will be qualified customs inspectors and specialists at your disposal to expedite your paperwork and provide you with all the information you need. Likewise, there is a series of regulations that each exhibitor must comply with in order to enter into the country the exhibition material they will present in the fair.

**The international press interested** in covering this event will have to apply for the press visa which they shall carry with them at all times. The embassy or consulate will charge the fee established for the visa process. According to the regulations in force in Cuba, it is compulsory to obtain a credential to temporarily work as a journalist in the country. This credential can be obtained through the payment of 60 CUC at the International Press Center in Havana, to which the accreditation request must be sent previously.

### **Internet and Communications**

Participants will have Internet access in Expo Holguin Exhibition and Fair Center through Wi-Fi connections.

### **Language**

The official language of the event will be Spanish. If requested by participants, English and French translation services will be guaranteed.

## **Media Coverage**

Accredited national and foreign press will be able to cover the activities of EXPOHOLGUIN 2020.

## **2. VENUE OF THE EVENT**

The EXPOHOLGUIN 2020 Trade Fair will be hosted by Expo Holguin Exhibition and Fair Center, facility where several elements of traditional architecture merge. It is located right in the eastern part of Holguin City.

Address: Ave. Los Libertadores No. 244. Holguín

Telephone: +53 24 480180, +53 24 482739

## **3. Coordination of the Event**

EXPOHOLGUIN 2020 is organized by the Provincial Administration Council (CAP: Consejo de Administración Provincial), the Holguin-Las Tunas Delegation of the Chamber of Commerce of the Republic of Cuba (CCRC by its Spanish name) and the Expo Holguin Exhibition and Fair Center.

### **The Organizing Committee of EXPOHOLGUIN 2020 is presided by:**

Mrs. Idania Ricardo Leal, Vice-President of the Provincial Administration Council for the Economy.

### **Contact:**

Mrs. Hilda Rosa Santiesteban López, Director of Holguín-Las Tunas Delegation of Chamber of Commerce of the Republic of Cuba.

[camaracomercioholguin@enet.cu](mailto:camaracomercioholguin@enet.cu),

Mr. Alfredo Gómez Almenares, Director of Expo Holguín.

[director@expoholguin.co.cu](mailto:director@expoholguin.co.cu), [comercial@expoholguin.co.cu](mailto:comercial@expoholguin.co.cu)

#### 4. ACCREDITATION

The registration of participants will take place in the Attention to the Exhibitor Office in Expo Holguin Exhibition and Fair Center.

For any additional information write to: [comercial@expoholguin.co.cu](mailto:comercial@expoholguin.co.cu)

##### Accreditation Fees

DESCRIPTION	M/U	PRICE (CUC)	PRICE (CUP)
Credentials of Exhibitors	U	30.00	30.00
Certified Visitor	U	20.00	20.00
Permanent Invitation	U	20.00	20.00
Daily Invitation	U	10.00	10.00
Press	U	20.00	20.00
Assembler	U	15.00	15.00

Procurement of credentials in EXPOHOLGUIN	March 10 -14
Permanent and daily invitations purchase in EXPOHOLGUIN	March 10 -14
Stand assembly by the exhibitors	March 10 -14

#### 5. Rent Fees

##### 5.1 Conference Rooms

DESCRIPTION	M/U	PRECIO		CAPACIT I
		CUP	CUC	
Rent of Conference room 'A'	1 Hour	150.00	12.50	200
Rent of Room 'C'	1 Hour	100.00	7.50	150
Rent of Business Room 'B'	1 Hour	80.00	2.00	50
Rent of Cafeteria Space	1 Hour	100.00	14.85	50

## 5.2 Fair Means and Spaces

<b>SERVICES</b>	<b>CUC</b>	<b>MN</b>
Assembly of X m2 Modular Stand	120.00	120.00
Assembly of X m2 Down Special	144.00	144.00
Assembly of X m2 High Special	140.00	140.00
Assembly of X m2 Straight Crossbar Special	36.00	36.00
Assembly of X m2 Rug	9.00	0.00
X m2 Outdoor Areas	30.00	30.00
Rental of Showcase	77.00	
Rental of Cabinet	50.00	
System Showcase	50.00	
Rental of Tent	12000.00	12000.00
Rental of PC Table	41.00	
Rental of TV – VCR Furnishing	33.00	
Rental of Bellows Door	22.00	
Rental of Hinged Door	43.00	
Rental of Plastic Table	16.50	
Rental of Plastic Armchair	10.00	
Rental of Spot Light	11.00	
Rental of Electric Plug	5.00	
0.50 x 1.00 Counter	42.00	
Shelf	5.50	
Sink	55.00	
Additional Panel	22.00	
M2 Window Box	14.00	
Platform	55.00	
Rental of Minibar	50.00	80.00
Rental of Refrigeration	75.00	150.00
Rental of TV	55.00	110.00
Rental of Parking Space	10.00	20.00
Rental of Electric Fan	45.00	80.00

## **6. ACCOMMODATION AND TRANSPORTATION**

Accommodation will be reserved through Islazul Hotel Chain and the housing system and hotels available to Expo Holguin

The official airline and / or carrier of the event "EXPOHOLGUIN 2020 Trade Fair" will be Copa Airlines which offers the following benefits:

- 15% discount for individual participants to the event that travel in the international routes operated by Copa Airlines and Copa Airlines Colombia, applicable on the published air tariffs available at the time of the purchase. It does not applied to promotional tariffs or combined with other promotions.
- Air tickets must be purchased: (1) in the offices of Copa Airline or (2) by calling our telephone reservation center available 24 hours a day or (3) on our website [www.copa.com](http://www.copa.com).
- Travel validity: from 5 days before up to 5 days after the event dates.
- Valid discount for the participant to the event plus one companion.
- Mileage accumulation in our frequent flyer program ConnectMiles.

Road transportation will be coordinated, if requested previously by the participants in the event, through Grupo Empresarial Transtur S.A and/or Transgaviota.

## **7. Annexes**

7.1 Registration Form for Business Appointment

7.3 Exhibitor Regulations

7.4 Customs Provisions

## 7.1 Registration Form for Business Appointment

Enterprise:		
Address:	Postal Code:	
Telephone:	Fax:	E-mail:
URL:	City:	Country:
No. of employees		
Founded in the year:	Participated in previous Forums: yes no	

### 2. Participants Information

Surname/ First Name (Mr./ Mrs.):
Office in the enterprise:

Surname/ First Name (Mr./ Mrs.):
Office in the enterprise:

### 3. Travel and Hotel Information

Arrival			
Date:	Airline:	Flight No.:	Hour:
Departure:			
Date:	Airline:	Flight No.:	Hour:

### 4. Information about the activities of the enterprise and products of interest.

#### 4.1. Main activity of the enterprise

Industrial Goods and Commerce	Organisms and Institutions
Services	Investment
Imports	Exports

#### 4.2. Products of interest1:

Products	Imports Exports	Subsector Code2	Characteristics3	Volume
1.				
2.				
3.				
4.				
5.				

1/ Add as many pages as deemed necessary.

2/ According to the list of subsector codes included in this page.

3/ Information that allows a clear identification of the product. Annex all the necessary information.

### 4.3. Subsectors

<p>1. Industrial goods and/or commerce</p> <p>1.1. Agricultural, cattle and fruit and vegetables.</p> <p>1.2. Machinery, equipment and implements for agriculture and cattle.</p> <p>1.3. Food and beverages.</p> <p>1.4. Machinery, equipment and implements for food and beverages.</p> <p>1.5. Construction and its products</p> <p>1.6. Plastics and the like.</p> <p>1.7. Chemicals</p> <p>1.8. Pharmacy, medication (medical and hospital products)</p> <p>1.9. Electrical equipment</p> <p>1.10. Bottling, packaging and the like.</p> <p>1.11. Mining</p> <p>1.12. Machinery, equipment and implements for mining.</p> <p>1.13. Timber industry</p> <p>1.14. Furniture in general</p> <p>1.15. Textile industry</p> <p>1.16. Leather, footwear and leather manufacture.</p> <p>1.17. Graphic industry</p> <p>1.18. Paper Industry</p> <p>1.19. Transport and spare parts industry</p> <p>1.20. Hydraulic equipment and implement.</p> <p>1.21. Computation, communication and telephony.</p> <p>1.22. Flowers</p> <p>1.23. Electrical appliances</p>	<p>1.24. Handicraft</p> <p>1.25. Gold work</p> <p>1.26. Perfume and cosmetics</p> <p>1.27. Metallic machinery</p> <p>1.28. Oil equipment and implements</p> <p>1.29. Oil derived products</p> <p>1.30. Safety equipment</p> <p>1.31. Home and cleaning articles</p> <p>1.32. Toy store and entertainment articles</p> <p>1.33. Others</p> <p>2. Services</p> <p>2.1. Trading company</p> <p>2.2. Financial banks</p> <p>2.3. Freight and transport</p> <p>2.4. Insurance</p> <p>2.5. Tourism, hotel and restaurant</p> <p>2.6. Entrepreneurial services</p> <p>2.7. Construction and engineering services</p> <p>2.8. Computer services</p> <p>2.9. Other services</p> <p>3. Organisms and institutions</p> <p>3.1. Government and its bodies</p> <p>3.2. International organisms</p> <p>3.3. Entrepreneurial chambers and associations</p>
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## **7.2. Exhibitor Regulations**

### **1. Contract**

1.1. Once the parties agree upon the space to use, its location, the stand project and the means to hire, Expo Holguin will send the signed and coined form to the exhibitor, hence formalizing his/her participation in EXPOHOLGUIN 2020.

1.2. Contract signing will close Friday, February 17.

### **2. Service Fees**

2.1. Prices of Services and Spaces: The cost for space rentals are stipulated according to their location, per m<sup>2</sup>; the cost for assembly, rental of the fair furniture, and other accessories and services offered are included in section 5.

### **3. Payment**

3.1. The prices mentioned in section 5 will be paid to Expo Holguín Exhibition and Fair Center in the currency contracted in checks, cash and credit cards, through deposits and / or bank transfers in authorized accounts. In the case of deposits or bank transfers, a copy of them must be communicated by e-mail to the offices of Expo Holguín, indicating the name of the depositor.

3.2. **DEADLINE FOR PAYMENT:** Payments must be made before March 2, which is the deadline for making payments.

3.3. **BREACH:** In case of non-compliance with the payment stipulated in the contract, it will be canceled and Expo Holguín will freely dispose of the allocated space.

3.4 **TERMINATION OF CONTRACT:** The termination of the contract by the Exhibitor must be communicated in writing to Expo Holguín. The exhibitor is exempt from the penalty payment before February 28. As of March 2, the Exhibitor must pay 100% of the contracted space.

3.5. **INDIVIDUALITY:** The participation contract is individual and non-transferable and will be signed by the legal representative of the exhibiting company and the legal representative of Expo Holguín.

#### **4. CONSTRUCTIONS AND FACILITIES**

4.1. Stand reservations will be made on a tentative basis. The Center reserves the right to make changes in their design in order to maximize the use of spaces, achieve better distribution and maintain harmony in the occupation of the stands.

4.2. The assembly of the stands is guaranteed with a modular SODEM aluminum system and white panels (2.43 x 0.97 cm).

4.3. The Exhibitor who wants a free design assembly must send the project to Expo Holguín for approval and quotation according to the SODEM system.

4.4. The Exhibitor may hire only the space and make the assembly on their own.

4.5. In the interior space, stand mounts with wet mix (cement, plaster, mortar, etc.) or wood are not authorized, as well as chopping, drilling, sawing, painting, and deteriorating in any way the walls, ceilings and floors of the fairgrounds; that is, actions that generate solid waste and dust that damage the structure of the fairgrounds and affect the rest of the exhibitors.

4.6. Exhibitors will not carry sound and / or lighting equipment in the exhibition area that disturb the environment of the exhibition.

4.7. In the pre-decorated stands delivered by Expo Holguín (dividing stationery, lighting, furniture, etc.), the Exhibitor is not allowed to puncture, paint, scratch or deteriorate in any way the elements of said redecoration.

4.8. STAND LIMITS: The stands, furniture or merchandise exhibited may not exceed the space limits hired by the exhibitor in any case or at any height.

4.9. PRE-FAIR PERIOD: The exhibitor will be given his/her Stand at 9:00 am on March 10, 2020; stands must be fully conditioned, including the removal of packaging and garbage before 4:00 pm on March 15.

4.10. Exhibitors must submit a list with a copy of each and every one of the goods they are going to introduce to the exhibition at the entrance of the Fairgrounds, for the purposes of their safety and at the time of removal.

4.11 The Exhibitor is responsible for the custody of the goods and objects of his/her stand from 9.30 a.m. (half an hour before the fair opens) until 5.30 p.m. (half an hour after the closing of the fair) as long as the stand is delivered to and received from the protection agent in charge of the area where the stand is located. The Exhibitor is responsible for the previous actions each day.

The protection agency hired by the Fairground guarantees the protection of the goods and objects of the stands from 5.30 p.m. until 9.30 a.m. the next day, as long as the exhibitor has delivered his/her stand daily.

4.11 The exhibitors are obliged to attend their stands during the exhibition hours. Outside these hours, the presence of personnel inside the exhibition facilities will not be allowed.

4.12. The disassembly and removal of the equipment, materials, installations and other goods of the exhibitors must be made from March 21, having a margin of 72 hours from this day on. Exhibitors and representatives must remain in their respective stands at the time of removal of their goods to verify with the official of Expo Holguin the corresponding inventory.

Expo Holguin Exhibition and Fair Center or the Organizing Committee will not be responsible for the goods and installations that fail to be removed before 6:00 pm

on March 23, with the exception of those expressly authorized by the Center in other sense. Once said deadline has expired, the Center will proceed to remove the merchandise and objects on account and at risk of the exhibitor, declared in abandonment from the fourth day after the Fair is over.

4.13. The exhibitors are responsible for the damage caused inside and outside of their stand by themselves and their staff.

### **7.3 Customs Provisions**

Article 18: The holder of the regime is obliged to:

- a. Inform Customs and Control of the arrival of the goods at the authorized place.
- b. Not disposing of the goods until Customs grants the corresponding authorization.
- c. Use the merchandise exclusively in the place and for the approved purpose.
- d. Report any event that has caused damage to the goods subject to the regime.
- e. Cancel the regime within the established term, by re-exporting the goods or declaring another regime, complying with the established formalities.
- f. Request any extension in no less than seven (7) days prior to the expiration of the term granted for the permanence of the merchandise subject to the regime.
- g. Respond for customs debt for tariffs and services that apply to merchandise that is authorized as inputs, promotion and consumption; as well as for those that are missing or irretrievably lost.
- h. Present the goods at the Customs office of destination when they will be re-exported in accordance with current legislation.
- i. Count with the authorization of Customs for the destruction of the merchandise.