

# *South Korea's Biggest Conglomerate Becomes First Global Company to Set Up Brand Shop in Havana*

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Havana, May 31 (RHC-Agencies)-- Samsung Electronics announced on May 29 that it has become the first global IT company to set up a brand shop in Cuba.

On May 26, the company held an event marking the opening of its brand shop in the Cuban capital of Havana in partnership with TRD, a local logistics company.

The brand shop displays and sells products by Samsung Electronics, including televisions, refrigerators, washing machines and smartphones.

In a bid to target the Cuban market, Samsung Electronics became the only major company to sponsor an ironman triathlon in Cuba in February 2016. Company products have been sold in Cuba through local retailers. The company announced that it is planning to release its QLED television, a premium product, in the Cuban market around July.

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<https://www.radiohc.cu/en/noticias/nacionales/131314-south-koreas-biggest-conglomerate-becomes-first-global-company-to-set-up-brand-shop-in-havana>



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