

# *Business platforms and e-commerce at forum in Cuba*

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Havana, Sep 16 (RHC) On Wednesday, the presentation of a digital platform for small and medium-sized companies, as well as a software for professional solutions in electronic commerce, marked the first day of the Forum of Leaders in Information Technologies (FELTi 2021) PL said.

The meeting, whose fifth edition is being held virtually, opened the doors to projects such as Large Business SMEs, an initiative of the Latin American Integration Association (ALADI), presented by the head of the Department of Agreements of that organization, Christian Leorux.

Likewise, the leader of the Dofleini Software project, Carlos Miguel Perez, showed his group's work that offers services of IT consulting, and facilitates the path of digital transformation for companies among other services.

Dofleini Software, with some 40 specialists, showed its potential in computer products and services focused on solving demands related to computerization, as well as ensuring concrete and successful responses on professional solutions as an electronic commerce service in Cuba.

Among FELTi 2021's speakers was Yoser Tapanes, head of the IT Applications Development section of Cuba's Joven Clubs; and the director of the company of services, products and solutions for computer security, Segurmatica, Niurka Edith Milanes.

Likewise, the work for the modernization of the wireless network of services of the Cupet company, in charge of all oil and gas operations in the country, was presented.



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The welcoming speech at the forum was given by the vice president of the Cuban Chamber of Commerce, Ruben Ramos, who stressed that FELTi 2021 will be the ideal space until next Friday for representatives of the national and foreign technological ecosystem.

He noted that the event has interactive spaces such as the round and the centers for solutions and services presentations, as well as an exhibition, which will host more than 250 participants.

'The health emergency caused by the Covid-19 pandemic led to the digital transformation being experienced in an accelerated way, becoming a key element to promote innovation, competitiveness and the business of organizations,' he stressed.

FELTi 2021 began this Wednesday, adjusting to this reality, through Fevexpo, the first Cuban event management platform, developed by the computer applications company, Desoft, on Odoo technology, explained Ramos.

He pointed out that this virtual edition is expected to achieve greater cohesion in the national computer industry for the development of projects in the field of Information and Communications Technologies.

Another objective is to socialize and recognize success stories of the branch that contribute to a better positioning, in addition to promoting the insertion of companies from the national computer industry in export projects and services, the vice

president of the Chamber of Commerce said.

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