

Havana International Fair -- FIHAV 2022 -- returns

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By María Josefina Arce

After two years of COVID 19 pandemic, the Havana International Fair is back, an opportunity to show Cuba's potential and promote business in important branches between national and foreign companies.

More than 60 nations have confirmed their attendance to the event, which shows the confidence and interest in the Cuban market, despite the U.S. blockade that seeks to hinder the commercial relations of the Caribbean nation with the rest of the world.

In fact, top-level delegations will be present, headed by ministers and important government officials, as well as representatives of some 30 Chambers of Commerce of nations with which Cuba has commercial

ties.

The high level of foreign participation makes it possible to foresee a successful development of the country's largest commercial exchange, which today is also a reference in Latin America and the Caribbean.

In its 38th edition, FIHAV22 will feature novelties, such as the attendance for the first time of a high-level delegation from the United Arab Emirates, in addition to one from the Lao People's Republic.

In addition, businessmen from other countries will be able to learn about the offerings of Cuban micro, small and medium-sized enterprises and cooperatives, linked to sectors such as food production, manufacturing, recycling and local development projects, among other activities.

These new economic actors, which have been part of the Cuban panorama since last year, are aimed at contributing to the archipelago's socioeconomic development.

The Cuban Minister of Foreign Trade and Investment, Rodrigo Malmierca, pointed out that there will be nine companies from the United States as exhibitors, a modest figure that could be much higher if the blockade did not exist.

Last October, a business forum was held in Havana between Cuban and U.S. businessmen to define possible alliances, under the limitations imposed by Washington's economic siege.

FIHAV22 will be an ideal scenario to showcase the achievements of the Biotechnological and Pharmaceutical industry, with a high international prestige for highly effective medicines against certain diseases, used in many countries.

It will also promote the possibilities open to foreign investment and projects in key sectors such as agribusiness and renewable energies, an area that Cuba seeks to develop for a change in its energy matrix.

Good are the forecasts for this new edition of the Havana International Fair to insert the national economy in the world, in view of the difficulties imposed by the U.S. blockade.

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