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Havana, Sep 1 (RHC) Businessmen representing 11 foreign companies will be present at the Exposur 2023 International Fair, to be held from September 14 to 17 in the Cuban province of Cienfuegos.

Two of these foreign companies, the Spanish Cintra Logist and the German Wibit Sports come as Exhibitors. The rest will join in the Briefcase-in-Hand modality.

According to Yanet González, director of Foreign Trade in Cienfuegos, a total of 71 face-to-face exhibitors and around 50 virtual ones will participate, including four Local Development projects as exhibitors, four as Professional Visitors, 13 economic actors and five joint ventures.

González highlighted that one of the most important moments of the trade event will be the Business Round organized by the Light Industry Business Group, which participates in Exposur with more than a dozen of its companies.

María del Carmen Sierra, delegate of the Cuban Chamber of Commerce in Cienfuegos, pointed out that some foreign companies are linked to logistics and shipping companies and have a marked interest in connecting with Cuban businessmen through Cienfuegos due to its commercial port and international airport facilities.

Sierra emphasized the importance of the diversity of the businessmen present, who will be able to connect producers of raw materials with others of finished products, packaging and logistics to close the production cycle.

The Exposur fair seeks to promote business intentions in the petrochemical industry, in the high-standard tourism sector and in agriculture with productive chains and contributions of added value in productions.

The face-to-face venue of the fair will be the Hotel Pasacaballos Fairs and Exhibitions venue and the virtual one on the Cuban platform Fevexpo, available at <https://expocienfuegos.fevexpo.cu/> in Spanish, English and French. More than 70 stands are expected at the face-to-face fairgrounds and up to 100 virtual ones. (Source: PL)

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