

MITM Americas International Fair gets underway in Havana



Havana, October 14 (RHC)-- The 23rd edition of MITM Americas International Fair dedicated to the segment of Congresses, Events and Incentives will be held at the National Hotel of Cuba from Monday through Thursday, the 17th.

The event, which is being held for the fourth time on the island, is sponsored by the Ministry of Tourism, the Gran Caribe Hotel Group and the Cubatur Travel Agency, reported the national television newscast.

GSAR Marketing is the Spanish company that organizes this fair dedicated to the tourism of events, congresses and incentives, specialty known in the world as segment MICE.

They have carried out more than 50 fairs in 38 cities of twenty countries and in Cuba it will be the fourth time.

Due to its enormous potential and the safety that Cuba offers, it promises to be a first class MICE destination in Latin America and the Caribbean.

This fair will be attended by 80 executives from international companies, buyers with high business potential, approved after a rigorous selection process. There will be 10 hotel chains from Spain and other large ones from other parts of the world.

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