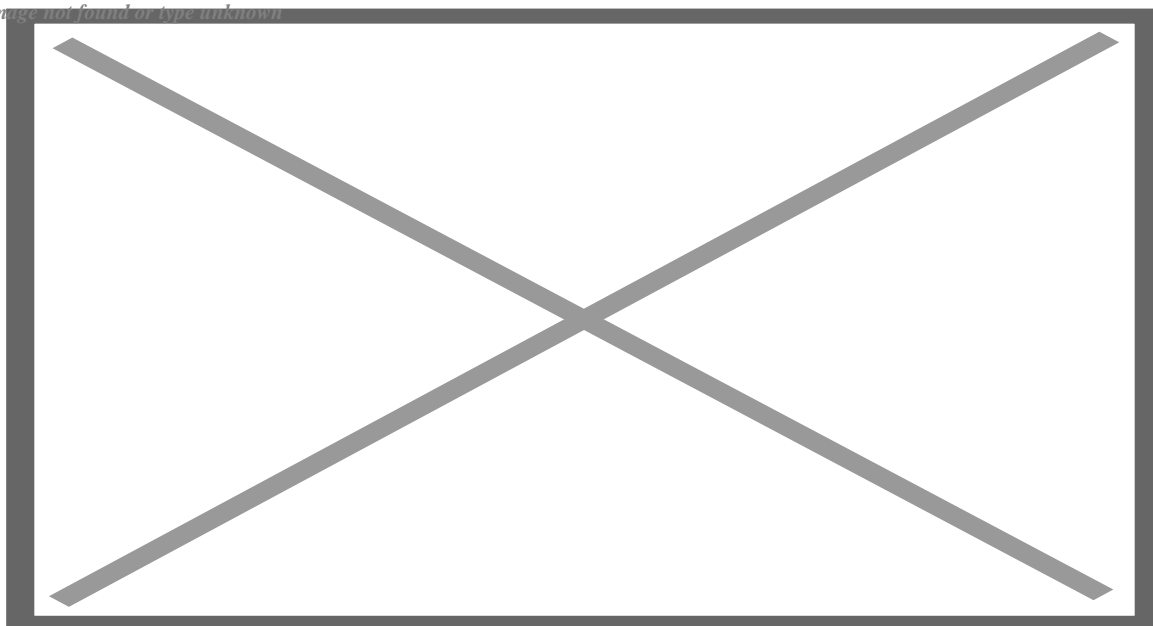


Expocaribe 2025 for the economic integration of the Greater Caribbean

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Expocaribe 2025 for the economic integration of the Greater Caribbean

By: Maritza Gutiérrez

Last April, the 20th edition of the ExpoCaribe 2025 trade fair was officially presented, which will be held from June 23 to 27 at the Heredia Cultural Complex in Santiago de Cuba.

This event contributes to boost economic integration in the Greater Caribbean region, and is also a focus to attract foreign investments in the midst of structural challenges and the persistent economic blockade by the United States.

The relevance of this second commercial exchange of the country lies not only in its economic impact but also in its contribution to cooperation and dialogue in a complex global context.

At the presentation ceremony, Cuba's Minister of Foreign Trade and Investment, Oscar Pérez-Oliva Fraga, underscored the intention of ExpoCaribe 2025 to consolidate relations with neighboring countries

and expand collaboration with other regions of the world, not only in terms of trade but also in terms of cooperation in the face of today's global challenges.

The commemoration of historic milestones in this edition, such as the 570th anniversary of the founding of Santiago de Cuba and the 72nd anniversary of the assaults on the Moncada and Carlos Manuel de Céspedes barracks that marked the beginning of the Cuban revolutionary movement, add a symbolic dimension to the fair, connecting its economic purpose with the region's history and identity. Likewise, the inclusion of a Russia-Great Caribbean trade forum and the presentation of investment opportunities in key sectors such as renewable energies, agriculture and tourism, demonstrate the willingness to diversify trade relations and promote sustainable development in the region.

It is relevant to highlight the statements of Madelaine Cortés Barquilla, general coordinator of the event, in recognizing the obstacles derived from the illegal economic sanctions imposed by the United States, but at the same time reaffirming the determination to move forward with initiatives such as ExpoCaribe. This resilient approach and search for integration and dialogue in the midst of adversity reflects the spirit of cooperation and solidarity that drives this type of event.

The choice of Santiago de Cuba as the venue, with its rich historical and cultural legacy and proverbial hospitality, not only adds an additional attraction to the fair, but also highlights the importance of preserving and promoting the region's heritage and the willingness to open the doors to international collaboration.

On the other hand, the announcement to move forward in increasing economic exchange and cooperation between Venezuela and Cuba within the framework of ExpoCaribe 2025 demonstrates the commitment of both governments to boost their economies and promote mutual collaboration, reach “new levels of economic cooperation” and promote the diversification of exports.

The ExpoCaribe 2025 trade fair emerges as a key venue to boost economic integration, foster regional cooperation and attract investment in a challenging environment. The diversity of strategies, discussions and opportunities that will be presented at this event promises not only to strengthen trade ties in the Greater Caribbean, but also to inspire a spirit of resilience and collaboration that transcends economic and political barriers.

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