



## POSITION PAPER "Orientation and goals"

As of 18.11.2020

### About us

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"ELPUENTE@CUBA" is an independent, multilateral interest group which, as a non-profit association registered in Germany, aims to promote trade, investment, exchange, development and relations between entrepreneurs and investors from the European Union and Cuba in a sustainable and responsible manner.

Our platform is open to entrepreneurs and investors worldwide who wish to network with our members in order to contribute in a structured way to the development of the Cuban market and trade with it.

### Our goals

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In this respect, the work of "ELPUENTE@CUBA" is intended to complement the official relations at governmental and economic level between Cuba and international market participants and, as a platform, to give members the opportunity to exchange information and to have access to all important market-relevant information in a timely manner.

ELPUENTE@CUBA welcomes the security of foreign investments recently guaranteed in the Cuban constitution, as well as the steps taken by the Cuban side to handle investment and import and export inquiries more efficiently and quickly.

We also support the demand of German and European companies operating in Cuba to the European Union and national governments to implement the protection of investments and trade based on European decisions.

Due to the decades of experience of the individual members in the realization of projects, "ELPUENTE@CUBA" aims to build a leading expertise in the region, complemented by an unrivaled network of trusted local consultants, companies and contacts, active in key areas of different industries and official institutions.

### Our services include

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The following strategic sectors/industries are particularly important for our common goal of sustainably promoting economic, trade and investment relations:



- Food sector
- Renewable Energies
- Agriculture and livestock breeding
- Building materials and machines
- Tourism, hotels and tourist real estate
- Transport, infrastructure, ports and airports
- Agriculture and fishing
- Sugar Industry
- Foreign trade, import and export

*Our service consists in the development of a communication platform and covers three areas*

- Information pool/publications like the bulletin "El Puente",
- Member consulting and networking to facilitate market entry
- Events, such as congresses, information & discussion forums, etc., at various levels up to the state, ministerial and institutional level.

### *Information pool and publications*

The "ELPUENTE@CUBA" launches the regular publication "ELPUENTE@CUBA" and additional current publications, which offer members and subscribers an indispensable analysis of political developments, business news and investment opportunities in the region:

We also produce research and reports on a range of topics and provide leading news media organizations with expert commentary and analysis on the region. The columns are intended to be widely distributed in the Caribbean and European press and are designed to offer a European perspective on issues related to the Cuban market and development.

### *Members - Consulting*

Through our regional network and our extensive experience, we help our members to understand the local Cuban market - its drivers, competition, opportunities as well as the challenges, risks and potential pitfalls. Tailored to your needs, we can support our members in the following areas:

- Gathering and preparing corporate information
- Collection and preparation of current market information
- Support in the assignment of project-related stakeholder relationships
- Support in identifying business opportunities and CSR projects
- Mediation of representation, advice and advocacy



- High-level induction and stakeholder engagement programs
- Setting up and promoting non-profit initiatives, projects and programs in the field of culture and promoting education, especially for young people.

## Events

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We organize delegations, seminars, roundtable events and workshops in Cuba, as well as in the DACH region and in Europe.

Throughout the year we organize events for our members, in cooperation with official bodies, donor organizations and from the private sector, to bring them into contact with political, diplomatic and industry leaders from Cuba.

## Membership

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The activities of "ELPUENTE@CUBA" aim to provide companies with the support, business intelligence and contacts they need to build positive business relationships in Cuba.

Members can therefore benefit from an unprecedented program of activities and events, including invitations to high-level meetings with leaders.

Participation is open to all businesses, from large companies with established offices in the region to smaller SMEs looking to export their business or services for the first time. Members choose a membership level based on the size of their company and the level of current investment in the region.

If members have to protect the interests of the association in the public context.

*There are different membership levels:*

Student, Basic, Standard, VIP-KMU and VIP (VIP and investors have negotiable conditions)  
Detailed information on the contributions and benefits in the contribution regulations.

Please contact [mitglieder@elpuenteacuba.de](mailto:mitglieder@elpuenteacuba.de) if you are interested or if you are a current member and wish to change your membership. We recommend registering online.

The executive committee of ELPUENTE@CUBA e.V.