

French firm Pernord Ricard says business with Cuba can be very successful



Paris, Sep 13 (RHC) Amid the tightening of the U.S. economic blockade against Cuba, the French company Pernod Ricard says business with the island can be successful.

“We are an example of what could be done, and we hope that others will follow our path and with the same success,” Laurent Scheer, Pernod Ricard's Public Affairs Director, told Prensa Latina during the inaugural day of the Espace Collectivités business hall, in which Cuba is guest of honor.

According to Scheer, the largest Caribbean island represents an attractive market, with sectors such as tourism.

“So nobody can say that working on the island is impossible, there are companies in France and Europe that do it. One way can be to study well the regime of sanctions,” said the director of Pernod Ricard, which associated with Cuba Ron SA makes up the Havana Club International SA and is responsible for the distribution of the brand in the global market.

Scheer participated with other French businessmen in the colloquium 'Cuba, attractions and economic potentialities', which addressed the situation of the Caribbean country and its strengths as a destination for foreign investment.

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