

# *Cuba present at Herning 2020 Tourism Fair*

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Cuba participated in the latest edition of the “DANISH TRAVEL SHOW” fair, held February 21 to 23 at the “MCH Messecenter” site in the city of Herning, in Denmark.

The occasion was conducive to exhibit the Cuban tourism product with a stand set up by the Cuban Tourist Office, in Sweden, which for three days showed the benefits of the sector, the main potentialities and its main products throughout the country. With the use of a television screen, nine videos of our facilities and natural beauties were shown. The Cuban tourist representative, Sergio Medina, held working meetings with some of the travel agencies present, and information was offered to the interested public with various advertising media.

The Office of Cubaron, next to the tourist stand, offered the services of the Cuban cocktail recipe with its traditional samples, and sometimes featured the artistic presentations of a Cuban group with danceable spaces.

At the gala dinner of the Fair, the same group offered a musical concert of typical

Cuban rhythms that encouraged those present to join the dance together with the contagious traditional sound of the Island.

The Cuban Ambassador Roger López García was at the opening Gala of the event and accompanied the main events of this meeting.

The event considered as the main event of the tourism industry not only in Denmark, but throughout the Scandinavian region, has become the preferred meeting place for companies engaged in different activities such as camping, outdoor life, golf, hotels , airlines, holiday transport, caravans, as part of the Danish travel trade.

This Fair, created in 1998, is attended by more than 60 thousand visitors, almost 3000 professionals from the leisure industry, and more than 1100 exhibitors in the 14 exhibition halls from more than 80 countries.

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