

# Cuba 2.0 Food Fair: A space for alliances



Alliances to boost new economic actors in Cuba. Photo: Prensa Latina

Havana, May 25 (RHC)--The Cuba 2.0 Food Fair continues Wednesday at Pabexpo with the purpose of becoming a space for alliances in pursuit of the sector's development, where new economic actors occupy a relevant space.

One of the companies taking part is Alimpex -- importer and exporter at the service of the Food Industry. With around 800 customers in the country, including self-employed (private), non-agricultural cooperatives and micro, small and medium enterprises (MSMEs), Alimpex increased the nomenclature of

products available to them to meet their needs.

Previously we only worked with the import of parts and pieces, raw materials and inputs, but we have expanded the items on offer to meet the demands of these new players, said Barada.

The specialist pointed out that they also work with them in the identification of products with potential for sale abroad, as well as in the exploration of the most suitable markets.

Growing exports is one of the challenges of the entity, which currently markets some rums and canned fruits, among other items, abroad.

The presence of leading companies in the supply of machinery, technologies, containers, packaging and food raw materials from more than 15 countries at the third edition of the Cuba Alimentos 2022 International Fair.

Diversifying the list of suppliers is also an aspect that continues to be a priority, according to the board of directors.

Precisely one of these partners, the Italian company Lotus, a manufacturer of gastronomic equipment, showed its portfolio of possible offers the day before.

The company's president, Alan Dal Pos, said that in Cuba they have worked in the tourism sector together with the ITH marketing company, which allowed them to reach facilities such as the emblematic Hotel Nacional, where they assembled custom-designed kitchen equipment.

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The emergence in the country of MSMEs and other actors opened up new possibilities, he said, and they are currently working together with Alimpex to try to bring their proposals to these potential customers.

To this end, they offer different options of professional equipment with guaranteed spare parts, and they also have the advantage of having a representative in the Caribbean nation, to which they grant preferential prices.

Alimentos Cuba 2.0 will conclude tomorrow, Thursday, after intense days of launches of new products and presentations of business offers, among other actions.

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