

# *Sports opens space for foreign companies*

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By Roberto Morejon

The International Sports Fair in Havana, rightly promoted, should contribute to an increase in foreign investment results.

With the presence of more than a hundred companies from over a dozen countries, the organizers hope to achieve a favorable scenario for business and commercial exchanges.

It could be in the repair and maintenance of facilities, incorporation of technologies, high performance, satisfaction of popular demands, health and artificial intelligence.

In any case, the exhibition space, conceived in parallel as a recreational alternative, is part of the concept defended by the government to remain open to the world.

And also to business because foreign investment and the participation of diverse economic actors is possible in the sports branch of this Caribbean nation.

Under strict U.S. sanctions, Cuba maintains its interest in attracting capital for the promotion of digital energy, e-commerce, biotechnology and tourism.

Cuba's plan for the period up to 2030 contemplates the possibility of attracting capital from all forms of production, including the private sector.

To support that purpose in the land of José Martí, there is a favorable legislation.

These days, for example, a delegation of Chinese businessmen related to a tourist agency toured the main destinations and made contacts with local institutions.

Despite the shortage of foreign currency and material resources, domestic inflation and other hardships, Cuba has managed to activate important investments, some of which are scheduled to be completed by the end of the year.

This has been the case in the hydraulic, energy, housing, transportation, food and biopharmaceutical industries.

Also in the country, the Antillana de Acero electric steel plant in the capital was started up, with the help of Russia.

This is good news, but no one can be mistaken. Cuba demands to achieve a turnaround in foreign investment with the participation of all the actors that the law now protects.

Business groups, companies, government structures in the territories and other instances undertake concrete actions to promote those procedures.

In that sense, the initiative of the sports branch deserves the attention and the presence of the public whenever possible.

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