

Cubadeportes at the center of the Fair



Havana, August 4 (JIT) - One of the busiest stands at the First International Sports Fair belongs to the Cubadeportes S.A. Commercial Company.

A wide list of exportable goods and services make the entity the ideal way to trade in this area in Cuba.

Its commercial manager, Ediunys Carrazana, attended JIT's visit in a space located in the middle of the exhibition area that has become the Sports City Coliseum, which symbolizes the interconnection with the rest of the companies present.

Carrazana extensively exemplified the company's corporate purpose, which ranges from the recruitment of sports talent to the organization of training bases and events in Cuban territory.

"The commercial management of sports in Cuba is not an easy task," he assured before acknowledging the breadth of the sector, which ranges from applied sciences to services such as recreation and tourism.

"As Cuban sport grows, it diversifies and broadens our portfolio of opportunities. That's the way it should be," he assures.

"We must increase the income associated with sports achievements, so that these in turn continue to finance the massification of physical activity and the improvement of the conditions required to have more champions," he insisted.

Under this premise, technological packages are marketed to high-performance athletes and individuals who wish to have personalized training services or use facilities.

This is what he said on Tuesday at the business forum of the Fair, where he exemplified the quality of these services with the training base carried out by the Algerian boxing team prior to the African championship in which they won five gold medals, two silver and one bronze, something unprecedented in that country.

He also recognized the importance of the Fair in general and the forum in particular.... "They are of vital importance in the dissemination of the portfolio of opportunities for the development and commercialization of services in Cuba".

Cubadeportes S.A. also organizes national calendar events in all categories. They export technological advances and professional services of diverse range.

The distribution of nutritional supplements made in Cuba, injury rehabilitation, sports detraining and specialized medical assistance stand out in their work. They also work closely with the Havana Anti-Doping Laboratory, which has been accredited by the World Anti-Doping Agency for almost 20 years and provides services to more than 30 countries.

In the exhibition hall of the Fair, Cubadeportes offers countless business opportunities that, far from satisfying its professionals, confirm the need to improve and expand.

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