

# *CEA Applauds Historic Decision to Ease Trade Restrictions on Cuba*

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Arlington, January 17 (RHC)-- The Consumer Electronics Association (CEA) praised the U.S. government decision to lessen trade restrictions on Cuba in a statement by CEO of the CEA, Gary Shapiro, on Friday and published by Business Wire.

Shapiro spoke about the release of guidelines regulating the easing of trade, travel and tourism with Cuba, and identifying key products from the technology sector – primarily for communication and dissemination of information – that will be allowed greater export potential beginning January 16th.

"While we are still assessing the broader implications and means to comply with the new rules, this move should open new doors for our innovative technologies, small businesses and U.S. export potential," said Shapiro.

"CEA has long argued for free and open markets devoid of isolationist policies. For the past 50 years, our forced economic isolation of Cuba has done little to advance the broader human and consumer interest. By increasing access to communication technologies, we have not only the ability to increase Cuban citizens' access to information, but also broaden perspectives on cultural and business practices

alike,"CEA top executive pointed out.

The Consumer Electronics Association (CEA) is the technology trade association representing the \$223 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative and regulatory advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships.

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