

# *FIHAV 2023 closes its doors*

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By María Josefina Arce

The Havana International Fair, FIHAV 2023, which brought together businesspeople from 60 states, closed its doors in the Cuban capital, an outstanding participation that shows the interest in Cuba's potential and the confidence in Cuban authorities and the legal framework that the Caribbean nation has.

This was highlighted by Cuban President Miguel Díaz Canel, who considered that FIHAV is a support from the international business community, which, he said, despite the obstacles, still maintains a business group with our country.

Countries with which Cuba has close and fruitful ties, such as Russia and China, had a large presence in the 39th edition of the largest Cuban commercial exchange and one of the most significant in Latin America and the Caribbean.

The Eurasian nation attended with 24 companies, several of them from the Riazan region, located 140 kilometers from Moscow, the capital, and highly developed not only for its industries, but also for its universities.

China, on the other hand, had a 60% growth in the number of participating companies. Those already present in Cuba were joined by others to explore new businesses in electric energy, agriculture and construction, among other areas.

Mexico, with which we are also linked by ties of friendship and cooperation, came with 25 companies, which shows the interest in continuing to consolidate trade ties and contribute to Cuba's economic progress.

These have been days of intense activity. Panels of notable importance for the economy of the archipelago were held, such as the one on the Mariel Special Development Zone, which has just celebrated its 10th anniversary.

According to the general director of the enclave, Ana Teresa Igarza, the products and services generated have a high impact on the economy, companies and are beginning to be inserted in export operations.

The Sixth Investment Forum was also held, in which the new portfolio of business opportunities with foreign investment was presented, with 729 projects, 139 of them presented by local governments to encourage the development of the territories.

And as a novelty, the First Forum of Young Entrepreneurs was held, aimed at making this segment of the population a strategic actor for development.

After a two-year pause due to the COVID 19 pandemic, the Havana International Fair returned in force in 2022, and the current edition confirmed the interest of the business sector from different latitudes to establish links with their Cuban colleagues and contribute to Cuba's progress.

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