

Why is the regulation of wholesale trade in Cuba necessary?

Mercabal

Resolution 56/2024 of the Ministry of Domestic Trade establishes that all actors can carry out retail marketing, related to the sale of goods and services whose final recipient is the population.

The largest number of commercial establishments of non-state economic actors provide gastronomy, personal and technical services, and the sale of merchandise through taverns, markets, points of sale, among others.

In this environment, the organization of the country's wholesale trade is essential in the face of the increase in non-state economic actors that carry out marketing activities without a clear distinction in their corporate purpose or project, from wholesale and retail trade; as well as the prices associated with resales of products, without adding added value, which has a negative impact on the population's pockets.

Likewise, there are repeated violations of consumer protection, sometimes even from importation, by not ensuring warranty and after-sales services and non-compliance with obligations related to the Central Commercial Registry.

There is also little comprehensiveness and coordination between the actors involved in logistics chains, since wholesale trade requires warehouses, handling and lifting means and equipment, and other technical resources, human capital, transportation and infrastructure for its proper exercise.

The organization of wholesale and retail trade is gradual and terms are established for the updating of corporate objects, liquidation of inventories for wholesale purposes and the updating of commercial licenses:

- 90 business days for MYPIMES and CNAs that express their willingness to continue carrying out wholesale trade activity with the participation of state entities.
- 120 business days for the liquidation of inventories for wholesale purposes, which can be used for retail sales. You don't necessarily have to liquidate inventories, only if it's for wholesale purposes.

Likewise, the updating and cancellation of licenses is carried out ex officio and gradually and in the case of those who have them in their main activity it will be expeditious and they will not have to pay again for registration in the Central Commercial Registry.

For self-employed workers, this process coincides with the updating of projects and the cancellation of wholesale activity; it does not imply additional procedures and costs for this actor who to date did not require a commercial license.