

"2nd Announcement"
3rd TRADE CONVENTION 2024
For safe, fair, and sustainable trade!

Dear colleague:

The Ministry of Domestic Trade is pleased to invite you to the 3rd Trade Convention, Cuba 2024, to be held from July 8th to 12th, at the Havana International Conference Center and at the PABEXPO fairgrounds as a sub-venue, which will address issues related to trade integration and development.

It will be an excellent opportunity for national and international professionals and businesspeople linked to the trade of goods and services to meet in a space for reflection and updating that will allow them to align efforts, join forces, raise challenges and show off the best practices that make commercial activity sustainable and profitable.

Representatives of marketing entities and productive and service companies, both from state-run and non-state business, as well as national and international institutions and organizations, universities, study centers and scientific and technological institutes, joint ventures and companies with foreign capital based in Cuba, will be able to attend.

The meeting will be attended by executives, specialists and experts of well-known national and international prestige. Symposiums, congresses, pre-event courses and a trade fair with expo-sale will take place, offering the opportunity to exhibit and advertise products and services.

Once again, we extend our invitation and count on your participation.



Betsy Díaz Velázquez
Minister of Domestic Trade

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The Convention includes the following events:

1. International congress on sustainable trade.

- Evolution of the main consumption trends.
- Challenges and alternatives for the management of social protection in trade.
- Trends and novelties of digital marketing, e-commerce, and social media in trade management.
- Brand management in the current context.
- Impact of quality and safety in trade.
- Commercial Law.
- Resilience and sustainability of commercial activities.
- Foreign investment as a development opportunity.
- Omnichannel strategies in a globalized world.
- Digital ecosystems and commercial establishments 4.0.

2. International symposium on warehouse logistics, LOGAL.

- Challenges of sustainable logistics in the face of the Sustainable Development Goals (SDGs).
- Integrated planning of the logistics process. Inventory management and logistics costs.
- Reverse logistics and the circular economy.
- Supply chain management with the maxim of customer focus.
- Last-mile logistics, challenges and opportunities in retail.

3. International symposium on cosmetology, beauty and esthetics.

- Technologies that enhance personal image.
- New techniques for various beauty services.
- Toxic effects of beauty products.
- Latest trends in relaxation techniques.

4. Workshop on international cooking.

- The kitchen, identity and patrimonial culture.
- Gastronomic services in the new times.
- Cuisine as cultural identity.
- Healthy food
- Food production for social welfare.

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5. Workshop on international cocktail.

- Modalities, style, and design of Cuban cocktails in the world.
- Plants, flowers, and their connection with cocktails.

6. International youth entrepreneurship encounter.

Unique opportunity to connect with innovative minds and explore new business frontiers.

7. Business forum.

Space to envision the commerce sector as a prominent destination for sustainable investment and business development.

Trade Fair and Expo-sales

The Trade Fair will take place at the PABEXPO fairgrounds, and will be made up of the following activities:

- Havanabel: (Catwalks, make-up, hairdressing, among others).
- Demonstrations and/or Culinary and canteen tastings.
- Exposition Fair (exhibition of products and services from the state and non-state sectors, joint ventures and foreign companies based in Cuba), including the exhibition associated with the LOGAL event and the launching and promotion of products and services.
- Expo sale "My Store", for the commercialization of various products and services, from national economic actors and foreign entrepreneurs, through the application of commercial techniques and good practices.

SUBMISSION OF FULL PAPERS

Both abstracts and full papers will be written in Spanish and sent to the Scientific Committee: convencioneventocientifico@cgcmincin.cu

Requirements for the submission of abstracts and full papers:

- Abstracts will be written in Spanish and must include: title, author (s), institution, city, country, not exceeding 250 words and with Arial-12 font. The deadline for receiving abstracts is March 15th, 2024, and they must be sent to the email address convencioneventocientifico@cgcmincin.cu
- Full papers must not exceed 15 pages and have the following structure: Title Page, Contents, Abstract, Introduction, Body, Conclusions, Bibliographic References, and

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Annexes. The word processor will be 6.0 or 95 (or higher) versions Word, justified text, Arial-12 font, 1.5 space between lines, 2.5-cm margins each side.

c) The title page must include the title of the paper, author's full name, degrees, scientific category, institution, address, city and country of origin, phones and e-mails.

d) Images, charts, tables, graphics, and others must be inserted on Word document. It must not exceed 1 MB. In case this document is higher than 300 Kbytes, it must be compressed by using WinZip 8.1 (or lower) or WinRAR 3.0 (or lower).

e) In the case of videos, a brief description of the content, duration, and format must be included.

f) The deadline for submitting full papers to the Scientific Committee will be April 2nd, 2024.

PRESENTATION IN ELECTRONIC POSTERS (E-POSTER)

The content of the e-Poster must correspond to the work previously submitted to the Scientific Committee for approval regarding title, authors, institution, city, country, and email of the principal author.

They can be displayed sequentially on one or multiple screens, placed in high-traffic areas, so that they are visible to all attendees and extensively discussed, although each author will formally present and defend their e-Poster as planned in the program.

The creation of e-Posters must meet the following requirements:

- Only ten (10) slides corresponding to the headings will be allowed: title and authors, Introduction, materials and methods, results, and conclusions.
- Vertical orientation.
- Dimensions: 27 cm wide by 36 cm long (10.6 x 14.2 in).
- Microsoft Office PowerPoint program is preferably used for their creation.
- The selected font type must ensure easy readability. A minimum size of 20 points is suggested. Italics and bold can be used to highlight elements.
- The images in the e-Poster must have good resolution. When placing images, ensure the relationship between their dimensions and the rest of the e-Poster. Images with lower resolution should always be smaller.
- Graphics: verify the font size used for graph legends.
- Do not use PowerPoint effects or animations.
- Do not use link updates to insert images.

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REGISTRATION FEE

FOREIGNERS

Category	Until April 30	From May 1 to July 5, online registration closing	
	Presential	Presential	Non- Presential
Delegate	280.00 USD	330.00 USD	180.00 USD
Lecturers	230.00 USD	280.00 USD	150.00 USD
Student	150.00 USD	180.00 USD	100.00 USD

The fee will include for delegate, lecturer, and student:

- Credential
- Closing lunch
- Welcome cocktail
- Participation in scientific sessions and Associated Exhibition
- Participation in the Trade Fair and Sales Expo at PABEXPO
- Scientific program, either printed or digital
- Printed attendance certificate with academic credits or digital.
- Printed lecturer certificate with academic credits or digital.
- Event proceedings with academic accreditation ISSN available exclusively for event participants and freely accessible for up to 6 months after the Convention concludes.
- Stamped bag and pen.

The payment of the registration fee for non-presential delegate and student entitles to:

- Participation in scientific sessions
- Scientific program downloadable from the platform
- Digital attendance certificate with QR code.
- Event proceedings with academic accreditation ISSN available exclusively for event participants and freely accessible for up to 6 months after the Convention concludes.

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ASSOCIATED EXHIBITION AT THE CONVENTION IN THE GRAND FOYER

In line to the Convention, a fair-related exhibition will take place at the event venue, which includes samples and commercialization of products and services from the state and non-state sectors.

Stand for the Associated Exhibition: 195.00 USD per m².

- Stand assembly with white modular panels of 94.8 cm X 2.42 m.
- Participation in all the activities of the event.
- Electricity consumption up to 500 W.
- Credentials according to the contracted space.
- Label with the company name.
- On-stand cleaning.
- Protection of the samples after the exhibition timetable.
- Certificate of participation.
- The minimum space to be contracted is 9 m² (3 x 3m).

If you want to make your own design, the price of the unassembled is 160.00 USD per m². It covers the whole exhibition period and includes:

- Electricity consumption up to 500 W.
- Participation in all the activities of the event.
- Credentials according to the contracted square meters.
- On-stand cleaning.
- Protection of samples after the exhibition timetable.
- Certificate of participation.
- The minimum space to be contracted is 9 m² (3 X 3 m).

The location in the map will depend on the order of application receipts and the approval of the Organizing Committee.

There will be facilities for contracting audiovisual aids, furniture, and other offers according to the rates established in the Services Form.

Rights for payment of stand rental:

- Credential
- Welcome cocktail
- Participation in scientific sessions and Associated Exhibition.

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- Participation in the Trade Fair and Sales Expo at PABEXPO.
- Scientific program, either printed or digital.
- Stamped bag and pen

Lunches will be invoiced separately from the services contracted for the stand.

Those people interested in this subject must contact:

Katia Batista Noa, Professional Fairs and Exhibition Organizer.
Palacio de Convenciones de La Habana, Cuba
Phone: (537) 2087541 and (537) 2107100 Ext. 1106.
Contact Mobile: (53) 50940720
Email: katiabatista@palco.cu

For sending any goods, please may contact with Mrs. Lianet Fernández, Official of "Palco" Customs Agency, phones: (53) 7208 3274 and (53) 7208 3669 or E-mail: lianetfernandez@palco.cu

Whether you are interested in a comprehensive package including LODGING + TRANSFER in order to attend the events, fairs and exhibitions run by the Havana International Conference Center and at the PABEXPO fairgrounds, which also includes tourist offers especially for participants in the event. Those interested can contact:

Event Coordinators at Cubatur Agency

Juan Carlos Gobeia / Mobile (+53) 5285 9576
Magelis González Guillot / Mobile (+53) 5581 9156
Phone: (+53) 7835 4113
Email: eventos2@centra.cbt.tur.cu

For more information about the Convention, please contact:

Knowledge Management Center

María del Carmen Martínez Vázquez, Msc
Director
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Email: direcmaria@cgc.mincin.cu



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