

Texas-Cuba Trade Alliance
P.O. Box 515313
Dallas, Texas 75251



Announces a Conference on

Doing Business with Cuba

with Co-Sponsors:



**WORLD
AFFAIRS
COUNCIL
AUSTIN**

Member, World Affairs Councils of America

The U.S. Has a Trade Embargo with Cuba, but...

Do you wonder about the future of U.S.-Cuba trade relations?

Did you know that you can now export food, agricultural, and other products or services to Cuba?

Did you know that you can now import certain items from Cuba?

Have you ever considered traveling to Cuba for business?

The Texas-Cuba Trade Alliance Has Answers and Wants You to be Informed on...

Doing Business with Cuba

Member Lounge, State Capital Annex,
(Room E2.1002) Austin, TX

January 23, 2017

Doing Business with Cuba is designed to provide the information, education, and contacts crucial to facilitating successful business relations with Cuba.

The *Texas-Cuba Trade Alliance*, founded in February 2003, serves as an information and educational resource for Texans with interest in Cuba. All programs are open to the public. For more information, please visit the TCTA website at www.tcta.us.

Doing Business with Cuba

Member Lounge, State Capitol Annex
(Room E2.1002) Austin, TX

- Be informed on trading with Cuba, the export process, realistic expectations, and important contacts in Cuba.
- Learn how to get licensed to travel and export to Cuba, and the requirements for export inspection.
- Understand what recent changes in Cuba mean to you and which products have the most potential in the Cuban market.

Who should attend?

Doing Business with Cuba will help export service providers, food processors and distributors, agricultural producers, and policy makers to better understand the Cuban market for U.S. agricultural, food products and associated regulations.



January 23, 2017 – Agenda

- 9:00 am Registration**
- 9:10 am Welcoming Comments**
- 9:15 am TX International Business Development**
Michael Treyger, Manager
Department of Business Assistance,
Office of the Governor, State of Texas
- 9:30 am The Cuban Market for Agricultural Products**
Dr. Luis Ribera, Texas A&M AgriLife Extension
- 10:05 am Export Controls (via Skype)**
Alan W. Christian, Senior Export Policy Analyst
Bureau of Industry and Security
U.S. Department of Commerce
- 10:35 am Break**
- 10:50 am U.S. Perspective of Engagement with Cuba**
Darrin Hall, United Airlines
Wayne Cleveland, Texas Grain Sorghum Association
Roy Gonzalez, Biehl & Company
- 11:20 am US Treasury--OFAC Licenses**
Cynthia Thomas, TriDimension Strategies, LLC
- 11:40 am Commercial Engagement with Cuba**
Miguel Velez Mederos, First Secretary
Economic and Trade Office, Embassy of Cuba
- Containerized Shipments to Cuba**
Eradis González, President
Almacenes Universales SA
- Leonardo Sosa, Deputy Director
Mariel Container Terminal SA.
- Special Development Zone Mariel (ZEDM)**
Ana Teresa Igarza, General Director
- 12:55 pm Closing Remarks by Port of Beaumont**
- 1:00 pm Adjourn**

To Attend *Doing Business with Cuba*,
Please complete the following:

Name: _____

Business: _____

Address: _____

City: _____ State: _____

Zip: _____

Phone: _____

E-Mail: _____

There is *No Fee* for this event, but Seating is Limited, so Register Early!

Please Register by January 20, 2017

You may register online at

<http://www.tcta.us/texascubevents.htm>

Or send completed form to:

Texas-Cuba Trade Alliance

Cynthia Thomas

Direct Dial: 972-527-7505

tcta@TriStrategies.com



Cuban Speakers: January 2017



Miguel Alvin Vélez Mederos—First Secretary of the Economic and Trade Office of the Embassy of the Republic of Cuba in Washington, D.C., since November, 2015. His previous experience includes serving as a foreign affairs officer in charge of economics issues at the U.S. Affairs General Division of the Cuban Ministry of Foreign Affairs. He previously served as Second Secretary of the Embassy of Cuba in Venezuela. Mr. Vélez graduated from “Raúl Roa García” Higher Institute for International Relations and has a Master’s Degree in International Relations.



Ana Teresa Igarza Martínez – General Director of the Special Development Zone Mariel (ZEDM), located 28 miles west of Havana, Cuba and covering 11,367 acres since 2013. She holds a Bachelor in Law degree, and a Gold Award Diploma in Public Administration. She has also taken various post-graduate courses on legal matters, foreign trade and investment, and corporate management. Her profession is a lawyer, providing legal services for 18 years. She was a professional judge in the administration of penal justice for five years.

ZEDM operates as a division of the Council of Ministers. ZEDM is located at the Port of Mariel with new infrastructural, a secure and transparent regulatory framework that provides investors with the advantages, stability and security to make long-term investments. ZEDM was created by law on November 1, 2013. Among the projects it is looking for in the ZEDM are renewable energies, electronics, food industry, production of toiletries and hygiene, production of materials and products required for construction, and industries in general. Companies in ZEDM are granted a tax exemption for 10-years and a subsequent tax of 12 percent. Companies such as Richmeat de Cuba SA (meat processing) and Devox Caribe SA (producing paints, waterproofing and additives) have been approved for ZEDM.



Eradis González de la Peña—CEO of Almacenes Universales S.A. (AUSA, a position she has held since 2010. She first began working for Almacenes Universales in 1997 as a Human Resource specialist. As a result of her work, she was promoted to various positions within Almacenes Universales since 1997. She is a graduate of Industrial Engineering at José Antonio Echeverr Higher Polytechnic Institute in 1987. After graduation, she began her career at the Ministry of Construction, being in charge of human resources, and science and technology during the construction of the Thermoelectric Plant located east of Havana. She has taken post graduate classes in human resources management, general accounting, quality audit and logistics. She holds a Masters in logistics.

Almacenes Universales is a Cuban logistics services company with services that include leasing of premises and space; providing labor; customs and freight services; storage of goods; management of cargo insurance; and operator of multimodal transport of cargo. AUSA was the organization that signed the agreement with CMA CGM Group to develop the logistics platform over 42 acres at the Port of Mariel in Cuba.



Leonardo Sosa Barrios—Deputy Director, Mariel Container Terminal S.A., within ZEDM. This port terminal is managed under an international economic partnership agreement between Almacenes Universales and Grupo PSA of Singapore. He graduated with the European Diploma in Business Administration and Management in 2003 from the Central University, Las Villas. He has postgraduate degrees in Administration, Marketing, Logistics, Port Management, Accounting and Finance, Occupational health and Safety, and Quality and Environment. He has held various corporate sector positions in management with companies related to retail, international trade, logistics and ports. From 2009 to 2015, he worked within the Cuban logistics company Almacenes Universales S.A. He was its executive vice president between 2010 and 2015. The Port of Mariel aims to be the main logistics and transshipment center for Central America and the Caribbean. The Port has a 600 meter rail yard with four lanes, creating an intermodal link throughout Cuba.

Technical Staff



Tania Vzquez Garca—Senior Official, Ministry of Foreign Trade and Investment a position she has held since 2015. Her professional career has spanned 25 years, including work in scientific information for the National Bank of Cuba; specialist of the center for the promotion of Cuban exports; Official Trade Policy Division with Europe within the Ministry of Foreign Trade and Investment from 2000 to 2011; economic counselor at the Embassy of Cuba in the Federal Republic of Germany from

2011 to 2015. She received a degree in Language, specializing in German, in 1987. She has taken various post graduate courses on international trade and market access.



Máster René Rolando Fernández de Lara Cabezas—Director of Inland Waterway and Sea Transport, Ministry of Transport a position he obtained in 2016. Between 1973 and 2006, he held various positions on board ships in the Cuban fleet. Between 2007 and 2013, he was the director of the shipping company ORION of Obras Marítimas Company. Between 2013 and 2014, he was the deputy director of Cuba’s National Port Administration. In 2015, he was the president of Mariel Port Administration. He is a 1973 naval officer graduate of the Naval Academy of Mariel. In 1982 he was a navigator engineer graduate from the Naval Academy of Mariel.



Ernesto Viñas Betancourt—Advisor of the Vice Minister of Transportation for U.S. Affairs. He received his Master’s Degree in Foreign Affairs at the ISRI Raúl Roa in 2002. He graduated from the University of Havana 2000 with a degree in the English language and literature. He has held various diplomatic positions over his career including specialist at the United States Division of the Ministry of Foreign Affairs; 3rd Secretary for political affairs at the Cuban Embassy in Nicaragua; diplomatic attaché at the Cuban Embassy in Venezuela; and official at the Latin America Division of the Ministry of Foreign Affairs.

While most of the Cubans coming to Texas speak business English, **Michel Rodríguez Alonso** will serve as the delegation’s official translator.