

## Holguin constitutes the Dynamizing Group for Foreign Trade

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The official constitution of the Dynamizing Group for Foreign Trade of the province of Holguín was the most relevant moment of the meeting with experts and doers for the branch, carried out this October 21, under the summons of the Department of Foreign Trade, Foreign Investment and Economic Collaboration of the Provincial Government.

This group is responsible not only for the preparation of the entrepreneurs of the province, but also to advise them, to exchange with them to see from their points of view and in their own entities the ways to encourage any item that meets the quality parameters for export, both state enterprises, cooperatives, MSMEs (Micro, Small or Medium Enterprises), or individual producers.

These experts will be key players for the province of Holguín not only to recover the export lines lost for various reasons, but also to promote, develop and consolidate this market, said Leonardo Bruzón Reinaldo, head of the Department of Foreign Trade, Foreign Investment and Economic Collaboration of the Provincial Government.

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Previously, this group of experts received a training course that is part of the Cuba-European Union Experts Exchange Program in its second edition, entitled Training of Trainers. Stage 3. Phase II, whose name speaks clearly of the objectives of this program between the Caribbean nation and the European entity.



Precisely, both parties join wills when the province of Holguin has to focus on the recovery of the lost exportable items, at the same time that it dynamizes its economy with the recovery stage after the Covid-19 pandemic, assured Ariel de los Reyes Hechavarría, specialist of the Department.

That is why the call for this space where representatives of several producing entities or service providers participated, which can receive preparation through academic exchange, in tours of the areas of each entity, or in meetings of different types organized by the companies that can become mutually beneficial contacts, commented Hilda Rosa Santiesteban López, director of the Holguín-Las Tunas Delegation of the Chamber of Commerce.

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Bruzón Reinaldo insisted on the need to update the map of exportable items, which should gain in advertising, images, product promotions and services, as the mechanical company of Holguín (Holmecca) does, reasoned the official.

He also recalled that each municipality has the capacity to use as financing the so-called one percent for the promotion of exportable items.

Since the next Havana Fair will become a forum for entrepreneurs, in virtual format, all those interested can register in this call free of charge.





For the occasion, stands can be set up for the promotion of their products and services, and exchange with potential investors or marketers, this time the telematic way is a great opportunity for the Holguin entrepreneurship, as will be the next edition of the Holguin Trade Fair next year.