

## EXPOHOLGUÍN 2023 Trade Fair nearing a successful conclusion

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Vice Governor Yunia Pérez Hernández described as a great success the EXPOHOLGUÍN 2023 Trade Fair, which concludes this Friday, April 7, in the Cuban City of Parks; an event in which a hundred companies representing all the actors of the Cuban economy have participated, many of which arranged strategic alliances for its development, emphasized journalists Rosana Rivero Ricardo and Grethel Cuenca Durán

"The heterogeneous participation of management forms and the commercial links achieved have exceeded our expectations. We have also counted on the participation of representatives of institutions from the country level such as the Chamber of Commerce of the Republic of Cuba and the National Directorate of Foreign Trade and the Institute of Economic Research of Cuba", said the vice-governor.

For his part, PhD. Jude Carasquero, Trinidad and Tobago's trade representative that have visited Holguín for the first time and is at this Trade Fair, which he considered "an opportune platform to promote business with the Caribbean, based on the Cuba-Caricom agreements that could expand its scope in relation to products and strategic alliances".

He added that his presence here "is a sign of interest in the Cuban market and, especially, in the Eastern region, where there are many potentialities in the industry, beverages, food, that we can explore".

Lilian Mías Pérez, Communication and Marketing Specialist of Havana Club Internacional considered that this is the first time that her company has participated in a fair where so many different economic players converge. "We have made alliances with several of them to enhance the development of promotional material, one of our lines of work, she said.

"We inserted ourselves in EXPOHOLGUÍN 2023, as we support institutions such as the Chamber of Commerce that sponsors it and we decided to participate in the sponsorship program as a Platinum Sponsor, as an advertising strategy and to strengthen links with this type of commercial events," he concluded.

Salva PC, a small and medium-sized company known for repairing technological products such as computers and hard disks and saving information, took advantage of the EXPOHOLGUÍN 2023 Trade Fair to launch its new visual identity. The logo represents a life ring, by its shape and color, composed of a network of nodes, which highlights the company's mission of "...a click away from your rescue", as its slogan states.



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Achieving an internal wholesale trade with state and private economic management forms is the next big step that, as a company, Ben July aspires to take. The once small business born in 2018 in the city of Holguín as a drinks and tapas bar, expanded its services to restaurant, home deliveries and already has a processing center, bakery and sweet shop linked to his company, to fulfill its purpose. The Trade Fair closes its 16th edition today with the gala where the winners in the categories of Image and Communication, Product Quality (Goods and/or Services), Product Design (Goods), Business Management and EXPOHOLGUÍN 2023 Grand Prize will be revealed.

Women Without Limits Event held at EXPOHOLGUÍN 2023.

Women Without Limits Event, a project that brings together more than 50 women entrepreneurs and businesswomen from Holguín, held its first session on April 6, as part of the program of the XVI EXPOHOLGUÍN 2023 Trade Fair.

Topics that raise doubts and interest among women who advance in the business network, such as the correct construction of a legal framework for their businesses, the importance of advertising, and methods of obtaining financing through the Business Banking, were addressed in the "Commercial Management" Panel.

Lizandra Lafuente González, director of the Plaza de la Marqueta Cultural Complex, the institution that promoted the project of singer and businesswoman Patricia Fonseca, commented that this initiative is organically inserted in the road map defined by the National Program for the Advancement of Women in Cuba.

The Elyt Marketing Agency gave a conference on Digital Marketing that provided the entrepreneurs with knowledge for the production of content for their social networks, through applications that use Artificial Intelligence, including Canva, Cap Cut and the GPT 3 chat.

The highlight of the meeting was the presentation of 10 of the businesses that joined Mujeres sin Límites, such as those specialized in event organization Make a Wish, Ceremonias Grettel, Deja Vu Decoraciones and FD Tienda de Novias.

ExpoHolguín 2023 fair photo Profile Facebook ExpoHolguínThe leaders of Horte Chocolates; Luna Nueva, focused on the leasing of spaces; Savia, creator of cosmetic industry products such as soaps and essential oils with natural ingredients; the Ilusiones Gift Shop and the Gotitas del Alma Laundry also commented on how the idea to promote these projects and the challenges faced to keep them going.

The event concluded with a runway show by the Recrearte Company, which displayed the designs of the Karuka Fashion Workshop, created seven years ago by Karen Rodríguez Calzadilla, to fulfill her childhood dream of becoming a designer and seamstress.

With the exchange with representatives of the management of the Federation of Cuban Women, the conference "The business plan, the vision of a successful entrepreneurship" and the presentation of other projects will conclude the I edition of Women Without Limits. / Taken from Ahora Digital.