

EXPOHOLGUÍN 2023 Trade Fair, high business movement

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"For Cuba to grow" is more than a slogan for the sixteenth edition of the EXPOHOLGUÍN 2023 Trade Fair, which on its inaugural day drew curtains for other events such as EXPOCARIBE of Santiago de Cuba in its 18th edition, and EXPOCAM of Camagüey, as a sign of the importance that these sister provinces give to the business network of the country and abroad, as members of the Chamber of Commerce of the Republic, and that in Holguín they saw a great opportunity for joint entrepreneurship.

Beatriz Johnson Urrutia, governor of the province of Santiago de Cuba, thanked the hospitality of the people of Holguín and stressed the importance of launching the call for EXPOCARIBE 2023 in the context of its counterpart that takes place in a significant land for the history of Cuba, being the Patria Chica of Fidel and Raul Castro.

For her part, Tania Rodríguez Mexidor, director of the delegation of the Chamber of Commerce of the Republic of Cuba in Camagüey, invited to participate in EXPOCAM 2024 that will show from March 12 to 15 the best of creation, initiatives and economic innovation by establishing symbiosis with the local and foreign economic network.

The Canadian ambassador in Havana, John Geoffrey Gartshore, recognized the value, not only of Cuba as a market but of this business event as well, given that this northern nation is an important investor in the province of Holguín, beyond being the largest issuer for tourism; it is the main investor through the joint venture Sherritt and General Nickel Company S.A. as a partner in the company Comandante Pedro Sotto Alba, in Moa, for the production of nickel and cobalt.

EXPOHOLGUÍN 2023 also highlights territorial potentialities such as aquaculture with Tenca HG fish, swim bladder and elver; agricultural products, among others, marabou charcoal, honey, tobacco, mango, aloe vera, pineapple and habanero chili bell pepper - the hottest of all varieties.

It also highlights the rescue of bat guano, the importance of products from the biotechnology industry and the mining sector - with high potential in the exploitation of chrome, nickel and gold.



Also, the potential for foreign investment with 38 projects in sectors such as food production and tourism; as John Geoffrey Gartshore

reminded that both countries have had official trade relations for 77 years and that in 2022 bilateral trade, in terms of exports and imports, amounted to 940 million dollars.

The northern nation is the first issuer of tourists to Cuba, being Holguín the most important pole after Varadero, in Matanzas.

Another priority of the Canadian government is to support the development of Micro, Small and Medium Enterprises, new economic actors that join the Cuban entrepreneurs; therefore, the presence of state enterprises, non-state forms of management and local development projects in EXPOHOLGUÍN 2023 is high.

Beyond the commercial program, Canada promotes cooperation and assistance projects, among them FORMER, which has a place in the 14 municipalities of the province of Holguín, to promote the leadership and participation of women in the renewable energy sector and to favor fundamentally the households led by them.

The ambassador mentioned that he will be back in the province at the end of April to promote a collaboration with the Chair of Canadian Studies of the University of Holguín.

At the EXPOHOLGUÍN 2023 Commercial Fair, the Empresa Avícola Holguín - known by its acronym AVIHOL - and the Don Yovani bakery-sweetshop in the municipality of Rafael Freyre, established a commercial alliance that aspires to obtain innovative and highly beneficial results for Holguín residents, according to journalist Eduardo Aballe Osorio for Radio Angulo's website.

The launching of this agreement on the premises of the AVIHOL stand included the promotion of the results of the Quail Program, in operation since 2022 as a component of alternative poultry farming to produce proteins quickly, since the small bird can start laying at 45 days, 125 days before a hen, and generate, stably, about 20 postures per month. Likewise, its daily feed consumption is 31 grams, visibly lower than that of a hen that consumes 108 grams, according to reporter Rosana Rivero Ricardo for the newspaper Ahora.

She added that Yosvany Driggs Torres, leader of the bakery that bears his name, commented that the idea of this agreement was born about a month ago, from the use of quail eggs in products that require this ingredient, since chicken eggs are scarce.

He pointed out that "So far we have designed 12 products, including pastries, breads and sweets, which are much more nutritious than those made with chicken eggs, due to their high content of iron, phosphorus,

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calcium and folic acid. These are present, so far, in three markets in the city of Holguín: Las Carpas, Los Chinos and Sanfield".

EXPOHOLGUÍN 2023 is already promoting the productive linkage between the signatory entities, such as this bakery-sweetshop.