

Open For Business: Building The New Cuban Economy



Open for Business: Building the New Cuban Economy

by Justin P. DePlato

★★★★☆ 4.6 out of 5

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Cuba is a country in transition. After decades of isolation, the island nation is slowly opening up to the world. This has created a unique opportunity for businesses of all sizes to enter the Cuban market.

Cuba has a number of advantages that make it an attractive investment destination.

- **Educated workforce:** Cuba boasts one of the highest literacy rates in the world. The country's universities and colleges produce a highly educated and skilled workforce.
- **Strategic location:** Cuba is located at the crossroads of the Americas. This makes it a prime location for businesses that want to access both the North American and South American markets.

- **Growing tourism industry:** Cuba's tourism industry is growing rapidly. This is creating a demand for new hotels, restaurants, and other tourism-related businesses.

The Cuban government is also taking steps to make the country more attractive to foreign investors.

- **Reducing bureaucracy:** The government has been streamlining the process for obtaining business licenses and permits.
- **Improving infrastructure:** The government is investing in improving the country's infrastructure, including its roads, ports, and airports.
- **Opening up to trade:** The government has signed trade agreements with a number of countries, including the United States, the European Union, and China.

As Cuba continues to open up, there are a number of opportunities for businesses to enter the market.

- **Tourism:** Cuba's tourism industry is growing rapidly. This is creating a demand for new hotels, restaurants, and other tourism-related businesses.
- **Agriculture:** Cuba has a rich agricultural sector. There are opportunities for businesses to invest in food production, processing, and distribution.
- **Mining:** Cuba has a number of mineral resources, including nickel, cobalt, and copper. There are opportunities for businesses to invest in mining and mineral processing.

- **Energy:** Cuba has a number of renewable energy resources, including solar, wind, and biomass. There are opportunities for businesses to invest in renewable energy projects.
- **Construction:** Cuba is in need of new housing, schools, hospitals, and other infrastructure projects. There are opportunities for businesses to invest in construction projects.

Of course, there are also some challenges to doing business in Cuba.

- **U.S. embargo:** The United States maintains an embargo on Cuba. This can make it difficult for U.S. businesses to do business in Cuba.
- **Currency controls:** Cuba has a dual currency system. This can make it difficult for businesses to operate in the country.
- **Infrastructure challenges:** Cuba's infrastructure is in need of improvement. This can make it difficult for businesses to operate in the country.

Despite these challenges, the Cuban market offers a number of opportunities for businesses of all sizes. With its educated workforce, strategic location, and growing tourism industry, Cuba is poised to become a major economic player in the region.

If you are interested in doing business in Cuba, there are a number of resources available to help you.

- The Cuban Chamber of Commerce
- The U.S. Embassy in Cuba

- The Cuba Business Report

With the right preparation, you can succeed in the Cuban market.

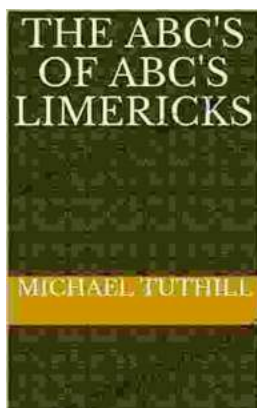


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