



MINISTRY OF FOOD INDUSTRY

# Online Business Forum Cuba-Germany



Havana, May 2021

The Ministry of Food Industry is formed of:

- ✓ Food Division
- ✓ Fisheries Division
- ✓ Agro Food Division
- ✓ Food Corporation S.A, CORALSA
- ✓ Corporation Cuba Ron S.A





## **Food Division'** export offer:

- Rums of different degrees, wines (including dry wine), vinegar, among other products.
- Soft Drinks and candies.
- Cocoa butter, cocoa, chocolates, chocolate covered products, among others.

## **Fisheries Division'** export offer:

- Marine fish, lobster, marine and farmed shrimp, fresh water fish and other aquatic animals.

## **Agro Food Division's** export offer:

- Roasted Coffee.
- Fruit pulps, juices, nectars, puree, canned fruits and vegetables and pickled vegetables.

**CORALSA**

CORPORACIÓN  
ALIMENTARIA S.A.

**Food Corporation S.A, CORALSA**, is a share holder of joint ventures in Cuba or abroad, for food industry enterprises and for enterprises 100 % Cuban capital.





*CubaRon*  
...el productor original...

**Cuba Ron Corporation S.A.** is a share holder of joint ventures in Cuba, for rum and other alcoholic beverages production and for other 100 % Cuban capital enterprises.

Cubaron produces the main brands of Cuban Rum, particularly, Havana Club (Joint Venture with Pernod Ricard Company) and Santiago (Joint Venture with Diageo Company).



# CORPORACION CUBA RON

Cuba Ron owns the most traditional and important factories of authentic Cuban rum.

Cuba Ron products have the Cuban Origin Protection and rum production is part of the cultural patrimony of the country.

Cuba Ron's export offer to the German market: Cubay, Isla del Tesoro and Perla del Norte.

*CubaRon*  
...el productor original...

Ronera Cárdenas

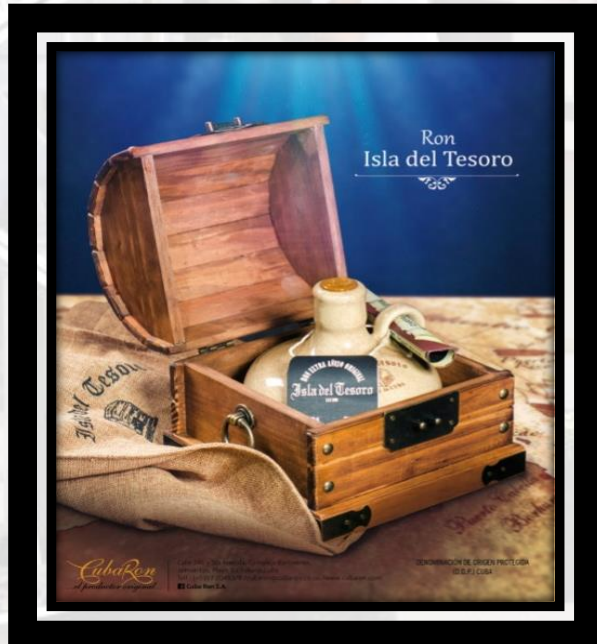
Perla del Norte

Ronera Central:  
Cubay

Santiago de  
Cuba Isla del  
Tesoro







*CubaRon*  
...el productor original...

**Cuba Ron's export  
offert to Germany:**



# CUBAN RUM BRANDS

- CUBAY
- Perla del Norte
- Isla del Tesoro.





# CARIBEX COMMERCIAL OFFER



## CARIBEX EXPORT OFFER

CARIBEX is a well-known enterprise with a solid offer of sea and aquaculture products. CARIBEX has recently included a commercial offer of products from the agro industry:

- **Fisheries products:** Whole raw lobster, Whole precooked lobster, Frozen Tails, farmed and wild shrimp, sea dry sponges, frozen sea cucumber, marine and fresh water fish, among others.
- **Agro industry products: Roasted whole and ground coffee:** Serrano, Turquino, Cohíba and Montecristo, canned fruit paste, various canned fruits and vegetables, juices and nectars.
- **Rums:** Various brands of rums, which are produced throughout the country: Arecha, El Valle, Guayabita del Pinar, Cubanacán, Puerto Príncipe, Paticruzado, Pinilla, among others.



## **CARIBEX IS IN THE GERMAN MARKET**

**Caribex** export activities to the German market: The first exports to the German market were made in the year 2020. Works were made with PROFUMED KARLHEINZ LOHR EK for a future investment on **quitina**, which is a product to be obtained from the shell of crustaceans. The parts are working today in the feasibility study.

Commercial activities in the German market also include: Roasted Coffee: Brands: Serrano, Turquino, Cohíba and Montecristo, and Rums: Arecha, El Valle, Guayabita del Pinar, Cubanacán y Paticruzado.

**Rums and elixirs have also been sold to the Company PIGA-WORLD S.A.**

Caribex needs to expand its client portfolio due to the diversity of products it sells. The fact that payments are not possible directly from Germany is a problem that can affect future business relations.

# CUBA RON NEEDS IN GERMANY

In the German market we need:

An experienced distributor with well established distribution channels for Cuban rums.

A business partner to establish a strategic alliance in the market, achieve positioning of our products and to invest in the image of our rums, according to the market trends.

A distribution Centre for European markets and other markets of interest.

Cuba Ron only sells its products online in Germany, through the Client Piga Worl S.A and Cubata GmbH & Co.KG Company.





# Suppliers for the production of Rum and new Investments

**Cuba Ron** needs suppliers of: bottles, caps, boxes, cases, chemicals as activated carbon, lab equipment for the industry: parts and spares for the industrial machinery, bottling machines, pumping systems, steam boilers, renewable energy systems, like photovoltaic energy.

Investors for industrial projects.

## Commercial Opportunities:

- Creation of a Joint venture for the commercialization of Cuban rums.
- Creation of a Joint venture for the generation of electrical energy and organic fertilizers from waste water treatment in the industrial complex of Santa Cruz del Norte.





# Commercial opportunities

- **Increase of the production of Shrimp**

Increase shrimp productions by obtaining a technology for fattening the larvae and reducing costs in this phase, which guarantees increased efficiency and greater rotation of hectares, the introduction of probiotics and other new technologies in pond management.



# Commercial Opportunities:

- **Fish Farming in cages in Cienfuegos Bay.**

Build a Spawning Centre and set a floating cages farm to partially satisfy the demands of the tourist sector, substitute imports, and also export fish to the Caribbean countries.





# Commercial Opportunities:

- Development of the production of candies, waffles, cookies (fine, sweet, soy and cream) and breakfast mixes in different formats paying attention to nutritional aspects.



# Commercial Opportunities:

- **Production of long and short pasta and noodles.**

Restore and increase pasta production capacities, increase varieties for the domestic market, substitute the importation of pasta and also for export purposes .

- **All projects are in the Portfolio of Opportunities in the WEB:**

<http://www.camaracuba.cu/inversion-extranjera>

<https://www.mincex.gob.cu/inversion-extranjera>





**Thank you!**

