



SwissCubanCham

Cámara de Comercio e Industria Suiza-Cubana
Swiss-Cuban Chamber of Commerce and Industry
Schweizerisch-Kubanische Handels- und Industriekammer
Chambre de Commerce et de l'Industrie Suisse-Cubaine
Camera di Commercio e Industria Svizzera-Cubana

**+ SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business



HOW SWISS INSTITUTIONS CAN SUPPORT YOU IN DOING BUSINESS IN CUBA

Lugano, Oct 2nd, 2017 – Camera di commercio Cantone Ticino

Ulrich Hinterberger, Consultant Latin America, Switzerland Global Enterprise
Andreas Winkler, President SwissCubanCham

Agenda

1. «Comite Empresarial Cuba – Suiza»
2. Activities
3. Our local partner in Cuba: SwissCubanCham

**«COMITE
EMPRESARIAL
CUBA – SUIZA»**



El «Comite Empresarial Cuba Suiza» – Cuba Switzerland Business Committee (CSBC)

Signed on 25 November 2013 between Cuban Chamber of Commerce (CCC) and Switzerland Global Enterprise. Promotes, on a non profit basis, the economic and trade relations between Cuba and Switzerland.

The CSBC is organized in two sections:

- Cuban section with its headquarters at the Chamber of Commerce of the Republic of Cuba.
- Swiss Section where the SwissCubanCham (SCC) represents the signing party Switzerland Global Enterprise locally. Members of the SCC are likewise members of the Swiss section.

Activities:

The two sections can populate the annual Action List that are being checked and reviewed on a **monthly basis** between the permanent Secretary of each section.

An annual assembly of the CSBC takes place either in Cuba or Switzerland.

Recognition of the Cuba Switzerland Business Committee (CSBC)

- There are only 14 countries holding a Business Committees (BC) with Cuba: [Link](#), European companies with BC besides of Switzerland: Spain, Netherlands, Russia, Italy, Hungary, Ukraine
- Agenda with action list where individual cases can be addressed and discussed on a regular (monthly) basis.
- As most Cuban market information is not official, CSBC offers best option for Swiss companies to get access to this inside market data. The existence of the SCBC can be seen as USP for Switzerland Global Enterprise when it comes to local market information and contacts!
- The Swiss section of the CSBC are the members of SwissCubanCham. These members combine a lot of inside knowledge which can be accessed.

ACTIVITIES



Activities

	2017	2016	2015	2014
Consultancy sessions	3	12	8	3
Projects	0	8***	1*	0
Events	1	0	1**	0

* First consultancy mandate

** Annual meeting of the CSBC in Switzerland / participation of Cuban delegation at Aussenwirtschaftsforum / Organization of event with 80 participants

*** Fact Finding Mission to Cuba with 8 participants

S-GE Fact Finding Mission to Cuba, Nov. 2016



**SWISS CUBAN
CHAM**



Our local partner in Cuba: SwissCubanCham

SwissCubanCham builds tangible bridges between the business communities interested in both Switzerland and Cuba.

- facilitates business relations between Switzerland and Cuba and between institutions and personalities with economical interests in these countries
- is politically neutral and adheres to the principles of mutual reciprocity and free market drive
- promotes both Cuba and Switzerland as advantageous places to do business while advocating for favorable trade conditions between both markets
- offers tangible added value to its members and the business community in general through a long term commitment to professional excellence



Swiss Cuban Cham

Cámara de Comercio e Industria Suiza-Cubana
Swiss-Cuban Chamber of Commerce and Industry
Schweizerisch-Kubanische Handels- und Industriekammer
Chambre de Commerce et de l'Industrie Suisse-Cubaine
Camera di Commercio e Industria Svizzera-Cubana