



Who We Are

Who:

To Cuba Now provides immersion travel and consulting services to U.S. educational institutions, companies and organizations interested in engaging in Cuba. Our team has decades of experience in U.S.-Cuba relations, as well as, international business, legal and operational experience on behalf of a variety large and small corporations, educational institutions, professional and trade associations and non-profit organizations.

How:

Our customized travel programs include educational, cultural and professional meetings with government officials, business leaders, legal advisors, and potential joint-venture partners, as well as, in-depth introduction to the historical, economic, social and cultural aspects of doing business on the island.

Why:

Cuba is a melting pot of history, culture, creativity and enduring potential waiting to be maximized. The recent changes in U.S.-Cuba relations suggest a future of tremendous opportunities for U.S. educational, cultural and business interests.

When:

Due to changing economic and social forces, Cuba is implementing initiatives to foster improved U.S.-Cuba relations. To Cuba Now can offer your organization the opportunity to be part of that change.



Facts About Cuba

- Cuba has more than 3 million foreign visitors every year and one of the lowest crime rates in the world.
- Post Embargo estimates would be 5 Million additional U.S. visitors per year.
- With a population of over 11 million people, Cuba has one of the highest literacy rates in the world. (99.8%)
- Cuba and the U.S. have almost identical life expectancies. (Women 80 / Men 77)
- Infrastructure: Less than 20% of Homes and Buildings constructed after 1960
- Main Import Partners: Venezuela, China, Spain, Brazil, Canada and the **United States ... (even with the Embargo)**

Sample Itinerary

Day 1

Cuban History and Culture – *University of Havana*

Tour of the University of Havana. Interactive discussion with professors and students on Cuba's history, culture and institutions to better understand recent and future changes in Cuba's development.

Visit *Fabrica de Artes*

A multimedia artistic venue for visual, photography, cinema and dance. F.A.C. houses exhibitions and community workshops.

Day 2

Urban Community Development Project – *Quinta Los Molinos*

Visit to local community development projects in Havana; including *Quinta Los Molinos* and others focused on support for animals, children, and the elderly in Havana's urban center. Work alongside Cuban teachers and students on active community development projects.

Day 3

Rural Cuba – *Las Terrazas*

Travel and visit to *Las Terrazas* Community and Nature Preserve in *Artemisa Province*. Home to many artists and studios. Explore the rural community and visit local schools in the UNESCO designated Biosphere Reserve; including local farming operations and artist community.

Day 4

Cuban Cuisine – *El Paladres*

Visit to local *Paladares* (privately owned restaurants) to learn about the history and importance of Cuban Cuisine. Prepare and sample some of Cuba's best dishes; breakfast, lunch and dinner.

Cont. Sample Itinerary

Day 4 Cont.

Driving Tour of Historic Sites of Havana including, *El Morro Castle*, *Hemingway House*, and the elaborate and historic memorials of the *Cementerio de Colon*.

Day 5

Cuban Music & Dance – *ASSEN Dance*

Overview of the cultural significance in Cuban life of music and dance at the famous *ASSEN Dance*. Interactive presentation and discussion with instructors and students of the world-class, privately run, professional dance school and company.



Personalize Your Cuba Experience

We work to personalize your Cuba trip and experience to the locations most significant to your interests, with individualized meetings with local authorities and those responsible for the institutions, organizations, projects and sectors of the Cuban economy most important to you.

Recent Programs

We customize all of our programs to our clients' specific interests. We offer them in multiple categories: *Education and Cultural Exchange*, *Architecture and Real Estate*, *Business Immersion/Entrepreneurship*, and *Professional Exchange and Association Conferences*.



To Cuba Now

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