

# Cuba Trade Expo - Schedule

March 19th - 20th, 2009

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## Thursday

### Celebrate Cuba Reception

**6:00**

**PM** Enjoy mojitos and hors d'oeuvres while listening to live Cuban music poolside on the roof top deck. Network, watch a master craftsman roll Cuban cigars, and absorb that distinctly Cuban energy.

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## Friday – March 20th

**7:30** **Breakfast Buffet**

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### Cuba/US Relations

President Obama will change policy - Democrats control Congress - so all options are on the table. What changes are we likely to see and how can investors benefit? Join us for an engaging panel discussion that includes diverse pro-trade and pro-embargo

**8:30**  
**AM**

perspectives.

[Larry Luxner](#), *Moderator*

Panelists

[José Azel](#), [Robert L. Muse](#), [John McAuliff](#)

**9:30**  
**AM**

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## Break

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### Business in Cuba Today

Contrary to popular belief, Cuba is conducting business every day with many countries including the United States. Listen to business leaders offer a glimpse of Cuba's economic past and a forecast of its future. They will discuss how expected conditions will affect potential opportunities.

9:45  
AM

[Johannes Werner](#), *Moderator*

Panelists

[Kirby Jones](#), [Jake Colvin](#), [Jay Brickman](#)

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10:45  
AM

## Break

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### Cuban Tourism

Tourism, already averaging over two million visitors a year, is projected to explode once the U.S. lifts travel restrictions and Americans flock to the island. Congress' Freedom to Travel to Cuba Act (H.R. 874 and S.428) will be discussed, as well as President Obama's March 11th changes, rolling back President Bush's ban on Cuban-Americans visiting all family members. We'll also look at Cuba's tourism infrastructure.

11:00  
AM

[Larry Luxner](#), *Moderator*

Panelists

[Daniel E. Waltz](#), [John McAuliff](#), [Tessie Aral](#)

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12:00  
PM

## Break

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### Agriculture and Energy

Cuba has bought billions of dollars of food from the United States since 2001. The country also seeks foreign direct investment to develop oil and gas fields and mining industries. Opportunities for businesses ranging from oil conglomerates to small consulting and supply companies will be discussed.

**12:15  
PM**

[Johannes Werner](#), *Moderator*

Panelists

[Jorge R. Piñón](#), [Dwight Roberts](#), [William A. Messina](#)

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**1:15 Lunch**

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### Cuban Real Estate

Real estate is second only to tourism in its potential to quickly attract much-needed cash to Cuba. We'll examine how Cuban law addresses property, its ownership by Cubans, and examples where foreigners directly own real estate, as well as property claims through the U.S. Foreign Claims Settlement Commission.

**2:30  
PM**

[Jonathan Bedard](#), *Moderator*

Panelists

[Dr. Timothy Ashby](#), [Antonio R. Zamora](#)

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**3:30  
PM**

**Break**

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### **Investing in Cuba's Future**

Americans are legally putting money in companies that have direct holdings in Cuba. Other investors are poised to profit from future changes in Cuba. Learn innovative ways to invest in the future of Cuban business. Find out how to get ahead of the curve by identifying opportunities that most investors do not understand.

**3:45  
PM**

[Juan O. Tamayo](#), *Moderator*

Panelists

[Mark Entwistle](#), [Philippe Colombani](#), [Dr. Timothy Ashby](#), [Fernando Donayre](#)

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**4:45  
PM** **Break**

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### **Effects of Embargo Changes**

Crossfire style debate between those that want to keep the status quo and those that want to see changes. What are potential effects in U.S. and Cuba? Why will (or won't) there be changes under Obama? Do changes benefit (or hurt) average Americans and Cubans? Who is right?

**5:00  
PM**

[Jeff Garcia](#), *Moderator*

Panelists

[José Azel](#), [Antonio R. Zamora](#), [Tony Martinez Esq.](#), [Sebastian Arcos](#)

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**6:00  
PM** **Wrap Up Session**

Which themes are most important for understanding the future of Cuba? How can you

put the ideas explored in this conference to practical use? Our wrap-up will pull everything together. We'll review what we expect to have the greatest impact on the business future of an island nation that stands on the brink of a historical transition.

Q&A

Final Comments

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**6:30  
PM** End of Sessions

[Book your hotel room now](#) using the special \$279 Expo room rate.

The Intercontinental Hotel is centrally located downtown on Biscayne Bay, across the River from Brickell, and within walking distance of many chic restaurants such as [Prime Blue Grille](#), [Il Gabbiano](#) and [Manny's Steakhouse](#). Seasoned travelers rate it 4-and-one-half stars. Best of all, it's the site of the Expo. You can walk out of your room straight to every event!

[View Larger Map](#)

## Exhibitors





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