

# *Global Strategies Trading, LLC*

[www.gshi.com](http://www.gshi.com)



WORLD TRADE CENTER ASSOCIATION  
LOS ANGELES - LONG BEACH



The Los Angeles World Trade Center  
350 South Figueroa, Suite 172  
Los Angeles, CA 90071  
Tel 213-690-1888  
Fax 213-680-1878

## **US/Cuba Trade Mission** **September 24<sup>th</sup> to October 1<sup>st</sup>, 2004**

*Hosted by*

Global Strategies Trading, L.L.C.

Los Angeles Economic Development Corporation  
World Trade Center Association of Los Angeles-Long Beach  
Tulare County Economic Development Corporation  
Kings County Economic Development Corporation  
International Agri-Center

**September 24<sup>th</sup> to October 1<sup>st</sup>, 2004 *Direct LA to Havana 7 days***

***Agriculture, Food, Growers, Packers, Branded Foods, Commodities  
Pharmaceuticals, Over the Counter, Raw Materials, Med Devices***

Alimport, the Cuban buying entity that has purchased hundreds of millions in U.S. Food Products, has announced special U.S. events in the past, in Havana for the purpose of awarding up to \$100,000,000.00 in cash food import contracts to those that attend and meet the buyers requirements. In the last similar event held in December of last year and April of 2004, over one hundred million dollars in U.S. cash contracts were awarded. This mission is a follow up to secure contracts under the ten million dollar LA WTC award to California companies, which GS and The WTC obtained from Cuba, with competitive prices and products as negotiated with the Cuban buyers.

The purpose of this trip is to travel to Cuba to negotiate export contracts in compliance with OFAC and DOC TSRA laws regarding travel and trade with Cuba. Each licensed traveler is hereby informed of his/her responsibilities under the regulations and OFAC's Travel Restrictions per 31 CFR 515.560(c) also found at [www.treas.gov/ofac](http://www.treas.gov/ofac)

## OFFICIAL REGISTRATION FORM

Please complete a separate registration form for each person.

**Registration:** Full payment \$3,800.00 required with registration

**Contact:** Greg Estevane, President Global Strategies Trading, LLC

**Email:** [greg@gshi.com](mailto:greg@gshi.com)

**Phone:** (213)-680-1888

**Fax:** (213) 680-1878

### FAX OR MAIL COMPLETED REGISTRATION FORM TO:

**Global Strategies Trading / TheWorld Trade Center Association LA**  
350 South Figueroa, Suite 172, Los Angeles, CA 90071

#### Trade Mission Date:

**Name:** \_\_\_\_\_  
Title: \_\_\_\_\_  
**Company:** \_\_\_\_\_  
Address: \_\_\_\_\_  
**City/State/Zip:** \_\_\_\_\_  
**Tel/Fax:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Special Preferences:** \_\_\_\_\_  
\_\_\_\_\_

Payment by check, wire transfer or money order to: *Global Strategies Trading, LLC*  
We do not accept Credit Cards

### TERMS AND CONDITIONS

Registration price: \$3,800 per person. Due upon registration. Make checks payable to Global Strategies Trading LLC. Trade mission participants are strongly encouraged to purchase their own travel insurance or that offered by CSA at 800.348.9505 [www.csatravelprotection.com](http://www.csatravelprotection.com). Or Gateway International, their toll free number is 1 800 282-4495 or [www.gatewayplans.com](http://www.gatewayplans.com)

All arrangements are subject to change without notice. GS, WTCA-LA/LB and LAEDC act solely as selling agents for suppliers and/or their agents act only in the capacity as agents for the participation in all matters concerning hotel accommodations and transportation, whether by air, bus, motor car, or by any other means, and as agents, hold themselves free from responsibility for any damage, harm or loss occasioned from any cause whatsoever.

GS, WTCA-LA/LB, LAEDC and their agents will not be responsible for damage, expense or inconvenience caused by late buses or planes, changes in departures or schedules, strikes or any other condition, nor will they be responsible for the loss of or damage to baggage or any of the participant's belongings. All prices quoted are based upon the current exchange rate of the US dollar, tariffs and costs, effective April 22, 2003. Prices, taxes, and schedules are subject to change.

## DISCLAIMERS

1. Global Strategies Trading, LLC ("GST")LAEDC/WTC LA LB is not responsible for any delays or changes of flights to and from Cuba. The flights were booked through Cuba Tours and Travel, Cuba Travel Services or Marazul Travel Agency, who have the exclusive rights to make flight reservations for this event.
2. Each traveler is responsible for paying the \$50 airport exit tax to leave Los Angeles or Miami and the \$25 airport exit tax to leave Havana.
3. Travelers are responsible for their own luggage and personal effects. GST/LAEDC/WTC LA LB is not responsible for the loss of any luggage or personal effects due to theft or other reason.
4. For those interested in obtaining travel insurance, you can get coverage through Gateway International. Their toll free number is 1 800 282-4495 or [www.gatewayplans.com](http://www.gatewayplans.com). CSA at 800.348.9505 [www.csatravelprotection.com](http://www.csatravelprotection.com)
5. There is a baggage weight limit of 44 pounds. . Any charge for overweight baggage is the traveler's responsibility to pay.
6. At no time has GS/WTC/LAEDC promised that export contracts are or were guaranteed, before, during or after this trade mission. However GS will always use its very best efforts in obtaining export contracts for our partnered clients.

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Signature \_\_\_\_\_

Date \_\_\_\_\_

Printed Name \_\_\_\_\_

Address/Phone Number \_\_\_\_\_

\_\_\_\_\_

Trade Mission Price: \$3800 Direct LA to Havana, (be sure to ask about discounts for additional travelers) Miami to Havana different pricing depending on connecting flights.

***Sample LA Itinerary:***

- Round-trip Air, LAX-HAV-LAX (US Govt. Sanctioned)
- Cuban Business Visas – United States Dept. of Commerce Export License
- 7 nights accommodations at excellent Cuban Hotel, breakfast included 7 days
- Airport Transfer to and from Hotel
- Ground transportation to planned activities and meetings
- Company Introductions to Cuban buyers prior to the mission
- Pre-negotiations for products
- Complete business itinerary and accommodations, meetings, and negotiations
- Assistance in contract negotiations
- Post-trade mission assistance with finalizing contracts, payment of goods, and shipping
- Use of Department of Commerce Export license (necessary for all shipments from the U.S. to Cuba)
- All arrangements

\* Airport tax, overweight baggage fees, and additional entertainment or cultural excursions not included.

***Sample Itinerary of Inclusive Events***

- Friday** 11:30 am: Departure from LAX to Havana,  
10:00 pm: Arrival and check-in at the Hotel Nacional
- Saturday** 10:30 am: Day at the Havana Beach Club  
2:00 pm: Orientation luncheon, presentation by Mr. Dionisio Arranz, former founding member of the Ministry of Foreign Trade  
9:00 pm: Dinner and cultural event
- Sunday** Free day; city tours available for a nominal fee upon request  
7:30 pm: Dinner and the famous Tropicana Extravaganza
- Monday** 9:00 am: Presentation by the Cuban government  
1:00 pm: Industry tours  
8:00 pm: Dinner and entertainment
- Tuesday** Individualized and / or group presentations of products to Alimport, Medicuba, and applicable buying agencies; exact times to be arranged. 8:00 pm: Dinner and entertainment
- Wednesday** Individualized / group presentations of products to Alimport, Medicuba, and applicable buying agencies; 8:00 pm: Dinner and entertainment
- Thursday** Individual negotiations; times to be determined  
8:00 pm: Farewell dinner with Cuban counterparts hosted by Global Strategies
- Friday** Morning: Follow-up meetings  
Afternoon: Free time  
6:30 pm: Departure from the Hotel Nacional  
9:30 pm: Departure HAV-LAX (US Govt. Sanctioned Direct Flight)  
1:00 am: Arrival LAX

- \* Trade missions are group-orientated with customized schedules to fit individual needs
- \* Participants should be prepared to make full payment at least two weeks in advance of departure date.
- \* In order to ensure the best possible service, please see the following page on mission protocol and procedures.

### ***Trade Mission Protocol and Procedures***

#### **Step 1**

Global Strategies will provide each client (or potential client) with individual feedback from Cuba regarding potential. In order to allow us to provide you with the best possible service, we ask you to submit the following as pre-registration.

Please send a one or two page document by email to Greg: [greg@gshi.com](mailto:greg@gshi.com)

**There is no cost to pre-register. Include all of the following information:**

Company name and address

Contact info of participant(s) including phone, fax, and email

Company website

Brief company history

Product overview and *general* export price range

Any questions you would like to ask the Cuban buyers regarding your product potential

As soon as we receive your pre-registration document we will submit to the applicable party, and you will receive feedback as soon as we do.

#### **Step 2**

Potential participants **must** be in contract with Global Strategies. Please contact Mark Lee; Chief Legal Counsel: [mark@gshi.com](mailto:mark@gshi.com)

#### **Step 3**

Contact Greg Estevane, President, [greg@gshi.com](mailto:greg@gshi.com), 213-680-1888 for questions regarding U.S. law, licensing requirements, and payment methods by Cuba for U.S. goods. Contact for specific questions regarding the Cuban market, your companies and product potential in the market, Cuban protocol, and shipping methods.

#### **Step 4**

Registration: Company's wishing to participate **must make payment upon registration**. Only companies who have completed steps 1-3 are eligible, and payment must be received by check or wire transfer, we regret to inform that we cannot accept payment by credit card.

*Please see the following page for additional notes on the Cuban market*

## *Doing Business in Cuba*

- Typical turnaround time for our clients from introduction to Cuba prior to the mission to shipment of goods is three months
- Most used port for shipping is Jacksonville Florida. We will advise you on which port is most common for your product based on feedback from Cuba.
- Responsibility for your product ends at the port. We will provide you with the contact information at the applicable port; you will be responsible for inquiring about additional charges such as container transfer fees and independent surveyors. Average additional costs are about \$500 per shipment. Cuba pays for shipment from the port to Cuba.
- Typically, the amount of samples needed to bring can be hand carried. Note: air weight allowance on chartered flights to Cuba is 44lbs.; there is a charge of \$2 per pound thereafter. This is the responsibility of the participant.
- Payment for goods by Cuba is made based on Cash Against Documents. When your shipping documents are received and the goods inspected at the port, Cuba is informed and begins to make payment. Funds are wired from Cuba to a third country bank (usually France), and funds are then wired to your account. **ONLY WHEN YOU INFORM THE SHIPPER THAT FUNDS HAVE BEEN RECEIVED**, then Cuba can take possession of the goods.
- Payment has been made by Cuba to U.S. companies on time 100% of the time.
- A list of the necessary export documents will be provided by Global Strategies. Some additional documents are often required when goods are actually shipped for sale. Global Strategies will assist with this type of documentation.
- **Participants should embark on the trade mission seriously; with most applicable documents in hand, samples, knowledge of shipping and port charges, and ready to actually negotiate bottom-line prices and quantities.**
- Most often, negotiations will continue after departure from Cuba. Sometimes, contracts are completed within the one-week mission. Often times Cuba will ask participants to return for the signing of the contract at a trade event or show. These are often very exciting opportunities, and allow U.S. companies to share experiences with others already established in the Cuban market, and be aware of the future potential of their product. Based on past experience, first shipments are often small, especially in regards to new products. Those who actively participate for one full year usually see quantities grow rapidly. High-priority items are often asked to be shipped immediately; others are based on certain purchasing seasons. Cuba's year is divided into 4 purchasing quarters.
- Participants will leave the one-week mission with a true sense of the potential along with all the necessary contacts and assistance from Global to turn those leads into contracts.
- Participants that need to return to Cuba do not need to attend the full one-week mission, and will receive a considerable discount as overhead costs are reduced.

## *The Cuban Market*

The Cuban market is virtually untapped and Cuba is literally in need of a vast quantity and large variety of U.S. goods. Products that fall under the categories of agriculture, food, medicine (both prescription and over the counter), medical and surgical supplies and equipment, as well as raw materials used in food and medicinal production are eligible.

Cuba, however, does have high-priority needs. This is a market in need of the most basic items first, and U.S. companies should think of this as a market ripe for consumption of staple items, and goods in the medium quality range. This also can be a market for upgraded, gourmet, or luxury items used in the tourist sectors.

Because Cuba purchases goods in cash, and because some products will be completely new to the Cuban consumer, many times initial orders are in conservative quantities, with the exception being those products of large-scale use and of great need. In addition, those items that are not available or not competitive in other countries will have an extra advantage. However, other goods will take time to build a market for, and those clients who have patience, perseverance, as well as a true interest in Cuba and look at this, as an opportunity to build a long-term relationship will do well in the long run.

We strongly recommend the full-week for first-time participants as we have learned it necessary to understand the market, the society and the culture, as well as initiate those important relationships. In one week participants will meet almost every applicable buyer for the entire country!

We look forward in sharing this unique and historic business experience with you,

Gregory Estevane, J.D.  
President, Founder

*Global Strategies Trading*

[greg@gshi.com](mailto:greg@gshi.com)

Tel: 213-680-1888  
Cell: 619-954-5297

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