



## About Us

Cuba Educational Travel (CET) is a leader in business and policy travel to Cuba. CET unlocks the best of Cuba by providing access to the country's top academics, analysts, businesspeople, diplomats and cultural figures. CET's tailor-made programs enable clients to experience Cuba's rapidly changing society and gain a deeper understanding of the island, while ensuring full compliance with all U.S. regulations.

CET plays an important role in business and policy issues, bringing key U.S. policy makers and businesspeople to the island. CET has organized fact-finding trips and events for Fortune 500 companies across many sectors and led several state-wide trade delegations. Moreover, CET has spearheaded a number of initiatives to bring Cuban entrepreneurs to the U.S. for workshops, trainings and higher education programs.

By leveraging this business expertise and curated travel capabilities, Cuba Educational Travel offers a product that is unrivaled. This combined with the beauty and intrigue of Cuba make for truly unforgettable experiences. CET has designed and executed executive retreats, board meetings, quarterly business reviews, incentive trips, industry specific investment delegations and conferences for some of the world's most respected companies and organizations.

# Support For the Cuban People

The U.S. Government permits legal travel to Cuba under 12 different categories that range from professional meetings and sporting competitions to religious and humanitarian travel. One of the broadest and most common categories of travel is "Support for the Cuban People," which requires travelers maintain a fulltime schedule of activities that involve meaningful interaction with individuals in Cuba and that those activities help Cubans become more independent. There are many ways in which travelers can easily fulfill this requirement while having an incredible experience in Cuba and being thoughtful, respectful and kind with the many Cubans you interact with during your travels.

Cuba Educational Travel (CET) has a long history of working with entrepreneurs, cultural groups, religious organizations, community projects and families and individuals that are involved in interesting and exciting initiatives in Cuba. Our trips have always been aimed at supporting the Cuba people through connecting them with travelers visiting the island, so that all parties can benefit from the friendships and professional relationships that result. Moreover, we believe strongly in supporting innovative and impactful businesses and social and cultural initiatives and make sure there are economic benefits to our partners on the island.

Your program will vary based on your specific interests, number of days on the island and other factors, but will include activities that directly benefit the Cuban people through conversations, knowledge sharing, follow-up initiatives, donations, normal business dealings and a variety of other actions. Excessive free time and recreational activities are not permitted, and travelers are required to work with CET and our local partners to maintain a full-time program that includes incredibly fun and interesting site visits, discussions, performances, tours, happy hours and meals that help our incredible neighbors on the island.



## World Affairs Council Atlanta – April 30 – May 4, 2020

### Thursday, April 30

- 11:35 am **Depart Atlanta on Delta 5201** arriving to Havana at 1:35 pm. (pending confirmation)
- Meet your CET hosts** at the exit of the Terminal and transfer to accommodations.
- TBD **Check-in at bed and breakfasts/private apartments in Vedado area.**
- 6 pm **Roundtable discussion with Cuban entrepreneurs** for an overview of the private sector in Cuba and some of the challenges and opportunities start-ups face. The conversation will provide an interesting look into the Cuban economy and also give you a starting point for thinking about ways that your visit can help support Cuban entrepreneurs.
- 8 pm **Dinner reservation at Paladar Tierra**, Havana's newest international dining spot. Located inside a container in the Fábrica de Arte Cubano, the restaurant mirrors the eclectic crowd, serving dishes from around the world. Calle 26, between Calle 11 and 13, Vedado (not included – to be paid on the ground)  
\*\*\* Paladares, first allowed in the 1990s and expanded in size and scope since 2013, are private restaurants. Originally run by families, some continue to be small home-operated dining experiences while others have grown to be medium sized businesses.

### *Nightlife suggestion:*

Following dinner, **enjoy live music, art and dancing at La Fabrica de Arte Cubano**, the brainchild of Afro-Cuban fusion musician X-Alfonso, this is one Havana's finest new art projects, an intellectual nexus for live music, art expos and fashion shows that has turned into a meeting spot for a young, eclectic crowd of Cubans and foreigners. Great opportunity to interact with artists and entrepreneurs and learn about their projects and how you can support them. The gallery and shops also allow you to purchase goods from the private sector.

### Friday, May 1

- 9 am **Socio-economic discussion with urban planner Miguel Coyula**, whose presentation will touch on housing, infrastructure, investment and restoration programs. It's bound to leave you with a better understanding of why Havana looks the way it does today and possibilities moving forward.  
\*\*\*Following the discussion, the CET team will provide an overview of community projects working on development issues and social programs that visitors can support through volunteer work and/or donations, in-kind or monetary.
- 10:30 am **Behind-the-scenes walking tour of Old Havana.** Explore the historic center and learn about the history and architectural importance of Old Havana, a UNESCO World Heritage Site since 1982. Venture to the side streets to witness Cuban life first-hand stopping at a ra, markets and the popular gathering places where Habaneros play dominos and discuss sports, transportation, jobs and other topics of their daily life.
- 12:30 pm **Lunch at Doña Eutimia paladar.** Famous for its *ropa vieja* and frozen mojitos, this cozy paladar made Newsweek Magazine's top 100 restaurants in the world in 2012. Following the meal, **we'll be joined by Liber Puente Baró**, founder and CEO of Tostonet, tech support, software development and design, for a talk about the private sector in Cuba, challenges and opportunities.



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- 3 pm **Visit to the Litz Alfonso Academy, a women-led dance company and school for local youth,** specializing in various types of dance. We will watch a private performance by the adolescent dance group and sit with the dancers afterward to discuss how they came to join the school and the impact it has had on them. The talent and work ethic at this school is impressive.
- 5 pm **Visit a centuries-old mansion in Vedado neighborhood.** Step inside this stately residence to discover what lies behind the crumbling facades of Havana's impressive mansions. Josie, who has lived in the house for over 60 years, will show us around and explain its rich history. **We will be joined by Oniel Diaz,** Managing Partner at Kreab Cuba and cofounder of *AUGE*, for a **discussion about real estate market** and the complexities of buying, selling and determining value in Cuba.
- Evening free* Explore on your own and take part in activities to support the Cuban people such as eating at private restaurants or hiring private cars and bicycle taxis. CET representatives will offer guidance on ensuring legal compliance with OFAC regulations.
- Suggestion* (8:30 pm) **Dinner reservation at El Del Frente,** one of the cooler restaurants in town, it is located on a spacious rooftop terrace/bar surrounded by Old Havana's historic architecture. O'Reilly no. 303, Old Havana (not included – to be paid on the ground)

### Saturday, May 2

- 9 am **Driving tour of the city in classic cars from the 1950's.** Classic cars are one of Cuba's first private businesses that emerged after the new economic changes, becoming an important source of income for local families.
- 10:30 am **Visit to the Patronato de la Casa de la Comunidad Hebrea y Gran Sinagoga Bet Shalom to provide support to the Jewish community of Havana.** We will be received by an active leader within the Jewish community, who will talk to us about the history of Jews in Cuba and what it has been like for the Jewish community since the Revolution.
- 12 pm **Lunch at Paladar Atelier.** This restaurant is equally known for its atmosphere and exquisite cuisine. The lighting and textures of the house, which was home to a pre-revolutionary senator, coupled with walls adorned in modern art, create a cozy, but modern setting. Prior to lunch, **enjoy a discussion with Ricardo Torres,** Economist from the Center for the Study of the Cuban Economy, for an overview of the Cuban economy, reforms, and growth outlook from one of the leading economic minds in Cuba.
- 2:30 pm **Discussion with La Reyna y Real,** a female hip hop/jazz duo. The group's music focuses on breaking down stereotypes in Cuban society, including machismo, healthy relationships, gender relations and race. They will share info about their interesting musical journey and insight into the challenges and opportunities young Cubans face.
- \*Return to accommodations.*
- 6 pm **Rum and cigar tasting at Café Madrigal.** A local expert will explain the qualities and traits of fine Cuban rum and cigars, pairing them together for the perfect match. **Café Madrigal,** owned and run by film director Rafael Rosales, is housed in a beautiful colonial mansion with the walls lined with captivating artwork.

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*Suggestion* (7:30 pm) **Dinner reservation at La Guarida paladar**, famous not only for its delectable dining, but also as the location for the film *Strawberry and Chocolate*. It is housed on the third floor of a large, old town house carrying the charming ambience of the early 1900s. Concordia e Gervasio y Lealtad, no. 418 altos, Centro Habana (not included – to be paid on the ground)

### Sunday, May 3

9:30 am **Meet with Barrio Habana**, a nonprofit organization that leads a community sports-arts program in Old Havana for children, at-risk youth and elderly people, while also contributing to preserve the heritage of the city.  
\*\*\*Travelers will have the opportunity to make donations, including clothes, sporting equipment and school supplies.

11 am **Visit a home in Centro Habana and discussion with the family** about the ration card and purchasing power, jobs, *el paquete*, transportation, and other social issues and topics of their daily life. **Visit to a food ration store** to better understand purchasing power and consumption.

12:30 pm **Lunch at paladar Nazdarovie**, a private retro-Soviet located in Centro Habana. Following the meal, **enjoy a discussion with its owner Gregory Biniowski**, an international lawyer and businessman with experience operating in Cuba.

2 pm **Beyond Roots tour with Adriana Heredia**, a start-up sharing Afro-Cuban culture with the world. Adriana hosts various Afro-Cuban experiences in Havana to educate foreign visitors about this subject. She also organizes community workshops on the Afro aesthetic and designs and sells Afro-Cuban products from her new storefront in Old Havana.

*\*Return to accommodations.*

5:30 pm **Enjoy a private performance by Frank Delgado**, renowned singer and songwriter, and learn about the *nueva trova* movement in Cuba. AltaMira art loft. *Your support for this independent musician will help him in his professional development.*

**Cocktails and discussion with the AltaMira family about Cuban culture and art.** A few years ago, Edel Bordón and his family embarked on a journey to establish an art collective in their apartment building. Spearheaded by his wife Yamilé Pardo, the family created the AltaMira art space, which features an exhibition and workspace off of the main lobby and collaborations with neighbors.

7:30 pm **Sunset farewell dinner at Vistamar paladar**, located in the Miramar neighborhood, it is set on the 2<sup>nd</sup> floor of an attractive residence that looks out to sea. Prior to the meal, **meet the owner** and learn about his experience running a private restaurant in Cuba.

### Monday, May 4

*Morning* **Explore on your own and take part in activities that support the Cuban people**, such as visiting art galleries, eating at private restaurants, speaking with artisans, or hiring private cars and bicycle taxis. CET representatives will offer guidance on ensuring legal compliance with OFAC regulations.

12:45 pm Check-out and depart for airport.

3:25 pm **Depart Havana on Delta flight 5202**, arriving to Atlanta at 4:48 pm. (pending confirmation)