



## **ANNOUNCEMENT**

**REGISTRATION OPEN UNTIL FEBRUARY 28, 2022**

### **V International Workshop of Women Entrepreneurs in Cuba "The Talent of Women. Art, Crafts and Design"**

Estación Cultural de Línea y 18, Club Habana.

Havana City, Cuba

**April 04 -06, 2022**

**T**he Organizing Committee of the V International Workshop of Women Entrepreneurs is pleased to invite you to this fifth edition under the slogan "*The Talent of Women. Art, Crafts and Design*", with the aim of outlining the challenges that women face today as they try to overcome the great health emergency caused by Covid-19, and provide them with tools to identify and take advantage of market, business, collaboration and growth opportunities.

**T**he meeting will also allow the exchange of experiences, and will promote innovative approaches in the discussion of relevant and current issues.

**F**ocused on topics related to creativity, innovation, training, sustainability, inclusion and incentives and opportunities for new generations, women from various sectors will confront practices and knowledge to generate synergies and achieve greater visibility.

**E**xperts in market trends, generation of commercial connections, training and project development will be present.

**P**anels, training activities, B2B meetings, all in an interactive way, as well as a product exhibition, will promote the exchange of best actions and individual experiences, dialogue, creative endeavours and the implementation of collaborative projects with new concepts that respond in a way effective to the economy, sustainability and a more inclusive society.

**W**e extend this invitation with the purpose of reaffirming that art, crafts and design have the power to lead us to discover ideas and solutions that we could never have imagined before. Havana City where recognized cultural and historical heritages are integrated generating identity, awaits you.



## ORGANIZING COMMITTEE

- ❖ **SOLYMED EVENTS**- ORGANIZER OF CONGRESSES, FAIRS AND INTERNATIONAL EVENTS.  
REPRESENTATIVE OF THE BUSINESS GROUP "PALCO"
- ❖ **FCBC** - CUBAN FUND FOR CULTURAL GOODS

## CO-ORGANIZERS

- ❖ **ISDI** - HIGHER INSTITUTE OF INDUSTRIAL DESIGN
- ❖ **ONDI** - NATIONAL DESIGN OFFICE

## SPONSOR

Association of Women Entrepreneurs of Italy - **AIDDA**

Cuban Fund of Cultural Property - **FCBC**

National Council of Plastic Arts - **CNAP**

Higher Institute of Industrial Design – **ISDI**

National Design Office - **ONDI**

Federation of Cuban Women - **FMC**

Culinary Federation of Cuba

Chamber of Commerce of Cuba

Promotion of Foreign Trade and Foreign Investment - **PROCUBA**

University of Havana

Cuban Medical Services Trading Company

Italia Cargo - International Transportation and Logistics Company

Cuban Society of Medical Hydrology

European Association of Well-being Medicine

World Federation of Hydrotherapy and Climatology - **FEMTEC**

Embassy of Cuba in Italy

**PALCO BUSINESS GROUP**

## TOPICS

**W**omen in art

**A**rt and culture: The place of women

**A**rtisans: Pioneers in Entrepreneurship

**C**ultural identity and popular traditions

**D**esign: Creativity and technique

**I**nnovative: true protagonists of sustainable development

**T**he arts and nature. Inspirations and manifestations

**W**omen entrepreneurs in sustainable growth, green employment and the social economy facing the challenges of 2030

**T**he development of women's entrepreneurship

**B**usiness ideas turn out into profitable companies

**A**rt and culinary technique

**H**health and well-being of women in the company and working life

**T**training. International collaboration projects. The value of diversity and inclusion. Networking

**I**nnovative: True protagonists of sustainable development and environmental impact

**AIMED AT:** Entrepreneurs, artisans, artists, architects, designers, technicians, instructors, communicators, publishers of publications, self-employed, leaders of the state sector (art, culture, economy, education, industry, health, social organizations).

**PARTICIPATION MODALITIES: Speakers and delegates.**

Panels and round tables with interactive activities and 828 meetings will be organized to foster dialogue between companies, share business ideas, research projects, innovation and new technologies.

Collaboration with the Chamber of Commerce of Cuba.



**REGISTRATION:** SPEAKERS: Those interested should send the title and summary to the Organizing Committee, in the form available on the Web, before February 15, at: [solymed@gmail.com](mailto:solymed@gmail.com) | [info@solymedtravel.com](mailto:info@solymedtravel.com)

The abstracts must conform to the thematic axes of the event and be presented using the form enabled for this purpose in Spanish or English. The Technical Committee qualified to decide the admission of the papers will evaluate the proposals, and will place the selected ones in the panels established with similar topics. The speakers will receive notification of their acceptance or rejection at the end of February.

The presentation can only be carried out by an author (a) registered in the congress.

Requests for practical or interactive demonstrations may have a space on April 6 in the morning session.

Proposals for activities that delve into the universe of well-being and allow discovering new growth paths will be evaluated and organized according to the area and available schedules.

**DELEGATES:** Interested parties must register by sending the "Delegate Registration" form available on the Web to the Organizing Committee, before February 28, to: [solymed@gmail.com](mailto:solymed@gmail.com) | [info@solymedtravel.com](mailto:info@solymedtravel.com)

**EXHIBITORS:** There will be an area for the exhibition of products, services, equipment, magazines and other publications, artistic works, images, drawings, engravings and sculptures, which will open an excellent commercial opportunity. Conceived as an ideal meeting place between exhibitors and workshop attendees, it will make it possible to sustain fruitful exchanges of experiences, establish cooperation links and articulate mutually beneficial business meetings.

Those interested should send the "Exhibitor Registration" form available on the Web to the Organizing Committee, before 15 December.

February, to: [solymed@gmail.com](mailto:solymed@gmail.com) | [info@solymedtravel.com](mailto:info@solymedtravel.com)



## **SPONSORS:**

What benefits does the sponsor receive?

- Meet national and international delegates, foreign and local institutional authorities
- Carry out professional exchanges and negotiations with the main executives of the different sectors
- Have spaces for the presentation, promotion and recognition of your brand, in an important market sector
- Learn about new trends and business and investment opportunities in the sector at regional and local level.
- Create collaborations and productive synergies
- Participate in all sessions of the program and social activities of the workshop

To participate as a sponsor, send the form available on the Web to: [solymed@gmail.com](mailto:solymed@gmail.com) | [info@solymedtravel.com](mailto:info@solymedtravel.com)

### **PAYMENT OF THE ENTRY FEE FOR CUBAN PARTICIPANTS**

#### **DELEGATES: \$ 1500 CUP.**

Includes participation in all event activities, lunches, welcome cocktail, ceremony and closing lunch. Certificate of participation.

**EXHIBITORS:** \$ 1500 CUP. Includes space dedicated to banners and promotion. Participation in lunches, welcome cocktail, ceremony and closing lunch. Participation certificate.

**COMPANIONS:** \$ 750 CUP. Includes participation in the welcome cocktail, ceremony and closing lunch.

Conditions and terms for paying the registration fee to:

[solymed@gmail.com](mailto:solymed@gmail.com) | [info@solymedtravel.com](mailto:info@solymedtravel.com)



## **WEIC CRAFTS AWARD**

The WEIC Crafts Prize aims to distinguish, by selection of a national and international jury, outstanding trajectories in the field of contemporary crafts, and products, sets of products or collections made and marketed at least one year before this call. It is proposed to recognize the entrepreneurial person or company that has excelled in the sector on the basis of products, design, promotion and marketing, stimulating capacities that have allowed it to position itself in the market.

Its purpose is to give prestige to craftsmanship by presenting it in an environment of quality and excellence, and to highlight the merits of artisans who stand out for their creativity, production, social and environmental responsibility, adaptation to the market and capacity for innovation.

To submit candidatures for the WEIC Crafts Award, send the form available on the WEB to: [solymed@gmail.com](mailto:solymed@gmail.com) | [info@solymedtravel.com](mailto:info@solymedtravel.com)

## **BOOKINGS AND SERVICES**

To guarantee a professional and pleasant stay, we offer exclusive proposals, for participants and companions, of accommodation in hotels, private B&B houses, transfers, car rentals, pre-post event excursions and other specialized services.

For more information, please contact us.

Tel.: (+53) 78314600 & (+53) 78314601 | Mobile-WhatsApp: +53 52525659 / +5352893599

Mail to: [solymed@gmail.com](mailto:solymed@gmail.com) | [info@solymedtravel.com](mailto:info@solymedtravel.com)

Website: [www.solymedplanner.com](http://www.solymedplanner.com)

Submit your Registration in advance to participate in this extraordinary event. Space is limited.

**LIKE IN EVERY EDITION, WEIC 2022 WILL BECOME AN INSPIRING EVENT**

Best regard

Organizing Committee

V Workshop of Businesswomen and Entrepreneurs in Cuba.

Calle Paseo No.126 entre 518 y 7ma, La Habana, Cuba.

Teléfonos. (+53) 78314600 1 (+53) 78314601

mail: [info@solymedtravel.com](mailto:info@solymedtravel.com) Website: [www.solymedtravel.com](http://www.solymedtravel.com)