



17th Habanos Festival

From **February 23 to February 27, 2015**, Cuba will welcome a new edition of the **Habanos Festival**; the most prestigious international event dedicated to Premium Cigars and where meets annually all enthusiasts of the best tobacco of the world: **the Habano**.

During the event, several Habanos brands will be honored and particularly two of the well-known ones: **Romeo y Julieta** and **Montecristo**.

At the last edition of the Habanos Festival more than **1,300** participants from nearly **60** countries were present, as well as **250 journalists and cameramen** of **142** press media that gave live coverage to this event whose international relevance continues to increase year after year.

Last year, more than **2,200 visitors** attended the Fair, along with **60 exhibitors from 7 countries**, which confirms the relevance, favorable reception and success, resulting an ideal framework for technical and commercial exchanges among businessmen, manufacturers and suppliers from the world of tobacco.

The participants in this **17th Habanos Festival**, including international personalities, will enjoy again the pleasure of tasting, in exclusive, some of the new vitolas to be launched by Habanos, S.A. in 2015 and will have the possibility to discover or rediscover the roots and the secrets of Cuba's century old tobacco growing tradition in the island.

Habanos, S.A. invites you to enjoy a delightful week among friends and aficionados that have one thing in common: the passion for **Habanos**.

The program of 2015 Habanos Festival keeps up its traditional activities during this unforgettable week:

- Welcoming Night (**Cocktail**)
 - Visits to the best tobacco plantations in Vuelta Abajo, Pinar del Río
 - Evening to celebrate the 25th Anniversary of La Casa del Habano (**Dinner**)
 - Visits to emblematic Habanos Factories
 - Trade Fair
 - International Seminar
 - International Habanosommelier Contest
 - Gala Evening (**Dinner**)



17th Habanos Festival

Preliminary Program

OFFICIAL LANGUAGES

Spanish, English, French, German and Russian

Sunday 22/02

10:00-16:00 hrs. Registration. Palacio de Convenciones (**Convention Center**).

Monday 23/02

09:00 -16:00 hrs. Registration. Palacio de Convenciones (**Convention Center**).

10:00 -11:00 hrs. Press Conference. Press dossier and other communication materials. Palacio de Convenciones.*

11:00 -17:00 hrs. Internacional Habanosommelier Preliminary Contest. **

14:00 hrs. Opening of the Trade Fair and Habanos Gallery.

19:30 hrs. **Welcoming Evening dedicated to Romeo y Julieta Gran Reserva Cosecha 2009. Cocktail at the Wood and Cigar Old Warehouse, Port of La Habana.**



Tuesday 24/02

09:00 – 16:00 hrs Registration. Palacio de Convenciones (Convention Center)

07:00 - 17:00 hrs. Visit to tobacco plantations in Vuelta Abajo, Pinar del Río.



15.00 hrs. Special tastings (invitation required). Palacio de Convenciones.

Wednesday 25/02

09:00 – 16:00 hrs Registration. Palacio de Convenciones (Convention Center)

09:30 - 09:45 hrs. Opening of the International Seminar. Palacio de Convenciones.

09.45 - 10.30 hrs. Master Conference: "Habanos Brands". Montecristo in its **80th Anniversary**

10.30 - 11.00 hrs. Coffee Break

11:00 – 12.15 Master Class on rolling technique "Totalmente a mano" (Totally handmade). **The making of a figurado.**

12.30 -14.00 hrs. Lunch. "El Bucán " Restaurant

14.15 -15.45 hrs. Master Conference: **Habanos and the arts.**

16.00-17.00 hrs. Habanos Alliance –Chianti DOCG Wines

19:30 hrs. **La Casa del Habano Evening. 25 years of its creation. El Laguito Protocol Hall.**

Thursday 26/02

09:00 – 16:00 hrs **Registration. Palacio de Convenciones (Convention Center)**

09:00 -12:00 hrs. Visit to Habanos Factories. La Corona and H.Upmann.

12:30 -14:30 hrs. Lunch. "El Bucán" Restaurant.

14.30 -15:30 hrs. **Master Conference.**

15:30 -16:30 hrs. Master Conference: **The perfect smoke.** Contest to get the longest ash.

16:30 -17:30 hrs. **Habanos Moments:** Habanos matchings with Cocktails, gastronomy, coffee, etc. (different halls) **

Friday 27/02

- 09:00 – 13:00 hrs Registration. Palacio de Convenciones (Convention Center)
- 09:30 -10:30 hrs. Closure of the Internacional Habanosommelier Contest. Palacio de Convenciones.
- 10:30 -11:00 hrs. Coffee break
- 11:00 -12:00 hrs. Master Conference. **Diversification of Habanos Brands.**
- 12:00 -13:00 hrs. Closing of the Seminar and Trade Fair.
- Awarding Ceremony:
- Best stand by categories.
- Winner of the International Habanosommelier Contest.
- 13:00 hrs. Farewell Lunch. "El Bucán" Restaurant.
- 19:30 hrs. **Gala Evening** dedicated to **Montecristo** in its **80th Anniversary.**
Traditional Humidor Auction.
PABEXPO.

* For the Accredited Press and Exclusive Distributors

** Invitation required

IMPORTANT NOTE

Due to the actual capacity of the halls where the activities of participation will take place (matchings, cigar-rolling class, etc.), the **access to said places will be limited and only will be possible by presentation of the corresponding ticket.**

Registration of INDIVIDUAL PARTICIPANTS for the activities of the 17th Habanos Festival will be possible through our website (www.habanos.com) starting January 15, 2015.

PRICES PER ACTIVITY



ACTIVITY	PRICE CUC
Welcoming Evening	210.00
Plantations Visit	75.00
International Seminar	325.00
Factories Visit	10.00
La Casa del Habano Evening	275.00
Gala Evening	525.00
Total	1,420.00
Full Program (10% of discount)	1,278.00
Accompanying Program	1,280.00

RESERVES AND REGISTRATIONS:

Registration and reserves for the 17th Habanos Festival activities, must be made online through the web site: www.habanos.com

For a better organization of the Festival's social activities, we will receive reserves solicitudes until **February 12th, 2015**.

Reserves for the **Welcoming Evening** will be valid until **Monday, February 23, 2015 at 12:00 pm**. After that time we shall proceed to the "last minute" sale of all unpaid reserves.

Reserves for the **La Casa del Habano Evening** will be valid until **Wednesday, February 25th, 2015 at 12:00 pm**. After that time we shall proceed to the "last minute" sale of all unpaid reserves.

Reserves for the **Gala Evening** will be valid until **Friday, February 27th 2015 at 12:00 pm**. After that time we shall proceed to the "last minute" sale of all unpaid reserves.

Contact for information and activities reserves

Mrs. Yamilet Emanueli

Marketing Specialist

Habanos, S.A.

Tel. (53) (7) 204-0513 and 204-0514, ext. 550

Fax: (53) (7) 204 0549

E-mail: yemanueli@habanos.cu

Payments policy:

According to the money exchange provisions issued by Banco Nacional de Cuba in force in the Republic of Cuba, the payments policy for the 15th Habanos Festival will be as follows:

1. Cash payments will only be accepted in CUC (Cuban convertible peso).
2. - Bank transfers will only be accepted in EUROS, at the rate exchange in force on the day of the transfer, taking the Central European Bank as reference.
 - . The discounts or commissions for bank transfers will be assumed in each case by the party making the payment. Habanos S.A. must receive full payment for the activity or full package, accordingly.
 - . Payment of reserves by bank transfers should be made before February 16, 2015.
 - . Bank transfers cannot be done through, neither North-American Banks nor any of their branches offices due to the risk funds may be freezed.
 - . Those who choose to make bank transfers are requested to send a copy of the bank swift when they make the transfer in order to facilitate a rapid identification of the sender.

BANK INFORMATION TO DO BANK TRANSFERS WILL BE INFORMED AT DUE TIME.

3. Credit card payment: Only VISA, Master Card, CABAL, TRAVEL CARD, DELIVERY CARD, BFI, RED and SERCUBA cards will be accepted. A change rate will be applied as follows: 1 CUC = 1.1124 USD

HOTELS AND LOGISTICS

Participants in the Festival may receive personalized assistance from HAVANATUR S.A., official travel agency in charge of the event, with a commercial network all over the world. You may make your reservation with this agency or contact directly its Events Division in Cuba.

For your hotel reservation or for more information, please address:

Vivian Maria Calzado Batista
Especialista Eventos e Incentivos
Eventos Tritón
Havanatur Receptivo T&T
Email: viviancalzado@havanatur.cu
Telf: 201-9778

HAVANATUR S.A. offers preferential prices in the Cuban hotels:

Price per pax per night (CUC)

HOTELS	CATEGORY	Single	Double
Parque Central (CP) O.R	5*	\$231.00	\$168.00
Nacional (CP)	5*	\$122.00	\$88.00
Nacional P. Ejecutivo (CP)	5*	\$143.00	\$115.00
Meliá Cohíba (CP)	5*	\$149.00	\$110.00
Meliá Cohíba P. Real (CP)	5*	\$203.00	\$158.00
Melia Cohiba suite Planta Real (CP)	5*	\$300.00	
Meliá Habana (CP)	5*	\$150.00	\$110.00
Meliá Habana P. Real (CP)	5*	\$192.00	\$149.00
Habana Libre (CP)	4*	\$115.00	\$90.00
Quinta Avenida (CP)	4*	\$112.00	\$89.00
Palco (CP)	4*	\$72.00	\$58.00
Hotel Riviera (CP)	3*	\$76.00	\$56.00

Services included in the pax price.

Lodging per pax per night, breakfast included
Airport / hotel private transfer
Hotel / airport private transfer
Bus transfer to the event's sessions and the Program's activities.
Guide service
Personal assistance
Flight reconfirmation



17TH HABANOS FESTIVAL PROGRAM FOR ACCOMPANYING PERSONS

Sunday, 22/02

10:00-16:00 hrs Registration, Palacio de Convenciones

Monday 23/02

09:00-16:00 hrs Registration, Palacio de Convenciones

11:00- hrs **Departure from the hotels**
Visit to the ALCONA farm



ACTIVITIES :

Guided visit to the farm
Lunch
Exhibition of the fine cock breeding and cockfighting

The ALCONA farm, located near La Habana, is the center of Cuban fine cock breeding and reproduction, an authentic tradition of Cuban peasantry. Besides a typical tasty lunch, this farm hosts national and international cockfighting events in an atmosphere enlivened by traditional country music.

19:30 hrs

Welcoming evening dedicated to Romeo y Julieta Gran Reserva Cosecha 2009. Wood and Tobacco Old Warehouse, Port of La Habana.



Tuesday 24/02

Registration. Palacio de Convenciones (Convention Center)

09:00 – 16:00 hrs

07:00 - 17:00 hrs

Visit to tobacco plantations in Vuelta Abajo, Pinar del Río

Free Evening

Wednesday, 25/02

09:00 – 16:00 hrs

Registration. Palacio de Convenciones (Convention Center)

09:30 hrs

Departure from hotels

Dancing Lesson in Habana Café
Tours in Coco Taxi to the Historic old part of town
City tour: Squares of my Habana

La Habana Vieja. Municipality which corresponds to the oldest part of the province La Habana, Cuba. Unique space encompassed the city during the first centuries of the colonial period, where the fortresses and other great ancient monuments are located, which makes it one of the most outstanding colonial complexes in Latin America. Its historic city center is a World Heritage Site.



San Francisco Square



Cathedral Square



Old Square



Lunch at El Templete Restaurant

Visit to San José Complex



In a privileged spot of Havana, next to the bay, Cuban culture has gained a new space of thousands of square meters, transforming the old San José warehouses into an ideal place where the city's artisans may exhibit and sell their works, while Cubans and foreign visitors enjoy multiple recreational options.

19:30 hrs

**Evening “La Casa del Habano. 25 Years of its creation”
El Laguito Protocol Hall**

Thursday, 26/02

09:00 – 16:00 hrs **Registration. Palacio de Convenciones (Convention Center)**

09:30 hrs **Departure from hotels**

Visit to the Ciénaga de Zapata



The **Ciénaga de Zapata** is a marshy ecosystem located in the homonymous peninsula, in the province of Matanzas, Cuba. It is the largest wetland in the Caribbean islands with an approximate area of 300 thousand hectares.

Visit to the taíno village and boat sailing

Visit to the crocodile farm

Lunch at La Boca restaurant

Beach time

Return: 16:30 p.m.

Free Evening

Friday, 27/02

- 09:00 – 13:00 hrs** **Registration. Palacio de Convenciones (Convention Center)**
- 09:00- hrs** **Departure from the hotels to Palacio de Convenciones**
Closure of the International Habanosommelier Contest
- 10:30-11:00 hrs** **Coffee break**
- 11:00-12:00 hrs** **Master conference: Diversification of Habanos Brands**
- 12:00-13:00 hrs** **Closure of the Seminar and Trade Fair**
- Awarding ceremony:**
- **Best stand by categories**
 - **Winner of the International Habanosommelier Contest**
- 13:00 hrs** **Farewell Lunch. “El Bucán” Restaurant**
- 19:30 hrs** **Gala evening dedicated to Montecristo on its 80th Anniversary**
Traditional Humidors Auction
PABEXPO.



TRADE FAIR ASSOCIATED TO THE 17th FESTIVAL

The Trade Fair will be inaugurated on February 23th, it will take place simultaneously with Seminar, as integral part of the Festival. It will be the ideal moment for technical and commercial exchanges between businessmen, manufacturers and suppliers. The areas rented by enterprises, countries or organizations can be used for exhibiting and selling their products by entrepreneurs, artisans, artists, traders and manufacturers whose activities are related to tobacco industry as:

- **Handcrafted articles.**
- **Products related to tobacco agriculture.**
- **Visual arts.**
- **Bibliographies**
- **Articles for smokers.**
- **Luxury goods.**
- **Gourmet products.**

Price for the Trade Fair stand/ Prices for stand

Modular stand	110 CUC x m ² (minimum: 9 m ²)
Free area	90 CUC x m ² (minimum : 9 m ²)

National companies which do not operate in foreign currencies pay in Cuban pesos (CUP). Those companies which operate in foreign currencies must pay 50% of the amount in hard currency

Exhibitors will be entitled to sell their products during the Fair and to carry out promotional activities prior to the coordination with the Organizing Committee. The stand designs of exhibitor firms must reflect their direct or indirect relation with tobacco products.

Trade Fair Registration:

Exhibitor

The number of exhibitors in each stand will depend on the number of m² reserved by the firms or enterprises. The exhibitors will receive:

- **Badge.**
- **Registration Set.**
- **Exhibitors' Catalogue**
- **2 invitations per stand for the Welcoming Evening**
- **Farewell Lunch**

Additional exhibitor

Price of the Additional Credential is 150.00 CUC with right to:

- **Badge**
- **Registration Set**
- **Exhibitor's Catalogue**
- **Farewell Lunch**

Awards

The Trade Fair prizes will be known at the closing ceremony of the event, on **February 28**.

The Organizing Committee of the Trade Fair and a specialized jury will determine the winners, who will receive their prizes from the hands of important personalities from the Cuban cigar sector.

Awards will be granted in the following categories:

- **Award and mention to the "Best Free Design"**
- **Award and mention to the "Best Modular Stand"**
- **Award and mention to the "Most Visited Stand"**
- **Award to the best "Communication Campaign"**

Agencia Aduanal Palco (Palco Customs Agency)

The arrival terms of the goods are the following:

By air: 10 days prior to the Fair's opening day (minimum)

By sea: 15 days prior to the Fair's opening day (minimum).

The goods must be consigned to:

Event name: **17th HABANOS FESTIVAL**

Fairgrounds: **PALACIO DE LAS CONVENCIONES**

Notify to: **AGENCIA ADUANAL PALCO (PALCO CUSTOMS AGENCY)**

The required documents are:

- B/L (originals) or AWB (fax copy)
- Commercial invoice (specify product description, quantity, price, total cost, currency and consignment conditions according to Incoterms)
- Original certificates according to the nature of the goods (sanitary, phytosanitary and veterinary)
- Insurance policy (if any)
- Packing list
- Certificate of origin or certification of origin in the invoice.

OFFICIAL NOTIFICATION ON ACCOMPANYING LUGGAGE FOR EVENTS, FAIRS AND CONGRESSES

Concerning arriving goods in Cuba as accompanying ones, 24 hrs services will be applied only if Customs are notified 72 hours before arrival of goods together with all information concerning the passenger as full name, passport number, flight number time and arrival date.

The luggage retained by customs will be notified to the Palco Customs Agency, which will receive the retention documents and the invoice so the luggage can be processed and later sent to the fairgrounds.

Re-export of the goods can also be carried out, at the exhibitor's request.

Lianet Fernández Costa.
Fairs and Exhibitions Specialist
Palco Customs Agency
Phones: (537) 2083274 / 2086111
Fax: (537) 2028382
Email: lianet@palco.cu

EXHIBITORS' CATALOGUE

The participants in the Habanos Festival Trade Fair are entitled to appear in the Exhibitors' Catalogue, for which purpose they must send before **December 20th, 2014** the information and logo of the exhibitor company or enterprise, as well as the list of articles, products or trademarks to be exhibited.

The inclusion in the Exhibitors' Catalogue will be completely free up to ten printed lines. Each additional line will have a cost of 5.00 CUC. The Convention Center (Palacio de las Convenciones) and the Organizing Committee are not obliged to include in the catalogue the corporate information on the exhibitor companies if said information is delivered after the above-mentioned deadline.

The advertisement of the Catalogue will have a cost in accordance with the price tariffs established for each case, and shall adjust to the following specifications:

- Dimensions: (14,7 X 19,6) cm
- Indentation + 5 mm
- Resolution not less than 300 dpi

The illustrations must have the following formats:

- Adobe Photoshop psd, tif in layers
- Adobe Illustrator with typefaces attached
- Corel Draw with typefaces attached
- Freehand with typefaces attached

Included texts accompanying company logos will be accepted in the following formats:

- Corel Draw
- Adobe In Design CS 3
- Adobe Page Maker 6.5
- Macromedia Freehand
- Adobe Illustrator

Prices will be informed on request.

Those persons interested in the Trade Fair must confirm their participation to Palacio de Convenciones (Convention Center) and to Habanos S.A. as follows:

Palacio de Convenciones (Convention Center)

Mr. Raúl González Castro
Professional Organizer for Events and Fairs.
Tel: (537) 208 7541, 202-6011 ext. 1507
Fax: (537)202 8283
e-mail: raulg@palco.cu

Habanos S.A.

Mrs. Nereyda Zequeira
Marketing Specialist
Habanos s.a.
Tel. (53-7) 204 0513, 204 0514 ext 563
Fax: (53-7) 204 0549
e-mail: nzequeira@habanos.cu

Para Información General del Festival:

Sra. Eloisa Castellanos Bolaños
Main Specialist for Events, Fairs and Public Relations
Habanos s.a
Tel. (53-7) 204 0513, 204 0514/ Ext 566
Fax: (53-7) 204 0549
e-mail: ecastellanos@habanos.cu

Para Seminario y Feria Comercial:

Sra. Alicia García
Professional Organizer for Congress
Convention Center.
Tel. (53-7) 2085199/ Fax. (53-7) 2028382
e-mail: aliciagarcia@palco.cu