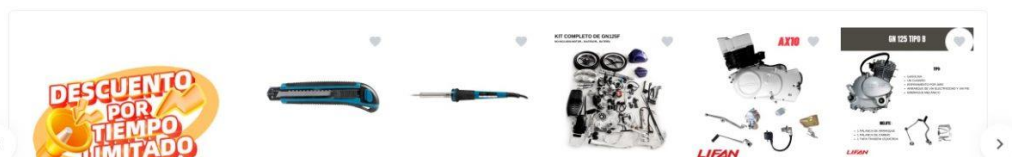
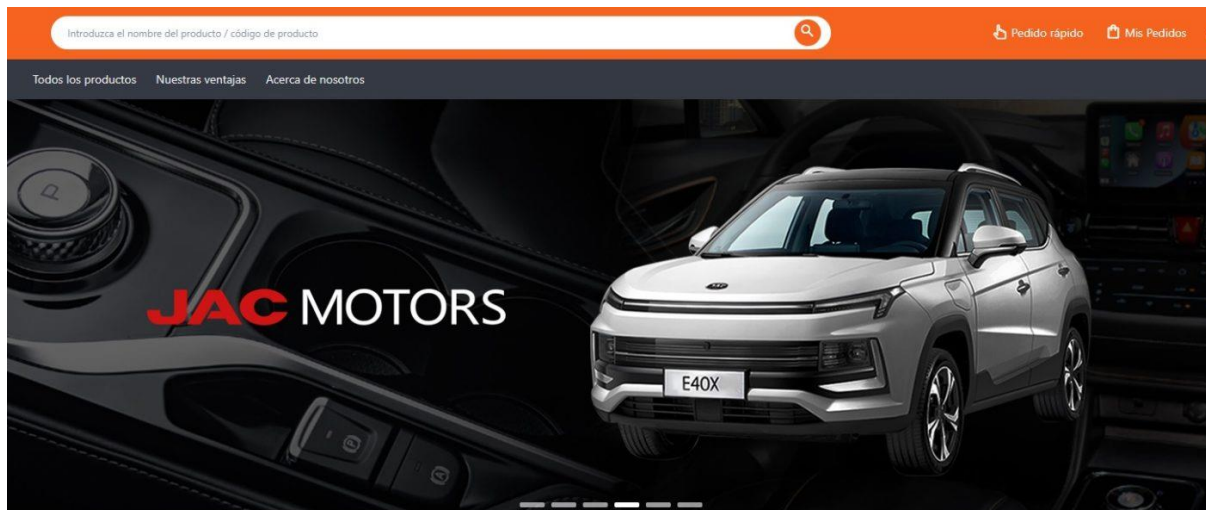


## Cuba and China open first joint online stores



Website of the new Cuban-Chinese online store Dofimall (Source: [Dofimall](https://www.dofimall.com))

Cuba has long been working on opening up wholesale and retail trade in order to improve the precarious supply situation for consumers and industry. The island sees the People's Republic of China as an important partner for this. Now there is movement in the matter. According to Cuban media reports, two new online stores opened last week, one of which is set to become nothing less than a kind of "Cuban Amazon" for commercial customers.

Dofimall is the name of the new flagship of Cuban online retail, which was developed by the Cuban-Chinese industrial platform Picla in collaboration with the state-owned software company Desoft. The company has set itself the goal of becoming "the largest digital supply chain on the island" and is thus competing with established online stores such as Supermarket23 and Katapulck. The latter has been operated since 2021 by US-Cuban entrepreneur Hugo Cancio, who is now allowed to sell his own food brand in Cuba. Dofimall already has a lot to offer at the start: children's toys, food, textiles, household appliances, tractors, combine harvesters, refrigerated trucks, and industrial equipment - the range is comparable to that of Katapulck, except that instead of US brands, it is mainly Chinese brands that are on offer. The cheapest Chinese car (model: JACS2 SUV) is listed on Dofimall for 17,500 US dollars, while the currently cheapest car on Katapulck (Kia Picanto Morning) is listed there at 21,750 US dollars. Unlike Katapulck, however, Dofimall is primarily aimed at commercial customers such as SMEs and state-owned companies. Payment is made via international credit cards, as in all Cuban online stores.

Technology director and main developer Dai Xiaodan emphasized to the party newspaper *Granma* the importance of Dofimall's closed loop, "which extends from logistics to Cuban electronic payment platforms and customs clearance". This is intended to achieve "a

reduction in product costs and a drastic reduction in delivery times". According to its own information, Dofimall has around 80 percent of the products traded daily in Cuba on offer, "including more than 1000 products in high demand that are frequently purchased by companies in Cuba", the provider explains on [its website](#). In order to meet demand quickly, Dofimall operates several warehouses on the island and works with 100 suppliers.



Another Cuban-Chinese online store, [GD Mart](#), recently opened in cooperation with the state-owned retail chain Tiendas Caribe. Guangdong Stationery & Sporting Goods Imp & Exp Corp is on board as the Chinese partner. GD Mart sells a smaller range of products, consisting mainly of household appliances such as air conditioners, washing machines, televisions, and smaller means of transportation such as electric scooters and e-rickshaws. The goods are collected from Havana's central street Infanta, where GD Mart operates a small store with a shop window. In addition to products from the Chinese household goods brand Konka, Samsung and LG are also set to find their way in the future into the offered goods "at competitive prices". ([Cubaheute](#))