

Cuba seeks new agricultural investors and wants to revive popular beer brand

11.02.2023



Aquaculture in Cuba (Source: [Prensa Latina](#)).

When the topic of foreign investment appears prominently in the media in Cuba months after the annual trade fair, that is reason enough to prick up one's ears. Even more so when the catalog of tenders is expanded during the year. This was the case last week when representatives of the Ministry of Agriculture [announced 59 new projects for foreign investors](#). Economy Minister Alejandro Gil called on the responsible agencies to "prioritize food production in foreign investment."

Among other projects, partners are being sought for several agricultural cooperatives that want to enter in the production and trade of pork, chicken and dairy products. Some of the projects are linked to local development projects aimed at creating closed production cycles at the local level. 16 projects are in the livestock sector, 14 in agroforestry. They range from coffee production to the export of high-value seafood such as shrimp and eel. Gil said investors are being sought not least to develop other "non-traditional export products," which include sea cucumbers and sea sponges, for example, which have become a new source of foreign currency for Cuba in the Asian market. This year, the state fishing industry has set out to further expand aquaculture and provide related training.

Representatives from Cuba's Ministry of Foreign Trade announced last November that many of the new tenders are tailored to medium-sized companies in terms of volume and scope.

At the press conference, Orlando Díaz, Director of International Relations at the Ministry of Food Industry (MINAL), once again highlighted the key innovations of the latest round of tenders: Cuba now has a one-stop-shop procedure for investors, under which all permits must be issued within 60 days, and bureaucratic requirements have been reduced overall.

Cuba has so far fallen far short of the direct investment targets it has set for itself. In the agricultural sector, which has long been off-limits to foreign investors, only seven new projects were approved in 2022. Díaz nevertheless spoke of "progress," saying some of the projects are in strategic areas such as pork production. Many of the projects are expected to be implemented in the coming months, including the reactivation of the "Tínima" beer factory in Camagüey, central Cuba. The plant was built in 1985 with the help of the GDR and produced the only genuine bottled beer in Cuba, which enjoyed great popularity far beyond the borders of Camagüey. Since an accident last summer, the factory has been at a standstill. When it reopens, the site will also bottle soft drinks and malt beer.



The beer brand "Tínima" enjoys great popularity in Cuba, in the coming months production is expected to resume thanks to new investments (Source: [CC/YouTube](#))

The island currently has to import around 80 percent of its calorie requirements. According to calculations by the Ministry of Agriculture, around two-thirds of this could be produced in the country.

Further information:

[Current tenders in the agriculture & food industry sector \(Cartera de Oportunidades\)](#)