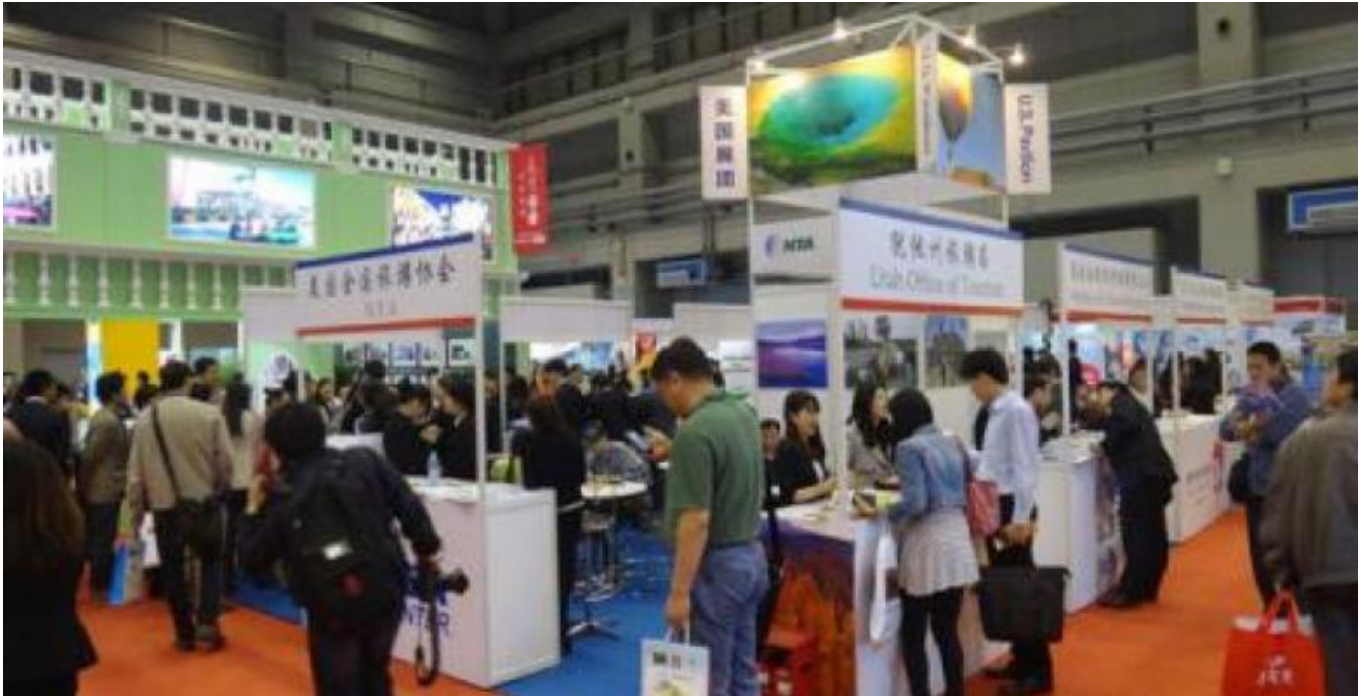

Cuba participates at Beijing International Tourism Expo, BITE 2014

30/06/2015



CHINA, July 8, 2014. In the China National Convention Center, took place the Beijing International Tourism Expo. More than 50 countries around the world have showcased their products and services, attractions and tourism programs.

Cuba, through its Embassy in Beijing, attended BITE 2014, an internationally recognized event that brings more growth to the industry.

Entrepreneurs, buyers, exhibitors and visitors from across the region came to the stand of Cuba, attracted by the exposed and distributed material as the current tourism campaign "Auténtica Cuba", and attractive programs designed especially by Gaviota Group for Chinese tourist. The exchange with travel agents, mainly Chinese, motivated to study how increase the movement of Chinese tourists to the island.

The promotion of Cuban cocktails through Fueta International, Mulata rum trader company in China, were another attraction in our exhibition area.

BITE in its eleventh edition, has maintained a high quality ranking in Asia to become an important and influential platform for networks of tourism and business transactions.