

Samsung opens outlet in Cuba

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Samsung Electronics said it has opened on May 29 a brand shop in Cuba.

The Korean tech giant said it has opened the brand shop under cooperation with a local retailer Cadena De Tiendas TRD Caribe.

The shop will display premium Samsung Electronics products including smartphones, TVs and refrigerators.

TRD, a major retailer, takes up more than 50 percent of the country's electronics market.

Samsung first joined an electronics convention held in Cuba in 2012 and has been making efforts to penetrate deeper into the country.

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