



XIIIth HABANOS FESTIVAL FEBRUARY 21 – 25, 2011

On February 21-25, 2011, Cuba, once more, will be the venue of the largest international gathering of enthusiasts of the best cigar in the world: the Habano. In this occasion, the event will pay special tribute to the Montecristo, Partagás and H. Upmann Habanos brands.

The participants will have the pleasure of flavoring in exclusive the new vitolas to be launched by Habanos, S.A. in 2011, and of discovering the secrets of centuries-long tradition. Habanos, S.A. invites you to enjoy a week of pleasure and delight among the friends who have one thing in common: the passion for Habanos.

The Habanos Festival program offers its traditional activities during this unforgettable week, such as:

- Visits to emblematic Habanos factories
- Trade Fair
- Seminars
- Tastings and marriages
- International Habanosommelier Contest
- Master Class on the cigar rolling technique
- Visits to tobacco plantations

The opening event will take place on **Monday, February 21**. In this occasion **the Welcoming Evening includes the exclusive concert at the Gran Teatro de La Habana with the participation of the Maestro Leo Brouwer, recently awarded with a Latin Grammy**, and his guests. Also, the nominees for the “Habanos Prize” will be announced, offering finally a welcoming cocktail party dedicated to the Partagás brand.

The closing of the Festival will take place on Friday evening, February 25, with the **Gala Dinner dedicated to Montecristo and the Traditional Humidor Auction for the benefit of the Cuban Public Health System**.

Habanos, S.A. and the TABACUBA Entrepreneurial Group will be honored by your presence.

Oscar Basulto Torres

Buenaventura Jiménez Sánchez-Cañete

Presidents of the Organizing Committee

OFFICIAL LANGUAGES

Spanish, English, French, German and Russian



Preliminary Program of the XIIIth Habanos Festival

Sunday 20/02

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

Monday 21/02

9:00 hrs. Registration (Palacio de Convenciones)

9:30 -10:30 hrs. Press conference. Handing out of the press dossier on the XIIIth Festival. *
(Hall 3) (Palacio de Convenciones)

10:30 – 17:00 hrs. Preliminary International Habanosommelier Contest. (Hall 5) **

14:00 hrs. Trade Fair opening

14:30 hrs. Preliminary Habanos/Cuban Rums combination (Hall 6) **

19:00 hrs.

Welcoming evening

Concert: “All Brouwer” with music composed and conducted by the famous Cuban composer and musician Leo Brouwer, winner of the 2010 Latin Grammy

20:30 Welcoming cocktail party dedicated to the Partagás brand

*** For the accredited press and Exclusive Distributors**

**** Invitation required**

Tuesday 22/02

7:00 hrs. Visit to plantations

10:00 hrs. Preliminary blind tasting of Habanos with the participation of factory tasters, sommeliers and aficionados (Hall 6)**

**** Invitation required**

Wednesday 23/02

10:00 - 10:15 hrs. Opening of the International Seminar

10:15 - 11:15 hrs. Master Lecture: "Origin and Evolution of Aluminium Tubes for Habanos". Simon Chase (Hall 4)

11:15 - 11:45 hrs. Coffee Break

11:45 - 13:15 hrs. Master class on cigar rolling technique made totally by hand. Making a Belicoso. (Hall 1)

13:15 - 14:45 hrs. Lunch at "El Bucán" restaurant.

15:00 - 16:30 hrs. Flavors and Aromas:
Marriages of Habanos with coffee, brandy, tequila and other products

20:00 hrs.

H. Upmann Evening

Thursday 24/02

09:00 - 12:00 hrs. Visit to Habanos factories

12:30 - 14:00 hrs. Lunch at "El Bucán" restaurant

14:00 - 15:30 hrs. Habanos final blind tasting. (Hall 4)

15:30 - 17:00 hrs. Final Habanos/Cuban aged rums combination (Hall 3)

Friday 25/02

9:30 - 11:00 hrs. International Habanosommelier Final Contest (Hall 3)

11:00 - 11:30 hrs. Coffee break

11:30 - 12:30 hrs. Cuban cacao: perfect combination for after-dinner chat. Cuban chocolates/Habanos marriage. (Hall 1)

12:30 - 13:00 hrs. Closing of the Seminar and Trade Fair (Hall 1)
Awarding ceremony:
- Best stand of each category
- Winner of the International Habanosommelier Contest

13:00 hrs.

Lunch at “El Bucán” restaurant

19:00 hrs.

**Montecristo Gala Evening: PABEXPO.
Hall C**

IMPORTANT NOTE: Taking into consideration the capacity of the halls where the participative activities will take place (marriages, ritual, class on cigar rolling and other activities), access to these capacities will be limited, thus it will be required to present the corresponding ticket.

PROGRAM FOR ACCOMPANYING GUESTS

Sunday 20/02

10.00 -16.00 hrs. Registration (Palacio de Convenciones)

Monday 21/02

9:00 hrs. Bus departure from hotels to Havana's historical center, in order to take the colonial carriages at the Capitol. Sightseeing tour, which concludes at the Rum Museum.

11:30 hrs Walk through the most ancient city squares up to San Francisco de Asís square.

13:00 hrs. Lunch at Café del Oriente restaurant.

19:00 hrs. Welcoming evening

Concert: "All Brouwer" with music composed and conducted by the famous Cuban composer and musician Leo Brouwer, winner of the 2010 Latin Grammy.

20:30 Welcoming Cocktail party dedicated to the Partagás brand

Tuesday 22/02

7.00 hrs. Visit to plantations

Wednesday 23/02

09.00 hrs. Departure from hotels to Fine Arts museum. Guided visit to "Cuban art " room.

Visit to "El Floridita restaurant to taste a Daiquirí

11.30 hrs. Visit to Old Havana museums.

13.00 hrs. Lunch at "El Templete" restaurant

20:00

H. Upmann Evening

Thursday 24/02

09:00 - 12:00 hrs. Visit to Habanos factories

13:00 hrs. Lunch with demonstrations of Cuban cooking at the Arte Chef restaurant.

14.00 hrs. Visit to the Mirador of José Martí Memorial

16.00 hrs.

Free time to purchase at the Artisans Fair

Free evening

Friday 25/02

9:30-11:00 hrs.

International Habanosommelier Final Contest
(Hall 3)

11:00-11:30 hrs.

Coffee break

11:30- 12:30 hrs.

Cuban cacao: perfect combination for
after-dinner chat. Cuban
chocolates/Habanos marriage. (Hall 1)

12:30 - 13:00 hrs.

Closing of the Seminar and Trade Fair
(Hall 1)

Awarding ceremony:

- Best stand of each category
- Winner of the Habanosommelier Contest

13:00 hrs.

Lunch at “El Bucán” restaurant

19:00 hrs.

Montecristo Gala Evening PABEXPO. Hall C

Prices per activities

ACTIVITY	PRICE (CUC)	PRICE (USD)	PRICE (EUR)
Welcoming Evening	210.00	227,00	173,00
Visit to Plantations	75.00	81,00	62,00
International Seminar	315.00	340,00	259,00
Visit to Habanos factories	10.00	11,00	8,00
H. Upmann Evening	175.00	189,00	144,00
Gala Evening	525.00	567,00	432,00
FULL PROGRAM	1,310.00	1.415,00	1.079,00
PROGRAM FOR ACOMPANYING GUESTS	1,198.00	1.294,00	987,00

There is a 10% discount with the purchase of the full program.

IMPORTANT: HOW TO MAKE RESERVATIONS AND REGISTRATIONS:

ALL RESERVATIONS AND REGISTRATIONS FOR THE EVENTS ACTIVITIES MUST BE MADE THROUGH THE FOLLOWING WEB SITE:

www.habanos.com

IMPORTANT: Deadline for the Festival's social activities payment

For a better organization of the Festival's social activities, we will only receive reservations until **February 4, 2011**. No reservations will be accepted beyond that date.

The payment of reservations is to be made by bank transfer and will only be accepted until **February 10, 2011**.

Reservations for the **Welcoming Evening** will be valid until **Monday, February 21, 2011 at 12:00 pm**. After that time we shall proceed to the "last minute" sale of all unpaid reservations.

Reservations for the **H.Upmann Evening** will be valid until Wednesday, February 23, 2011 at 12:00 m. After that time we shall proceed to the "last minute" sale of all unpaid reservations.

Reservations for the **Gala Evening** will be valid until **Thursday, February 24, 2011 at 4:00 pm**. After that time we shall proceed to the "last minute" sale of all unpaid reservations.

Contact (for questions and clarifications)

Mrs. Yamilet Emanueli
Operational Marketing Division
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 **13th 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 **LAST DAY** of the month prior to the one of the bank transfer, taking the Central European Bank as reference. This value will be given in all cases by Habanos S.A. (**DEADLINE FOR TRANSFER PAYMENTS: 10/02/2011**)
3. The discounts or commissions for bank transfers will be assumed in each case by the party making the payment. Habanos S.A. will not assume discounts for transfers by the issuing bank, and must receive full payment for the activity or full package, accordingly.
4. Participants from the United States of America will have two options for cash payment:
 - a. They may change their US dollars into CUCs upon arrival in Cuba.
 - b. They may bring, from the country of their origin, EUROS, Canadian dollars, Sterling pounds, Mexican pesos, Swiss francs or Japanese yens and change them into CUCs upon arrival in Cuba, according to the exchange rate in force.
5. Credit card payment: Only VISA, Master Card, CABAL, TRAVEL CARD, DELIVERY CARD, BFI, RED and SERCUBA cards will be accepted. **AN EXCHANGE RATE OF 1.1124 AGAINST CUC WILL BE APPLIED.**
6. Credit cards endorsed by United States banks or their branch offices will not be accepted in no case.
7. 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 THE RAPID IDENTIFICATION OF THE SENDER.

Payments in EUROS (Bank transfers):

BENEFICIARY: HABANOS, S.A.

BENEFICIARY'S BANK: **BANCO INTERNACIONAL DE COMERCIO S.A.**
AYESTARAN Y 20 DE MAYO
CIUDAD DE LA HABANA, CUBA.

SWIFT CODE: BIDCCUHH.
ACCOUNT NO. 45321010021500 EURO
CORRESPONDING BANK: **Commerzbank AG, Frankfurt**
ACCOUNT NO. 400877501700

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:

Lic. Ibrahim M. Brull Milanés
Comercial Havanatur S.A.
Tel. (537) 201-9761
Fax: (537)
e-mail: ibrahim@havanatur.cu

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

Price per Pax per night (CUC)

Hotel	Category	Single room	Double room
Parque Central (CP)	5*	\$182.00	\$122.00
Saratoga Std. (CP)	5*	\$275.00	\$197.00
Nacional (CP)	5*	\$122.00	\$88.00
Nacional P. Ejecutivo (CP)	5*	\$143.00	\$115.00
Habana Libre (CP)	5*	\$121.00	\$88.00
Meliá Cohíba (CP)	5*	\$146.00	\$107.00
Meliá Cohíba P. Real (CP)	5*	\$203.00	\$154.00
Meliá Habana (CP)	5*	\$133.00	\$103.00
Meliá Habana P. Real (CP)	5*	\$179.00	\$147.00
Barceló Habana (CP)	5*	\$117.00	\$92.00

Occidental Miramar (CP)	4*	\$97.00	\$67.00
Palco (CP)	4*	\$72.00	\$58.00
Chateau Miramar (CP)	4*	\$114.00	\$86.00

Including:

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

Those persons interested in an attractive offer for traveling from any point in Latin America or the Caribbean may address the offices of COPA Airlines, official airline for the event.

When making the reservation, please take into consideration the information on the web page of Habanos S.A. (www.habanos.com) in order to make it official.

TRADE FAIR ASSOCIATED TO THE FESTIVAL

The Trade Fair and the Seminar will take place simultaneously, 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 and other products like handcrafted articles, Visual arts, Bibliographies Smokers' articles, 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)

The 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.

REGISTRATION IN THE TRADE FAIR:

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:

- A personal credential
- **A complete registration set**
- A copy of the Exhibitors' Catalogue
- 2 invitations per stand for the Welcoming Evening
- An invitation for the Farewell Lunch

ADDITIONAL EXHIBITOR

The price of the Additional Credential is 150.00 CUC with right to:

- . Credential
- . A complete registration set, with the documentation on the event
- . A copy of the Exhibitor's catalogue
- . Farewell Lunch

PRIZES

The Trade Fair prizes will be made known at the closing ceremony of the event, on February 25.

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.

Prizes will be granted in the following categories:

- Prize and mention to the "Best Free Design"
- Prize and mention to the "Best Modular Stand"
- Prize and mention to the "Most Visited Stand"

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 January 15, 2011 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

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

Images must be in psd, tif, or JPG non-compressed formats, with not less than a 300 dpi resolution, and a size that allows an acceptable reduction without affecting the resolution.

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 Frenad
- Adobe Illustrator

Print-ready (photolitho or final art)

1 color	100.00 CUC
2 colors	300.00 CUC
4 or more colors	600.00 CUC

Those persons interested in the Trade Fair associated to the 13th Habanos Festival must confirm their participation to Palacio de Convenciones de La Habana and to Habanos S.A.

Palacio de Convenciones (Convention Center)

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

Habanos S.A.

Mrs. Luz María Alvarez
Tel. (53-7) 204 0513, 204 0514
Fax: (53-7) 204 0549
e-mail: lmalvarez@habanos.cu

CONTACTS

Contact for general information on the Festival:

Mrs. Eloisa Castellanos Bolaños
Senior Specialist in Events and Public Relations
Habanos, S.A.
Tel. (53-7) 204 0513, 204 0514/ Fax: (53-7) 204 0549
E-mail : ecastellanos@habanos.cu

Contact for general information on registration in the Festival

Mrs. Yamilet Emanuelli Rodríguez
Habanos, S.A.

Phones. (53) (7) 204-0513 and 204-0514 ext 550/ Fax: (53) (7) 204 0549
Email: yemanueli@habanos.cu

Contact for the Seminar and the Trade Fair:

Mrs. Alicia García

Professional Congress Organizer

Conference Center (Palacio de Convenciones).

Tel. (53-7) 2085199/ Fax. (53-7) 2028382

E-mail: aliciagarcia@palco.cu