



14th HABANO FESTIVAL From February 27th to March 2nd 2012

On **February 27th till March 2nd, 2012, 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 **Cohiba and Romeo y Julieta, two of the most prestigious Habanos brands**.

The participants, coming from more than 60 different countries, will have the pleasure of enjoying in exclusive the new vitolas to be launched by **Habanos s.a.** in 2012, and of discovering the roots and 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 the best tobacco plantations in Vuelta Abajo, Pinar del Rio
- Visits to emblematic Habanos factories
- Trade Fair
- Seminars
- Tastings and marriages
- International Habanosommelier Contest
- Master Class on the cigar rolling technique
- Habanos blind tasting

As a novelty, in this edition it will be held the International Contest “Habanos in Images” addressed to producers of audiovisual work related to the Habanos.

The opening event will take place on **Monday, February 27th 2012**. In this occasion **the Welcoming Evening includes an exclusive concert at the Karl Marx Theater**.

Also, the nominees for the “Habanos Prize” will be announced, offering finally a **welcoming cocktail party** dedicated to the **Cohiba brand**.

On Wednesday 29th there will a dinner to commemorate **the 520th anniversary of the discovery of tobacco in Cuba** by the Europeans.

The closing of the Festival will take place on Friday evening, March 2nd, with the **Gala Dinner dedicated to Romeo y Julieta brand, 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.

Jorge Luis Fernández Maique Buenaventura Jiménez Sánchez-Cañete
Presidents of the Organizing Committee

OFFICIAL LANGUAGES

Spanish, English, French, German and Russian



14TH HABANO FESTIVAL PRELIMINARY PROGRAM

Sunday 26/02

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

Note: From Monday, February 27th until March 2nd, registration will be possible from 9:00 hrs to 16:00 hrs.

Monday 27/02

9:30-10:30 hrs Press Conference. Handing out of the Press Dossier on the 14th 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 DOP/DOC Vinho do Porto (Port wines) Alliance (Hall 6) **

19:00 hrs Welcome Evening.
Concert: "ECLECTIC-US" by Augusto Enríquez and guests.
Karl Marx Theater.

20:30 hrs Welcoming cocktail: Salón Rojo at Cristino Naranjo Club

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

****Invitation required**

Tuesday 28/02

7:00 hrs Visit to plantations in Vuelta Abajo, Pinar del Río

10:00 hrs Preliminary: Blind tasting contest of Habanos with the participation of factory tasters, sommeliers and aficionados (Hall 6)**
**Invitation required

Wednesday 29/02

10:00-10:15 hrs Opening of the International Seminar (Hall 4)

11:15-11:45 hrs Coffee Break

11:45-13:15 hrs Master class on rolling technique “Totalmente a Mano”
Totally by hand. Making a “Cañonazo” (Hall 3)

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

15-16:30 hrs Flavors and Aromas: combinations of Habanos with cachaza, beer and other products.

20:00 hrs 520 Anniversary Evening: “Bellas Artes Museum, Cuban Art Building”.

Thursday 01/03

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

12:00-14:00 hrs Lunch at “El Bucán” restaurant.

14:00-15:30 hrs Final: Habanos Blind tasting contest (Hall 4)

15:30-17:00 hrs Final: Habanos DOP/DOC Vinho do Porto (Port wines)
Alliance

20:00 hrs Dinner offered by ICT (**)

****Invitation required**

Friday 02/03

9:30-11:00 hrs	International Habanosommelier Final Contest (Hall 3)
11:00-11:30 hrs	Coffee Break
11:30-12:30 hrs	Projection of the James Suckling and James Orr Film "Cigars: The Heart and Soul of Cuba" (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 -Winner of the video contest "Habanos in images" -Winner of Blind Tasting Contest
13:00 hrs	Farewell Lunch at "El Bucán" restaurant
19:00 hrs	Gala Night: Dedicated to "Romeo & Julieta" PABEXPO. Hall C

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



PRICES PER ACTIVITIES

ACTIVITY	PRICES (CUC)
Welcome Night	210.00
Plantations Visit	75.00
International Seminar	325.00
Factories Visit	10.00
520 Night	200.00
Gala Night	525.00
FULL PROGRAM	1,345.00
ACCOMPANYING PROGRAM	1,214.00

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, 2012**. 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, 2012**.

Reservations for the **Welcoming Evening** will be valid until **Monday, February 27, 2012 at 12:00 pm**. After that time we shall proceed to the "last minute" sale of all unpaid reservations.

Reservations for the **520 Evening** will be valid until Wednesday, **February 29, 2012 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, March 1st, 2012 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 **14th 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: 10/02/2012)**
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. **4532101021500 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
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*	\$231.00	168.00
Saratoga Std. (CP)	5*	275.00	197.00
Nacional (CP)	5*	122.00	88.00
Nacional P. Ejecutivo (CP)	5*	143.00	115.00
Meliá Cohíba (CP)	5*	149.00	110.00
Meliá Cohíba P. Real (CP)	5*	203.00	158.00
Meliá Habana (CP)	5*	135.00	104.00
Meliá Habana P. Real (CP)	5*	179.00	149.00
Occidental Miramar (CP)	4*	97.00	67.00
Palco (CP)	4*	72.00	58.00

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 point in Latin America or the COPA Airlines, official airline for

When making the reservation, information on the web page of order to make it official.



attractive offer for traveling from any Caribbean may address the offices of the event.

please take into consideration the Habanos S.A. (www.habanos.com) in

ACCOMPANYING PROGRAM

Sunday 26/02	
10:00-16:00 hrs	Registration. Palacio de Convenciones.
Note: From Monday, February 27 th until March the 2 nd , registration will be possible from 9:00 hrs to 16:00 hrs	
PROGRAM: "THE DELICIOUS CUBAN TASTE"	
Monday 27/02	
10:00 hrs	Departures from hotels in air conditioned buses and guides service. Departure from the Havana Capitol in antique cars to make a panoramic journey around the city. Visit including a cocktail at the Rum Museum. Route through two of the most ancient squares of the Historical Havana Center.

	Interactive project at the restaurant Artechef where you may learn how to elaborate a Typical Cuban Dish. Return to hotels
19:00 hrs	Welcome Evening. Concert: "ECLECTIC-US" by Augusto Enríquez and guests. Karl Marx Theater.
20:00-24:00 hrs	Welcoming Cocktail: Salón Rojo at Cristino Naranjo Club
Tuesday 28/02	
07:00 hrs	Visit to plantations in Vuelta Abajo, Pinar del Río.
Wednesday 29/02	
09:00 hrs	Departures from hotels in buses with air conditioning and guides service. -Visit to Ernest Hemingway Museum -Visit to Cojímar -Lunch at Las Terrazas Restaurant, Cojímar. -Visit to Hemingway room in Ambos Mundos Hotel and tasting of Hemingway's style Daiquirí at the Hotel terrace. -Return to hotels.
20:00 hrs	520 Anniversary Evening. "Bellas Artes Museum. Cuban Art Building".
Thursday 01/03	
09:00 hrs	Visit to Habanos factories.
12:00 hrs	Departure from Palco Hotel in air conditioned buses and guides service. Club Habana visit to enjoy the Day use including a cultural activity and a gourmet lunch. Return to hotels.
20:00 hrs	Dinner offered by ICT (**)
** By invitation	
Friday 02/03	

10:30-11:00 hrs	International Habanosommelier Final Contest (Hall 3)
11:00-11:30 hrs	Coffee Break
11:30-12:30 hrs	Projection of the James Suckling and James Orr Film “Cigars: The Heart and Soul of Cuba” (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 -Winner of the video contest “Habanos in images” -Winner of Blind Tasting Contest
13:00 hrs	Farewell Lunch at “El Bucán” Restaurant
19:00 hrs	Gala Night: Dedicated to “Romeo & Julieta” PABEXPO. Hall C

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 14th 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
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CONTACTS

Contact for general information on the Festival:

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Contact for general information on registration in the Festival

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Habanos, S.A.
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Email: yemanuelli@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