



15TH HABANOS FESTIVAL FROM FEBRUARY 26TH TO MARCH 2ND, 2013

From **Tuesday February 26th to Saturday March 2nd, 2013, 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, special tribute will be paid during the event **Montecristo and Partagás**, two of the most prestigious Habanos brands.

The participants, coming from more than 70 different countries, will have the pleasure of enjoying in exclusive the new vitolas to be launched by **Habanos s.a.** in 2013, 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, a Cooking Show named "**Tobacco and Gastronomy**" will be held live. Prestigious international Chefs will prepare Haute Cuisine exclusive recipes using Cuban tobacco.

This year, the **International Contest "Habanos in Images"** will be dedicated to **Photography**.

The opening event will take place exceptionally this year on **Tuesday, February 26th 2013**. **The Welcoming Evening will be dedicated to the Montecristo brand and will be held at the historic Morro Fortress in La Habana.**

On **Thursday, February 28th** there will be a dinner organized to pay tribute to the **Vegueros**, - Cuban tobacco farmers- without whom Habanos would not exist.

The closing of the Festival will take place on **Saturday, March 2nd**, with the **Gala Dinner dedicated to Partagás brand**, and the **Traditional Humidor Auction to the benefit of the Cuban Public Health System**.

Habanos s.a. and the TABACUBA Entrepreneurial Group will be honored by your presence.

Walfrido Hernández Mesa

Buenaventura Jiménez Sánchez-Cañete

Presidents of the Organizing Committee

OFFICIAL LANGUAGES

Spanish, English, French, German and Russian



15th Habanos Festival Preliminary Program

Monday 25/02

10.00 – 16.00 hrs. Registration (Palacio de Convenciones)

Note: From Tuesday, February 26th until March the 2nd, registration will be possible from 9.00 hrs. to 16.00 hrs.

Tuesday 26/02

9.30 -10.30 hrs.	Press conference. Handing out of the Press Dossier on the 15 th 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 D.O.P./ Rioja D.O.C.A. Alliance (Hall 6) **
19.30 hrs.	Welcoming evening dedicated to Montecristo. Concert and Welcoming cocktail. “El Morro” Fortress***. *** Casual footwear required for Ladies

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

**** Invitation required**



Wednesday 27/02

7.00 – 17.00 hrs.

Visit to plantations in Vuelta Abajo Zone. Pinar del Rio.

10.00 hrs.

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

19.30 hrs.

Opening of the Habanos Gallery. Ancient Partagas Factory.

Thursday 28/02

09.30 – 09.45 hrs.

Opening of the International Seminar (Hall 4).

09.45 – 10.30 hrs.

Master Lecture. Fernando Domínguez Valdés-Hevia. “Present and future of Premium Tobacco”. (Hall 4).

10.30 - 11:00 hrs.

Coffee Break

11.00 – 12.15 hrs.

Tobacco and Gastronomy. Live Cooking Show produced by prestigious international Chefs (Hall 3). **

12.30 – 14.00 hrs

Lunch at “El Bucán” restaurant.

14.15 – 15.45 hrs.

Master class on cigar rolling technique “Totalmente a Mano”- totally by hand. Making a “Petit Edmundo” (Hall 4). **

16.00- 17.00 hrs.

Final: Habanos D.O.P. / Rioja D.O.C.A. Alliance (Hall 3). **

20:00 hrs.

Vegueros Evening.
“El Laguito” protocol lounge **.**
****** Dressing code for gentlemen:**
Guayabera

Friday 01/03

09.00 – 12.00 hrs.

Visit to Habanos factories. Partagás and H.Upmann.

12.30 – 14.00 hrs.	Lunch at “El Bucán” restaurant
14.00 – 15.00 hrs.	Master Lecture by Simon Chase. (Hall 3)
15.00 – 16.30 hrs.	Final: Habanos Blind tasting contest. (Hall 4)
16.30- 17.30 hrs.	Cocktails and Habanos. Presented by Havana Club (Hall 3)**
17.30- 18.30 hrs.	Flavors and Aromas: marriages of Habanos with Brandy, Tequila and other products. (Various Halls)**

Saturday 02/03

9.30 -10.30 hrs.	International Habanosommelier Final Contest (Hall 3)
10.30 -11.00 hrs.	Coffee break
11.00 – 12.00 hrs.	Master Lecture by Eumelio Espino. “From seed to smoke: more than 500 steps” (Hall 4).
12.00 – 13.00 hrs.	Closing of the Seminar and Trade Fair (Hall 4)
	. Awarding ceremony: - Best stand of each category - Winner of the International Habanosommelier Contest -Winner of the Photo Contest “Habanos in images” -Winner of the Blind tasting Contest

. 15th Festival homage

13:00 hrs.	Farewell Lunch at “El Bucán” restaurant
19:00 hrs.	Gala Evening: Dedicated to “Partagas” 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 entrance ticket for each activity.**

PRICES PER ACTIVITIES



ACTIVITY	PRICES (CUC)
Welcoming Evening	210.00
Plantations Visit	75.00
International Seminar	325.00
Factories Visit	10.00
Vegueros Evening	250.00
Gala Evening	525.00
FULL PROGRAM	1,395.00

1 CUC IS EQUIVALENT TO 1 USD

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: Payment Deadline for the Festival's social activities

For a better organization of the Festival's social activities, we will only receive reservations until **February 4, 2013**. 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 15, 2013**.

Reservations for the **Welcoming Evening** will be valid until **Tuesday, February 26, 2013 at 12:00 pm**. After that time we shall proceed to the "last minute" sale of all unpaid reservations.

Reservations for the **Vegueros Evening** will be valid until **Thursday, February 28, 2013 at 12:00 pm**. After that time we shall proceed to the "last minute" sale of all unpaid reservations.

Reservations for the **Gala Evening** will be valid until **Friday March 1st 2013 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 Dept.

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 **15th Habanos Festival** will be as follows:

1. - Bank transfers: Bank transfers will only be accepted in **EUROS**, at the exchange rate in force the date in which the payment is done taking into account the European Central Bank published rates.

Bank data for the transfers are:

Beneficiary: HABANOS S.A.

Beneficiary's Bank: BANCO INTERNACIONAL DE COMERCIO S.A.

Address: Ayestarán y 20 de mayo. La Habana, Cuba

Swift Code: BIDCCUHH

Account Number: 45321010021500

Corresponding Bank: Commerzbank Ag Frankfurt

Account Number: 400877501700

For **Habanos S.A. Exclusive Distributors (only)**, payments will be done taking into account the exchange rate in force agreed between the two parts.

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.

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.

To guarantee your participation in the event, payments have to be done before February 15th 2013.

2. - Credit card payments: Only VISA, Master Card, CABAL, TRAVEL CARD, DELIVERY CARD, BFI, RED and SERCUBA cards will be accepted. A 3% surcharge on the total amount will be applied as established by Cuban regulations for those payments.

Credit cards endorsed by United States banks or their branch offices will not be accepted in any case..

- 3 - Cheque payments: Cheques from BFI or BICSA will be accepted. The cheques have to have Habanos S.A as beneficiary.

If the cheque is in EUROS, the Cuban Central Bank exchange rate will be applied.

- 4 Cash payments: Exceptionally cash payments will be accepted. Cash Payments can only be made in CUC (Cuban Convertible Currency). Participants from the United States of America will have to use this option for payment.

Palco Hotel at the Convention Center, in which the event will be held, has an Exchange House (CADECA) where currency change would be made.



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
Nacional (CP)	5*	\$128.00	\$94.00
Nacional P. Ejecutivo (CP)	5*	\$144.00	\$116.00
Meliá Cohíba (CP)	5*	\$175.00	\$127.00

Meliá Cohíba P. Real (CP)	5*	\$217.00	\$159.00
Meliá Habana (CP)	5*	\$162.00	\$120.00
Meliá Habana P. Real (CP)	5*	\$192.00	\$144.00
Occidental Miramar (CP)	4*	\$102.00	\$77.00
Palco (CP)	4*	\$74.00	\$60.00

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**



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
- Participation Certificate



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 March 2nd.

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.

Awards will be granted in the following categories:

- Award and mention to the "Best Free Design"
- Award and mention to the "Best Modular Stand"

- Award and mention to the “Most Visited Stand”
- Award to the best “Communication Campaign”

AGENCIA ADUANAL PALCO (PALCO CUSTOMS AGENCY)

The arrival terms of the goods are the following:

By air: 10 days prior to the Fair’s opening day (minimum)

By sea: 15 days prior to the Fair’s opening day (minimum).

In order to extract the goods shipped, we need the original B/L document

The goods must be consigned to:

Event name:

Fairgrounds:

Notify to: Agencia Aduanal Palco (Palco Customs Agency)

The required documents are:

- B/L (originals) or AWB (fax copy)
- Commercial invoice (specify product description, quantity, price, total cost, currency and consignment conditions according to Incoterms)
- Original certificates according to the nature of the goods (sanitary, phytosanitary and veterinary)
- Insurance policy (if any)
- Packing list
- Certificate of origin or certification of origin in the invoice

OFFICIAL NOTIFICATION ON ACCOMPANYING LUGGAGE FOR EVENTS, FAIRS AND CONGRESSES

In light of customs requirements for goods arriving into the country as accompanying luggage, we are bound to cease this service on weekends and outside working hours, since there are no customs at those specified moments at the destination point to receive the goods.

The luggage retained by customs for that reason will be notified to the Palco Customs Agency, which will receive the retention documents and the invoice so the luggage can be processed and later sent to the fairgrounds.

This service will only be offered during working hours. Notification sent to the Agency no less than 72 hours in advance is required. This notification must include the passenger’s information: Name and surname, passport, flight, date and time of the passengers’ arrival.

Re-export of the goods can also be carried out, at the exhibitor’s request.

Lianet Fernández Costa.

Fairs and Exhibitions Specialist

Palco Customs Agency

Phones: (537) 2083274 / 2086111

Fax: (537) 2028382

Email: lianet@palco.cu

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, 2013 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 **15th 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. Nereyda Zequeira
Tel. (53-7) 204 0513, 204 0514 ext 563
Fax: (53-7) 204 0549
e-mail: nzequeira@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 Emanueli Rodríguez
Habanos, S.A.
Phones. (53) (7) 204-0513 and 204-0514 ext 550/ Fax: (53) (7) 204 0549
E-mail: 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