

# Market Entry Services

Service

International Market Entry Strategies

Country/Region

Cuba



## Access new business opportunities in Cuba

### Charting a New Course on Cuba

In December 2014, President Obama laid out a new direction toward Cuba. Since then, actions by the United States Departments of Treasury and Commerce have demonstrated the federal government's commitment to empowering and enabling economic advancements for the Cuban people. Recent regulatory changes will help strengthen civil society and empower the nascent Cuban private sector. Some of these changes include:

- Authorizing expanded commercial sales/exports from the United States of certain goods and services;
- Initiating efforts to increase Cubans' access to communications and their ability to communicate freely;
- Facilitating authorized financial transactions between the United States and Cuba.

### Planning for What Lies Ahead

Businesses can expect to see United States and European governments taking additional steps toward the normalization of trade with Cuba. In the interim, companies wishing to do business in Cuba will need to plan accordingly by:

1. Developing strategies to bring their products to market in Cuba;
2. Navigating through the Cuban government's restrictions on imports, exports, and private business;
3. Keeping apprised of developments in Congress and the European Commission;
4. Advocating for political and legislative action;
5. Obtaining counsel on what is permissible under these new regulations.

LNE Group and its partners are working closely with American and European companies to set achievable goals, craft strategies, and devise winning plans to pursue Cuban commercial opportunities. We develop strategies that address challenges and maximize the beneficial impact of regulatory changes for our clients' business interests.

### About LNE Group

LNE Group is a transatlantic government relations and public affairs firm specializing in advocacy, funding pursuit, and business development. Our mission is to help companies and organizations successfully engage with government and private sector decision-makers to ensure the protection and promotion of their strategic interests. We advise clients in the United States and throughout

the European Union via dedicated local offices. Our Government Relations practice provides strategic counsel on policy issues that are decided at all levels of government. Our team has in-depth knowledge of multiple industry sectors and a strong track record of delivering successful outcomes.

Contact LNE Group to discuss your interests in entering the Cuban market.

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