



ANNOUNCEMENT 4



International Congress on Sugar  
and Sugarcane Derivatives

Hotel Nacional de Cuba, La Habana, June 17 to 21, 2024

**DIVERSIFICATION 2024**

The AZCUBA Sugar Group, the Association of Sugar Technicians of Cuba (ATAC) and the Cuban Research Institute of Sugar Cane Derivatives (ICIDCA), are pleased to invite you to the XVI International Congress on Sugar and Sugar Cane Derivatives (DIVERSIFICATION 2024), to be held at the National Hotel of Cuba, from June 24 to 28, 2024.

## SCIENTIFIC EVENT

In this opportunity the event will be focused on the following topics:

- New technologies in sugarcane agriculture
- Technological advances in the sugar industry
- Agribusiness 4.0 and digital transition
- Circular economy in agroindustry, bio-refinery and diversification
- Energy from biomass and other renewable sources, biogas, bio-methane
- First and second generation ethanol
- Animal feeding
- Bio-products for agriculture
- Alcoholic beverages
- Quality and environmental management
- Environmental technologies

## WORKSHOPS

The matic workshops will be held within the space of the Congress:

**“The circular economy as an approach to sustainable development of the sugarcane agroindustry in the context of climate change”**

**Organizers:** IRIS Unidos por el Clima Foundation, CITMA and the AZCUBA Sugar Group.

**Objectives:** Exchange science results, new technologies and good practices to strengthen the circular model in the agroindustrial process.

Promote a dialogue of experts on sustainability indicators with a circular economy approach and the estimates and measurements of greenhouse gas emissions in the sugar agroindustrial process.

Promote the International Alliance for the circularity of a resilient and low-carbon sugarcane agroindustry launched within the framework of COP28 and identify interests, actions and projects that strengthen it.

**“Bio-energy in the sugar cane agroindustry”**

**Organizers:** ICIDCA, CENICAÑA, EEAOC.

**Objectives:** exchange on the state of the art, research results and international industrial experiences in the creation of energy carriers and extension of the use of renewable energy sources in the sugar cane agroindustry. In topics associated with: cogeneration schemes, energy integration, increase in the quantity and density of biomass, second generation ethanol, mixtures of gasoline with ethanol, biogas and bio-methane, photovoltaic solar energy, “green” hydrogen, and others. Identify joint collaboration projects between participating institutions.



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### About sending scientific works

The works will be sent by email, WhatsApp or delivered on magnetic media before April 15, 2024. The Scientific Committee will have until May 20, 2024 to report the acceptance of the works. The presentations will be made in the form of a conference, oral presentation and poster, which will be duly informed by the Committee. These works may be published according to the author's interest.

#### Shipping must be made to:

**Eng. Sara Mendoza Ferrer. Scientific Secretary**

**e-mail: [evento@icidca.azcuba.cu](mailto:evento@icidca.azcuba.cu)**

If you send your work from a non-corporate address such as gmail, yahoo, hotmail, etc., you must also send it to the WhatsApp number (535) 2631374, and you will receive a confirmation of receipt and follow-up to the process.

### COMMERCIAL PRESENTATIONS

There will also be the possibility of commercial presentations, where companies can promote their products, services and technologies related to the topics of the event and will last 30 minutes. If your company is interested in this modality, you may send it to:

### BUSINESS FORUM

Within the framework of Diver2024, a Business Forum will be held with the objective of promoting the Portfolio of Foreign Investment Opportunities of the sector and especially the projects aimed to the Modernization of Sugar Mills as a leading project of Azcuba Sugar Group.

This activity is a space for communication between businessmen and investors, with the objective of establishing contacts and facilitating the development of businesses with foreign investment in the Agroindustrial Sugar sector.

This Forum will have the presence of the Chamber of Commerce of the Republic of Cuba.

#### For further information please contact

**Eng. Lourdes María Castellanos Jiménez.**

**Directora de Relaciones Internacionales, Negocios, Inversión Extranjera y Comunicación Institucional de Azcuba**

**e-mail: [lourdes.castellanos@azcuba.cu](mailto:lourdes.castellanos@azcuba.cu)**

**Móvil: (535) 2864440**

**Ing. Bárbara Rodríguez González**

**Directora de Comercialización y Negocios Icidca**

**Teléfonos: (537) 6967017 Móvil: (535) 2796848**

**e-mail: [barbara.rodriguez@icidca.azcuba.cu](mailto:barbara.rodriguez@icidca.azcuba.cu)**

**e-mail: [diver2024@icidca.azcuba.cu](mailto:diver2024@icidca.azcuba.cu)**





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## COMMERCIAL EXPOSITION

Parallel to the XIV International Congress on Sugar and Sugar Cane Derivatives, Diversification 2024, a Commercial Exhibition will be held, in which companies will have a unique opportunity to expose, promote and market their products, services and technologies associated with the topics of the event. Slots in congress program are also available for companies interested in delivering commercial presentations.

The price of the exhibition area will cost 1200.00 EUR per 9 m<sup>2</sup> for the entire exhibition period. Exhibitors will be able to set up a portable stand, mounting their banners, they are guaranteed:

- Participation in all activities of the congress.
- Two exhibitors for each stand.
- Furniture (1 table with 4 chairs).
- 2 Single outlet
- Label with the name of the firm.
- Exhibition cleaning.
- Security of samples after daily close of the exhibition.
- Work lunches.
- Certificate of participation.
- The minimum stand area is 9m<sup>2</sup> (3 x 3 m).

The exhibition will be held in the 1930 room of the Hotel Nacional.

The location of the exhibition can be selected, which will be located along the entire side of the 1930 room, and in that same room there will be tables and chairs available for meetings between suppliers and potential clients.

## POST CONGRESS VISIT

### Sugar Tourism and walk along VARADERO beach

On the last day of the Congress, a visit will be held to the José A Echevarría productive center, located in the City of Cárdenas. This visit will allow you to enjoy a day of sugar tourism, where you will be able to see heritage sites of the sugar agroindustry, visit the Smith Comas museum, and facilities and wineries for the production of Rum. The tour ends with a visit to the world-famous resort of Varadero.

It will cost 30 EUR if paid before May 15 and 35 EUR after that date.

## CO-SPONSOR OR SPONSOR

Your company can be co-sponsor or sponsor of our event. We would be pleased to count on your participation. For more information please contact the Organizing Committee.

**For further information please contact**

e-mail: [barbara.rodriquez@icidca.azcuba.cu](mailto:barbara.rodriquez@icidca.azcuba.cu)

e-mail: [diver2024@icidca.azcuba.cu](mailto:diver2024@icidca.azcuba.cu)



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## Registration fee

Fair	1200 EUR
Delegate	500 EUR
Commercial Conference	500 EUR
National delegates approved by the Organizing Committee –	9000 CUP

## The registration fee includes:

For Delegates (and Business Forum participants)

- Credential
- Participation in all scientific and commercial sessions of the Congress
- Scheduled social activities
- Participation certificate
- Working lunches

## WAY TO PAY

By check or bank transfer as agreed between the parties, to account No.0300000005803717 of the Banco Financiero Internacional, with address 1st and Ø Street, Sierra Maestra Building, Playa, in the name of: S. HAVANATUR T. AND T. LA HABANA.

**PAYMENT CANNOT BE MADE FROM ABROAD IN (USD) NORTH AMERICAN DOLLARS THUS THIS OPERATION MUST BE CARRIED OUT IN EUROS.**

## ACCOMMODATION OPTIONS



The Havanatur Agency, as the Official Receptive Agency, offers you the following offers of tourist services.

HOTEL	Double room (DBL)	Simple room (SGL)
	2 people X Room	1 person X Room
Hotel Nacional de Cuba (5*) MAIN SPOT	145.00 EUR	195.00 EUR
Hotel NH Capri (5*)	105.00 EUR	145.00 EUR
Hotel Vedado (3*)	82.00 EUR	98.00 EUR

For further information contact to:

Eng. Eduardo González-Commercial Specialist-Events and Incentives - Havanatur Tour and Travel, La Habana

Email: [eventos@havanatur.cu](mailto:eventos@havanatur.cu)

Tel. (+537) 201-9780



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GENERAL PROGRAM															
Time/Room	Monday 24		Tuesday 25				Wednesday 26				Thursday 27				Friday 28
	Baracoa	1930	Taganana	Vedado	Sancti Spiritus	1930	Taganana	Vedado	Sancti Spiritus	Puerto Principe	1930	Taganana	Sancti Spiritus	Puerto Principe	
9:00 - 9:30	ACCREDITATION		TECHNICAL SESSION Bioproducts and Fertilizers	WORKSHOP about Diversification	TECHNICAL SESSION Advances in Sugar Technology and Industrial Efficiency	POSTER Session Derivatives	Gender Conference	TECHNICAL SESSION Quality	ROUND TABLE: Biotechnological Development of Genetic Improvement and Sugarcane Seed Production	POSTER Table 1	Workshop about Bio-energy	TABLE 4 Management of Sugarcane Nutrition in the Current Financial Situation	ATAC Magazine Presentation	TECHNICAL SESSION Advances in Sugar Technology and Industrial Efficiency	Visit to the José Antonio Echevarría Productive Pole Sugar Tourism
9:30 - 10:00						POSTER SESSION Bioproducts and Food Safety	MASTER CONFERENCE			POSTER Table 2			ICIDCA Magazine Presentation		
10:00 - 10:30										Signing of AGREEMENTS					
10:30 - 11:00						RECESO									
11:00 - 13:00			TECHNICAL SESSION Bioproducts and Fertilizers	WORKSHOP about Diversification	TECHNICAL SESSION Advances in Sugar Technology and Industrial Efficiency	POSTER SESSION Bioproducts and Food Safety	TECHNICAL SESSION Derivatives	TECHNICAL SESSION Value Chain	ROUND TABLE: Biotechnological Development of Genetic Improvement and Sugarcane Seed Production	POSTER Table 3	Workshop about Bio-energy	TABLE 4 Technological and Precision Tools in Sugarcane Cultivation	TECHNICAL SESSION Climate Change and Environment	Poster Climate Change and Environment	
13:00 - 14:00			ALMUERZO												
14:00 - 14:30		OPENING	TECHNICAL SESSION Bioproducts and Fertilizers	TECHNICAL SESSION Food Safety and Animal Feeding	TECHNICAL SESSION Energy	BUSINESS FORUM	TECHNICAL SESSION Derivatives	Workshop about Circular Economy	ROUND TABLE: Integrated Pest Management in Sugarcane	POSTER Table 4	CLOSURE				
14:30 - 16:00		MASTER LECTURES							ROUND TABLE: Integrated Weed Management in Sugarcane						
16:00-18:00		FAIR INAUGURATION											POSTER Value Chain and Quality		
18:00-19:00	WELCOME COCKTAIL: Cuban peasant music														

