UNIDO COUNTRY PROGRAMME FOR CUBA: A ROAD MAP FOR INCLUSIVE AND SUSTAINABLE INDUSTRIAL DEVELOPMENT

The UNIDO Country Programmes are an effective tool to promote Inclusive and Sustainable Industrial Development (ISID). These programmes are formulated to improve resource mobilization, strengthen national and international partnerships, enhance synergies among UNIDO technical services and initiatives, and align assistance priorities with United Nations Development Assistance Framework Country Programmes define the scope of UNIDO’s interventions and steer the delivery of programmes and projects in key thematic areas identified by national governments, setting up a road map towards the achievement of the Sustainable Development Goals of the 2030 Agenda.

On November 2014, the Cuban government and UNIDO agreed on the formulation and implementation of a Country Programming Framework (CPF) for 2016-2020, focused on three priority areas: (1) improving the institutional and entrepreneurial environment; (2) increasing the industrial competitiveness; and (3) capacity building for investment promotion.

An overall budget of 50 million euros has been tentatively identified as the funds to be mobilized for the implementation of the CP actions. A total of 4.8 million euros has been already granted by Korea and Russian Federation for the three initial projects launched in 2016:

1. Support to the Government of Cuba for the review and development of its industrial strategy and policy.
2. Technological and Enterprise Upgrading Programme focused on agro-chemical and agriculture machinery production sectors.

UNIDO and CUBA
Together for an Inclusive and Sustainable Industrial Development

The Ministry of Industries of Cuba is the governmental counterpart for the projects INDCuba and IUMPCuba, and its mission is to lead, guide, control and implement the industrial development in the island.

The Ministry of Culture of Cuba is the main counterpart in the project Strengthening the Cuban Music Industry, as it is in charge of leading, guiding, controlling and implementing the cultural policy in the country and ensuring that the nation’s cultural heritage is safeguarded, preserved and enriched.

The Korea International Cooperation Agency endeavors to combat poverty and support the sustainable socioeconomic growth of partner countries. KOICA currently supports two initiatives within the Country Programme, worth 2.8 million US dollars.

The Russian Cooperation funds one of the ongoing projects within the Country Programme, worth 2 million US dollars. Through International Development Assistance, the country aims to support sustainable social and economic development of the recipient countries as well as the settlement of crisis situations arising out of disasters, conflicts and other emergencies.
The project aims to contribute to the reduction of food supply in Cuba. Currently, local producers are not able to fully satisfy local demand, which has led to a dependence on agricultural imports. To achieve this goal, it is sought to modernize the production of agricultural and fisheries, so that institutions and producers strengthen their capacities and become able to offer healthy, quality food in greater quantity.

The main goal of the project is to strengthen the creative industry as a mechanism for employment generation and economic diversification in Cuba. This is achieved by improving articulation and synergy among all actors of the music value chain, by upgrading production technologies in the Cuban recording studios, and promoting new platforms and strategic alliances as for better distribution and marketing of music products.

Results achieved:
• A series of UNIDO technical missions have taken place in Cuba by national and international experts in order to collect and analyze information from the fertilizer and agricultural machinery production sectors.
• The official presentation of the Sectoral Strategy of the project took place in the facilities of the Chemical Industry Enterprise Group (EGIC) in Havana.
• A study tour was conducted in Spain with the objective of improving the human capabilities of a delegation of Cuban experts and facilitating cooperation in possible areas of collaboration for the sustainable development of fertilizers and agrochemical production in Cuba.
• An international public tender was launched on the UNIDO website for the acquisition of equipment for one of the fertilizer plants, more specifically the liquid calcium nitrate plant located in Nuevitas.
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Counterparts: MINDUS, CIIQ, CEDEMA, EMPREQUIN.

Beneficiaries:
• Local and foreign final consumers, industrial enterprises, centres and cooperatives of the fertilizers and agricultural machinery industrial sector, technical and business support institutions and public institutions.

The project is very important for our country; it responds to the two national priorities: to produce more food for the population and substitute imports. Its implementation has allowed us to carry out the best international practices and technologies for the production and application of phosphoric products in Cuba and the expansion of a fertilizers plant, currently in operation in Nuevitas, Cuba.

The best about the course was to get to know UNIDO’s methodology to calculate and determine competitiveness indicators for a country. JORGE GOMEZ, musician and leader of Moncada band; president of CUBADISCO.

Results achieved:
• Professional training of 335 experts and managers from 10 different institutes in the provinces, with a closure of women above 50%.
• Development of 4 recording studios (worth USD 250,000) to improve the quality of music production and meet international standards.
• A digital platform to promote and market Cuban music.
• Ongoing elaboration of a Brand and marketing strategy, including support to international music festivals such as CUBADISCO and Primera Lina.
• More than 50 officials trained in the production and analysis of industrial statistics.
• 25 officials-trainees to produce diagnostic studies about performance of the Cuban industry.
• MINDUS and ONEI equipped with the latest technologies for producing statistical studies.
• In progress: Elaboration of an Industrial Competitiveness Report and design of an industrial statistics data production system.
• Other results: Triangular/South-south cooperation between Cuba, Colombia and Mexico.

“...the music industry is a great force for development in Cuba, and a project like this one presents a huge opportunity for Cuban musicians to have better access to cutting-edge technologies and new markets...” JORGE GOMEZ, musician and leader of Moncada band.

“I would like to thank UNIDO for its support and help in the project...” VIVIAN SÁNCHEZ IZQUIERDO, Expert in Industrial Development, MINDUS.

The best about the course was to get to know UNIDO’s methodology to calculate and determine competitiveness indicators for a country. JORGE GOMEZ, musician and leader of Moncada band.

Results achieved:
• Elaboration of a National Sectoral Development Strategy for the Cuban music sector, integrating all stakeholders of the value chain and officially validated by MINDUS.
• Professional training of 335 experts and managers from 10 different institutes in the provinces, with a closure of women above 50%.
• Development of 4 recording studios (worth USD 250,000) to improve the quality of music production and meet international standards.
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