

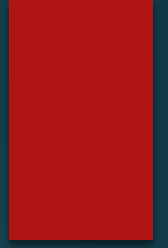


# Cuba's Next Revolution

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COALITION FOR RESEARCH TO PRACTICE

# The Importance of Cuban's Understanding of the Revolution.



- ▶ Long history of being exploited by European Countries both before and after the “slave trade” era.
- ▶ Experiences due to being colonized by various Old World countries
- ▶ Exploitation by United States corporations during the 1930s-1958, and the consequences on the social welfare of the average citizen

# Important Cultural Aspects of the People's Revolution

- ▶ Cuban people are proud of many changes that occurred as a result of the revolution.
  - ▶ Literacy Movement (98% of Cuban citizens can read)
  - ▶ Education (free at all levels including post graduate)
  - ▶ Healthcare (free, including a very aggressive prevention program, very accessible within communities)
  - ▶ Community-based cooperation to solve social problems

# Post Revolutionary Period

- ▶ United States policy Isolating Cuba
  - Economic consequences
  - Creating an environment for Soviet involvement
- ▶ Soviet Union occupation and lasting influence on all areas of Cuban development (Academics, Business Development, Critical Thinking)
- ▶ Collapse of the Soviet Union and the “Special Period”
  - ▶ Rise of Private Business Opportunities for Cubans and Relationship with China

# Thawing of the Cold Relationship between Cuba and the United States- Obama Executive Orders

- ▶ President Obama signed various orders that relaxed some of the restrictions on United States citizens regarding travel to and from Cuba.
- ▶ Allows limited business opportunities targeted at humanitarian assistance and improvements aimed at assisting Cuban citizens in the area of entrepreneurship, wherein those improvements do not bolster the Cuban government or the current regime.
- ▶ Helms-Burton Act is still law.

# Current Status with Cuba

- ▶ Obama executive orders have not been changed under the Trump administration, although Vice-President Pence promised that the Trump administration would reverse the Obama orders, if elected.
- ▶ Thousands of U.S. citizens are traveling to Cuba each year. However they must comply with United States regulations regarding travel to Cuba. That includes the prohibition against recreation.
- ▶ Since Obama's speech in Cuba, there has been some "push-back" or reluctance by many Cubans to fully embrace improved relations.

# Current Planning Initiatives



- ▶ Academic Exchanges- Graduate and Post-Graduate Students in Psychology, Education, and Business
- ▶ U.S. /Cuban Business Meeting aimed at joint ventures between United States business and Cuban entrepreneurs and small business owners



# Rapid Changes

- ▶ Cubans are still trying to process the changes that occurred as a result of the Obama Executive Orders.
- ▶ During the last 12 months of the Obama administration, the changes caused were more dramatic than those of 10 past presidents.
- ▶ As Obama left office, he said that the new relationship with Cuba ranked among his foreign policy successes.
- ▶ The United States policy makers remain conflicted about Cuba and the future.



# The Trump Administration and Cuba

- ▶ Cuban officials have not responded to Trump's comments. The hope is that Trump will not roll back the progress that was made over the past few years.
- ▶ Cubans and Americans who have invested both time and resources to Cuba, under the executive orders, are waiting to see what Trump will do about the relationship.
- ▶ According to official Cuban statistics, 614,000 American citizens visited Cuba in 2016. That represents a 34% increase in visitors from the previous year.

# Business Considerations

- ▶ Some airlines have stopped flights going to Cuba because the demand has not been as high as projections.
- ▶ U.S. business interests are taking a very conservative posture until the current administration signals their direction.
- ▶ U.S. based companies like Google and Starwood Hotels & Resorts have invested heavily in Cuba, and would likely provide opposition to undo what has already been started.