

## IV International Workshop of Women Entrepreneurs in Cuba

### "Lifestyle and Wellness"

**WEIC 10 - 12 April, 2019**

Palace of Conventions - Club Habana

The Organizing Committee of the IV International Workshop for Women Entrepreneurs is pleased to invite you to the fourth edition, which will take place from April 10 to 12, 2019 in Havana.

### "Lifestyle and Wellness"

Health care, a healthy and active lifestyle, the use of products with high nutritional properties, a varied and balanced diet, are the fundamental elements for an adequate well-being. Feeling good means working well, properly facing the world of work. Good health is the basis of everything.

In this fourth edition will be presented lectures by experts, as well as presentations based on the personal experiences of its authors, with the purpose of find solutions to improve the lifestyle in the personal and professional environment.

In the charming frame of the famous "Club Habana", where we will development the event, seminars and training courses will be held, led by experts in Wellness and good nutrition.

There will be an exhibition area is planned to promote products, services, equipment, magazines and publications, which will allow an excellent commercial opportunity.

This appointment will contribute to the revaluation of Cuban food products and their use in recipes that are part of the famous "Mediterranean Diet" recognized by UNESCO as "Intangible Heritage of Humanity" in 2010. The Mediterranean diet is a lifestyle, known for its benefits all over the world, adopted today by millions of people throughout the world.

Women Entrepreneurs from different countries will meet to share their experiences, proposals, enrich the discussion, and offer a beautiful contribution to the promotion of Wellbeing, as a fundamental factor of personal and professional lifestyle.

**It will be a pleasure to meet in Havana on its 500th anniversary!**

**Organizing Committee:**

**Solymed Events:** Company that organizes congresses, fairs and international events. Representative of the Business Group "PALCO".

**AIDDA:** Association of Women Entrepreneurs and administrative leaders.

**Co-Organizer**

**UNIDO:** United Nations Industrial Development Organization

**SPONSORSHIP**

World Federation of Hydrotherapy and Climatotherapy - **FEMTEC**

Federation of Cuban Women - **FMC**

Association of Women Entrepreneurs and administrative leaders - **AIDDA**

United Nations Industrial Development Organization - **UNIDO**

Chamber of Commerce of Cuba - **CAMCUBA**

Cuban Fund of Cultural Assets – **FCBC**

Culinary Federation of Cuba

Promotion of Foreign Trade and Foreign Investment - **PROCUBA**

University of Havana - **UH**

Cuban Medical Services - **SMC**

Cuban Society of Medical Hydrology - **SHMC**

National Directorate of Physical Medicine and Rehabilitation – **MINSAP**

Cuban Society of Bioenergetic and Naturalist Medicine – **SCMBN**

Business Group **Bio-Cuba Farma**

Business Group "PALCO"

Company "QUAREIN" SPRL Company International Consulting -**Quarein SPRL**

Company "Milk Magenta Milan"

Embassy of Cuba in Italy

## PRELIMINARY PROGRAM

### April 10, Club Habana

09:00 - Registration of participants

09:30 - Inauguration and institutional greetings

#### **10:00 – Master Conference: Lifestyle and Wellness**

##### **10:30 - Seminar: Health, Wellness and Business**

Women leaders, professionals and women entrepreneurs from different sectors will discuss Health, Welfare and Business, to generate synergies and give visibility to this important topic. In addition, experts and scholars will be present, with vast experience in the research and development of projects. Multiple dimensions of the concept of health will be argued, to achieve the objective of giving answers and solutions aimed at improving the health and well-being of women in their jobs and family environment.

##### **12:00 - Seminar: "Beauty and Wellness"**

The beauty of aesthetics, of nutrition, of the perception of one's own body and of personal success, as welfare factors. Discussions will be discussed on the prevention of early skin aging, and aesthetic improvements. Products, new techniques and technologies will be known. The success of beauty and beauty of success.

#### **13:30 – Lunch**

##### **14:30 - Seminar: "Wellness Destination. Transformative trips"**

Statistics confirm that one of every five tourist trips in the World is linked to Wellness Responsible travel that contributes to Wellbeing. Moreover, 60% of those who traveled will achieve their desire to feel good, visiting a Spa, receiving beauty treatments combined with walks, to admire the cultural, gastronomic, geographical and historical wealth of the place visited. The progress of the concept of Wellbeing and healthy life modifies the profile of the new traveler, and to contribute to these changes, experts of the branch announce new offers of the "Tourism of Health and Wellness".

**Maritime & Heath project – UNIDO ITPO staff**

##### **15:30 - Seminar - "Technological innovation in the Wellness World (in the Welfare industry)"**

Innovations for Wellbeing It will be a platform for the dissemination of research in various fields.

##### **16:30 - Master Class: "From the physical form to the balance between body and mind"**

The daily movement, outdoors where possible, helps the wellbeing of the body and mind. Fit people positively face work stress. Combat the sedentary lifestyle, trying to convince people to move. The secret of health in daily life.

##### **17:30 - End of the day**

A City Tour is available for the celebrations of its 500 years.

**20:00 - Cocktail & Fashion Show, with the collaboration of the Cuban Fund of Cultural Assets**

## April 11, Club Habana

### **09:30 - Seminar: "Health education and nutrition education"**

Educate young generations towards a conscious and balanced consumption.  
Perception of weight, diets, health and well-being.  
Innovations and quality of food integrators.

### **11:30 - Training course: "The good kitchen"**

Cooking means giving emotion with creativity and talent. However, you need techniques and knowledge about the discipline, which allow you to select appropriate ingredients with which you cook appetizing and healthy dishes.  
A dish evokes memories and transports us to special places; respect for traditions. The use of local ingredients are examples of sustainability and respect for the environment.

### **12:30 – Cocktails**

New cocktails: a fusion between excellent Italian wines, Cuban rum and exotic fruits. Demonstration and tasting.

### **13:00 – Lunch**

### **14:30 – Heritage 4 Cuba "Living, Imagining, Creating, Making":**

*Space as a place to develop emotional intelligence*

*UNIDO ITPO Staff*

### **"Natural products. The house with ecological materials"**

Generate synergy, visibility and give value to female talent.

## April 12, Club Habana

### **09:30 - Cooking Contest: "Tradition and innovations"**

Two teams of aspiring Chef will present a complete menu, using natural products of the tradition and the capacity of transformation. The work will be supervised by an "Executive Chef Committee "and from a very famous Italian Chef that with a jury will reward the best team.

The contest will conclude with the preparation of the winning recipes, in the "Chef's Restaurant" Space where participants to the event can taste the dishes prepared by both brigades, in the restaurant prepared for tasting.

### **13:00 – Awards**

### **14:00 – Conclusions**





## PARTICIPATE

**Women entrepreneurs, business leaders, healthcare professionals, industry professionals, artisans, farmers, artists.**

## INTERVENTIONS

The speakers must send the title and summary to the Organizing Committee before March 15, 2019, to the following address:

[solymed.congressi@yahoo.com](mailto:solymed.congressi@yahoo.com) / [solymed.eventos@gmail.com](mailto:solymed.eventos@gmail.com)

**Book in advance for your contribution with the event.**

**For more information, contact the secretariat of organization:**

**SOLYMED-EVENTS, Organizers of Congresses, Fairs and International Events.**

[solymed.congressi@yahoo.com](mailto:solymed.congressi@yahoo.com) / [solymed.eventos@gmail.com](mailto:solymed.eventos@gmail.com)

