



ASCE 2017

July 27-29, 2017 | Miami, Florida



Cuba: Navigating in a Turbulent World

Association for the Study of the Cuban Economy

27th Annual Meeting

**OFFICIAL
SPONSOR**



With special thanks to:
MaestroMeetings, Inc
Proximo LLC
Best Rents
R&R Photo Group
UM, College of Engineering

Cuba: Navigating a Turbulent World

**Association for the Study of the Cuban Economy (ASCE)
Twenty-Seventh Annual Meeting
July 27-29, 2017**

**The Hilton Miami Downtown Hotel
1601 Biscayne Boulevard, Miami, Florida 33132**

PROGRAM

Thursday, July 27

**8:00 a.m. REGISTRATION and CONTINENTAL BREAKFAST
Concerto Foyer**

9:00 a.m. - 10:45 a.m. OPENING PLENARY (Concerto A&B)

1. Cuban Economic and Social Developments

Chair: Helena Solo-Gabriele, *University of Miami and ASCE President*

Carmelo Mesa-Lago, *Professor Emeritus, University of Pittsburgh*, "Fidel Castro's Legacy on Cuba's Social Policy and the Current Situation"

Omar Everleny Pérez Villanueva, *Revista Temas*, "La economía cubana: Por dónde anda y que se debería esperar"

Jorge Pérez-López, *U.S. Department of Labor (retired)*, "Cuba's Never Ending External Sector Crisis"

10:45 a.m. - 11:00 a.m. COFFEE BREAK (Concerto Foyer)

11:00 a.m. - 12:45 p.m. PLENARY SESSION (Concerto A&B)

2. The Exchange System and the Balance of Payments

Chair: Armando Linde, *IMF (retired)*

Luis R. Luis, "Cuba's Capital Account of the Balance of Payments"

Ernesto Hernández-Cata, *The Foundry, Inc. and IMF (retired)*, "Rationalizing Cuba's Exchange System: The Perils of Gradualism"

Gabriel DiBella, *IMF*, and Rafael Romeu, *DevTech Systems*, "Primer on Currency Unification and Exchange Rate Policy in Cuba: Lessons from Exchange Rate Unification in Transition"

Discussants: Joaquín Pujol, *IMF (retired)*; Omar Everleny Pérez Villanueva, *Revista Temas*

1:00 p.m. -2:15 p.m. LUNCH BREAK--Optional buffet lunch at the Brisa Restaurant, lobby level of the Hilton Hotel (cost \$20 plus tax and gratuity)

2:30 p.m.- 4:15 p.m. CONCURRENT SESSIONS

3. Agriculture (Concerto A)

Chair: Jorge Pérez-López, *U.S. Department of Labor (retired)*

William Messina, *University of Florida*, "Who are Cuba's Independent Farmers?"

José F. Alonso, *Montgomery College*, "Marabú, Charcoal, Exports and Dollars"

Olimpia Gómez, Tomás Depestre y Mayte Piñón, "Producciones de tomate y pimiento en el trópico: realidades y dificultades"

Mario González-Corzo, *City University of New York (CUNY)*, "Prospects for Cuba's Usufruct Farmers"

Discussant: Gary Maybarduk, *U.S. Department of State (retired)*; Juan Tomás Sánchez, *Sugarcane Growers Association of Cuba, Inc.*

4. Cuba: de la crisis a las propuestas para el futuro (organizado por el Centro de Estudios Convivencia, CEC) **(Concerto B)**

Presidencia: Carmelo Mesa-Lago, *University of Pittsburgh* y miembro del Consejo Académico del CEC

Dagoberto Valdés Hernández, *Director del CEC*, "Cultura y educación en el futuro de Cuba: visión y propuestas"

Carmelo Mesa-Lago, *University of Pittsburgh* y Consejo Académico del CEC, "Economía y educación en Cuba hoy"

Yoandy Izquierdo Toledo, *Máster en Bioética, miembro del Consejo Directivo del CEC*, "La educación ética y cívica: una solución a la crisis económica y de valores en Cuba"

Comentarista: Silvia Pedraza, *University of Michigan* y Consejo Académico del CEC

4:15 p.m.-4:30 p.m. COFFEE BREAK (Concerto Foyer)

4:30 p.m.- 6:15 p.m. CONCURRENT SESSIONS

5. Cuban Economic Policies & Growth Strategies (Concerto A)

Chair: Carlos Quijano, *World Bank (retired)*

Vadim Grishin, *Adjunct Assistant Professor, Georgetown University*, "Economic Reforms in Cuba: Myths and Realities"

Larry Catá Backer, *Penn State University*, "A Critical Look at Cuba's National Economic and Social Development Plan 2030—With a Focus on the Tourism and Pharma Sectors"

Gary Maybarduk, *U.S. Department of State (retired)*, "Encouraging Reform in Cuba: Can We Get It Right?"

Juan Tomás Sánchez, *Sugarcane Growers Association of Cuba, Inc.*, "The Soft-Swift Transition of Cuba to a Hard Structure with Proven Results"

Discussants: Luis Locay, *University of Miami*; Sergio Díaz-Briquets, *Independent Consultant*

6. Perspectivas para Cuba: ¿Transición o Sucesión? (Concerto B)

Presidencia: Julio Shiling, *Patria de Martí*

Final Program--7/24/2017

Reinaldo Cosano Alén, *Agencia Sindical Press*, "El cuentapropismo: Limitantes sistémicos y perspectivas de desarrollo"

Julio Cesar Fariña Pérez, *Proyecto Emprende con Ciencia*, "Realidades y perspectivas del trabajo por cuenta propia en el sector transporte"

Juan Carlos González Leiva, *Consejo de Relatores de DDHH de Cuba*, "El reordenamiento jurídico cubano: requisito para una transición"

Alina Bárbara López Hernández, *Ediciones Matanzas*, "¿Nominalistas o realistas? Los modernos teólogos de la economía cubana"

Comentaristas: Frank Rodríguez, *FaceCuba*; Julio Shiling, *Patria de Martí*

6:30 p.m.-9:00 p.m. COCKTAIL RECEPTION (Concerto Foyer)

Friday, July 28

**8:00 a.m.-8:30 a.m. REGISTRATION and CONTINENTAL BREAKFAST
(Concerto Foyer)**

8:30 a.m.-10:15 a.m. CONCURRENT SESSIONS

7. Foreign Investment in Cuba: Law, Policy, and Practicalities (Concerto A)

Presenter: Larry Catá Backer, *W. Richard and Mary Eshelman Faculty Scholar; Professor of Law and International Affairs, Penn State Law*

Cuba's 2014 Foreign Investment Law and the dissemination of its annual Portfolio of Opportunities for Foreign Investment are signals that Cuba is open to foreign direct investment. While Cuba has secured a number of deals, progress on all sides remains slow due to the complexities and uncertainties surrounding legal, policy, liability, and other issues. This session will offer a detailed look at Cuban law relevant to foreign investment, bilateral and other agreements with Cuba, transaction formation pitfalls and best practices, and how to steer clear of liability and policy traps so that all parties can seal the deal.

8. Real Estate Sector (Concerto B)

Chair: José Ramón de la Torre, *FIU*

Violaine Jolivet, *University of Montreal*, "(Re) Investing Havana: Mobility and Socio-Spatial Mutations in the Cuban Capital"

Sergio Díaz-Briquets, *Independent Consultant*, "Recognizing the Obvious While Muddling the Housing Waters"

Martina Kunović, *University of Wisconsin-Madison*, "Cuba's Emerging Real-Estate Sector: A Closer Look at Havana's *Inmobiliarias*"

Discussant: Joaquin Pujol, *IMF (retired)*.

10:15 a.m.-10:30 a.m. COFFEE BREAK (Concerto Foyer)

10:30 a.m.-12:15 p.m. CONCURRENT SESSIONS

**9. Coordinating U.S. and Cuban Legal Principles to Resolve Property and Damage Claims
(Concerto A)**

Presenters: Pedro A. Freyre, *Partner; Chair, International Practice, Akerman LLP*; Rolando Anillo, *Corporate Counsel, Florida Crystals Corp., and President, Cuban Claims Owners Association*

Full restoration of ties between the U.S. and Cuba requires, among other things, the resolution of outstanding property and other claims lodged by each country against the other. This in-depth session will look at Cuba's expropriation of U.S. and other properties, U.S. certified claims and default judgments against Cuba, and country-to-country debts. We will also explore Cuba's asserted claims for damages caused by the U.S. embargo and our operations in Cuba. The presenters will also discuss relevant U.S. law (e.g., OFAC regulations, Helms-Burton) and applicable Cuban law (including required changes depending on alternate resolution scenarios). Finally, the speakers will look at potential legal remedies and solutions, as well as possible next steps under the new U.S. Administration.

10. The Water Economy in Cuba (Concerto B)

Chair: Thomas M. Getting, *Leopold a xylem brand*

Enrique Pumar, *Santa Clara University*; Helena Solo-Gabriele, *University of Miami*; and Joseph Treaster, *University of Miami*, "Water in Cuba and American Relations: A Neo-Functional Approach"

Gabriel Ferrer, "Water Disinfection Systems for Cuban Churches"

Thomas M. Getting, John Geibel, Mainor Vega, Robert Wiley III, and Hernán Cortés A., *Xylem, Inc.*, "Rehabilitating Water Filter Systems with Potential Cuba Applications"

Genesis Vargas and Elizabeth Worsham, *Embry-Riddle Aeronautical University*, "Powering the Pearl: A Study of Cuba's Energy Autonomy"

12:30 a.m.-2:30 p.m. ASCE OFFICIAL LUNCHEON (Concerto C)

ASCE Student Awards

Chair: Mario González-Corzo, *City University of New York (CUNY)*

Student Prize Winners:

- Anthony Bencivengo, Sarah Lawrence College, 1st place, Undergraduate
- Pablo Boorsman-Mendoza, Utrecht University (Netherlands), 1st place, Graduate
- Julie Rausenberger, University of Louvain (Belgium) and Kate Gaffney, New York University, 2nd Place Graduate

Ernesto Betancourt Keynote Address

Marc Frank, *Reuters Correspondent, Havana*, "The Strategic Retreat: What's Driving and Slowing Change in Cuba and U.S.-Cuban Relations"

2:45 p.m.-4:30 p.m. CONCURRENT SESSIONS

11. Cuba-U.S. Economic Relations (Concerto A)

Chair: Oscar Echevarria, *GlobalExpand LLC*

Final Program--7/24/2017

Roger R. Betancourt, *University of Maryland*, "Cuba Normalization Policy in a Trump Administration: The Obvious, The Sensible, and The Subtle"
Ernesto Hernández-Catá, *The Foundry, Inc. and IMF (retired)*, "Economic Relations between Cuba and the United States: Looking Beyond the Early Irrational Exuberance"
Paolo Spadoni, *Augusta University*, "U.S.-Cuba Business Relations under the Obama Administration and Prospects under the Trump Administration"
Discussants: Luis R. Luis; Gary Maybarduk, *U.S. Department of State (retired)*

12A. Student Panel I (Concerto B)

Chair: Mario González-Corzo, *Lehman College, CUNY*
Anthony Bencivengo, *Sarah Lawrence College*, "Sembrando la Sostenibilidad"
Pablo Boorsman-Mendoza, *Utrecht University (Netherlands)*, "Peripheral Ideas that Won't Fly: EU Foreign Policy Decisions on Cuba and US Influence"
Julie Rausenberger, *University of Louvain (Belgium)*, "Importing Modernity: Foreign Fashion and Identity-Making in Urban Cuba"
Kate Gaffney, *New York University*, "The Destruction of Havana's Neighborhoods: When Heritage Tourism Becomes a Priority Over Habitable Housing"
Discussants: Mario González-Corzo, *Lehman College, CUNY*; María Dolores Espino, *St. Thomas University*; Archibald Ritter, *Carleton University*; Mauricio Solaún, *University of Illinois (emeritus)*

4:45 p.m.-6:30 p.m. CONCURRENT SESSIONS

12B. Student Panel II (virtual panel)** (Concerto C)

Exploring Innovations and Advancements: Connecting Global Communities in Technology, Education, and Management in Cuba

Co-Chairs: Michael Strauss, *Université de Paris 5*; Frank Carlos Martinez, *The Havana Consulting Group LLC*; Lani Fraizer, *Pepperdine University*; Sonya Sharififard, *Pepperdine University*
Charles Bray, Jessie Lockhart, John Masters, Kim Levey, *Pepperdine University*, "What the U.S. Could Learn from Cuba and China: Looking into an 'Alternative Universe'"
Jennifer Fox and Rebecca Park, *Pepperdine University*, "Cuban Labor Market and Human Capital: Is There a Misalignment?"
Vicky Panossian, *Pepperdine University*, "The Cuban Paradox: Revolution, Socialism and the Colorful Rhythm of the Cuban Soul"
Shimeka Bruton, *Pepperdine University*, "Exploring Reforms: Cuba's Minimum Wage Standard"
Sonya Sharififard and Lani Fraizer, *Pepperdine University*, "Exploring Cuban Vocational Education and Economic Stability"

**For those who wish to join virtually, please use the following link:

[<https://gsep.adobeconnect.com/asce/>]

Participants are encouraged to join the asynchronous conversation for this session at 6:30 pm EDT via Facebook Live: [<https://www.facebook.com/www.ascecuba.org>]

13. Economic Analysis of Tourism and FDI (Concerto A)

Chair: Paolo Spadoni, *Augusta University*

Maria Dolores Espino and Srabana Gupta, *St. Thomas University*, "Cuban Success with Canadian Tourists: A Comparative Analysis"

Sebastián Acevedo Mejía and Trevor Alleyne, *IMF*, and Rafael Romeu, *DevTech Systems*, "Revisiting the Potential Impact to the Rest of the Caribbean from Opening U.S.-Cuba Tourism"

Jim Casey, *Washington and Lee University*, "Trip Attribute Importance and Willingness to Pay for Marine Conservation: An Exploratory Study of Potential U.S. Visitors to Cuba"

Janet L. Walsh, *CEO and President, Birchtree Global, LLC*, "Success Characteristics of Foreign Direct Investment in Cuba"

Discussants: Paul Meo, *World Bank (retired)*; Jorge Pérez-López, *U.S. Department of Labor (retired)*

14. Private Sector (Concerto B)

Chair: Roger de la Torre, *Independent Consultant*

Ted A. Henken, *Baruch College, City University of New York*, "Between the 'Party Line' and the 'Bottom Line': *El Proyecto Artecorte* and the Virtuous Circle of Entrepreneurial Solidarity in One Old Havana Neighborhood"

Ståle Wig, *University of Oslo*, "A Comparative Framework for Understanding the Emerging Cuban Private Sector"

Vicente P. Escobal, *ex-director del Instituto Cubano de Investigaciones Socio-Laborales y Económicas Independientes*, "Las pequeñas y medianas empresas en Cuba: Antecedentes, actualidad y perspectivas"

Emilio Morales, *The Havana Consulting Group*, "Deshielo y reformas crean una clase media y un nuevo balance de poder sin precedentes en casi 60 años"

Discussants: Mario González-Corzo, *City University of New York (CUNY)*; Jorge Olivera Castillo, *escritor y poeta*

6:45 p.m.-8:15 p.m. ASCE BUSINESS MEETING (Concerto A)

Saturday, July 29

**8:00 a.m.-9:00 a.m. REGISTRATION and CONTINENTAL BREAKFAST
(Concerto Foyer)**

9:00 a.m.-10:45 a.m. CONCURRENT SESSIONS

15. Special Topics (Concerto A)

Chair: Roger Betancourt, *University of Maryland*

Nicolás Sánchez, *Professor Emeritus, College of the Holy Cross*, "What If... Fulgencio Batista Had Been Black?"

Martin Palous, *Director of Vaclav Havel Program for Human Rights and Diplomacy, FIU*, "Vaclav Havel's Legacy and Cuba's Future"

Final Program--7/24/2017

Rodolfo J. Stusser, *M.D.*, "Cuban and U.S. Healthcare Systems 1900-2016: Similarities, Differences, and Efficiencies"

Joanna Columbié, Somos +, "La formación de liderazgo en la sociedad civil: Una necesidad imperativa para Cuba presente y futuro"

Discussant: TBA

16. Social and Cultural Topics (Concerto B)

Chair: Silvia Pedraza, *University of Michigan*

Soren Triff, *Bristol Community College*, "Entre el gueto judío y el encierro cubano: la vida diaria y el artículo de costumbres digital bajo la economía de la miseria"

Yvon Grenier, *St. Francis Xavier University*, Canada, "The Revolution is Over, Isn't it? The Use and Abuse of the Term 'Revolution' in Cuban Studies"

Idabell Rosales, *Presidenta, Festival Vista*, "La cultura independiente en Cuba y la transición: trabas y oportunidades"

Ernesto Pérez Chang, *periodista de Cubanet News*, "Papel del periodismo independiente en el análisis de la economía cubana actual"

Discussant: Francisco Rodríguez, *FACE Cuba*; Silvia Pedraza, *University of Michigan*

10:45 a.m.-11:00 a.m. COFFEE BREAK (Concerto Foyer)

11:00 a.m. -12:45 p.m. CONCURRENT SESSIONS

17. La nueva economía cubana: casos de estudio (Concerto A)

Presidencia: Ted A. Henken, *Baruch College, City University of New York*

Beatriz Lima Lizama, *Centro Cristiano de Reflexion y Dialogo-Cuba (CCRD-C)*, y René García Bello, *asesor y colaborador de la estrategia de apoyo a las MiPyMEs del CCRD-C*, "El turismo y el sector privado: Sinergias y potencialidades para el desarrollo local en Cárdenas"

Jessica Clemente, "Músicos y economía: el caso Matanzas"

Eneida Díaz Díaz y Teresa M. Cruz Martínez, *emprendedoras beneficiadas por CCRD-C en Cárdenas*, "El emprendimiento femenino en Cuba: Dos proyectos, dos historias de mujeres"

Buenaventura Rubén Rigol Cardona, *Universidad de Holguín & Centro de Estudios de Políticas Alternativas para la Transición Democrática (CEPATD)*, "El sector transporte cubano, y el desarrollo económico comprometido"

Comentarista: Dagoberto Valdés, *Centro de Estudios Convivencia*

18. Cuba and U.S. Legal Topics (Concerto B)

Chair: Gustavo Arnavat, *Senior Advisor, Center for Strategic and International Studies (CSIS)*

Laritzta Diversent, *Agencia Cubalex*, "Sociedad civil fortalecida, una necesidad imprescindible en el futuro democrático de Cuba"

Kevin Fandl, *Fox School of Business, Temple University*, "Adios Embargo: The Case for Executive Termination of the U.S. Economic Embargo on Cuba"

Fred Viera, *Esq.* and Isabel Yague, *Esq.*, "The State of the U.S. Constitutional Right to International Travel and its Potential Socio-Economic Impact on Cuba"

Discussants: Michael Strauss, *Université de Paris 5*; Rolando Anillo, *Corporate Counsel, Florida Crystals Corp.*, and President, *Cuban Claims Owners Association*

Association for the Study of the Cuban Economy (ASCE)

Board of Directors (2016-2018)

Helena Solo-Gabriele, President	Antonio Gayoso
Vice President Ex-Officio: Carlos Seiglie	Stephen Kimmerling,
Treasurer: Ernesto Hernández-Catá	Roberto Orro Fernandez
Secretary: Gary Maybarduk	Jorge Luis Romeu
Sergio Diaz-Briquets	Rafael Romeu
Larry Catá Backer	Michael J. Strauss
Roger de la Torre Casanova	

ASCE Committees

Conference Program: Jorge Pérez-López, Ted Henken, Lorenzo Pérez
Conference Logistics: Rafael Romeu (lead), Mario González-Corzo, Joaquín Pujol,
Stephen Kimmerling, Enrique Pumar
Student Papers Prize: Enrique Pumar (lead), Mario González-Corzo
Conference Hosting Committee: Ted Henken (lead) Rafael Romeu, María Dolores Espino,
Maria Werlau, Roger de la Torre, Carlos Seiglie
Cuba in Transition editors: Jorge Pérez-López, Gary Maybarduk
AEA Session Coordinator: Luis Locay
Carlos Díaz-Alejandro Lecture: Carlos Seiglie & Mario González-Corzo
Media/Press ASCE Newsclippings: Joaquín P. Pujol
Blog (<http://www.ascecuba.org/blog/>): Luis R. Luis & Ernesto Hernández-Catá
Election Nomination: Roger Betancourt
Election Teller: Steve Escobar, Rolando Castañeda, Antonio Gayoso
Membership: Michael Strauss (lead), Jorge Luis Romeu, Roger de la Torre, Gary Maybarduk
Student and Young Professionals Committee: Enrique S. Pumar, Mario González-Corzo
Newsletter: Helena Solo-Gabriele, Roger de la Torre
Webpage (<http://www.ascecuba.org/>): Ernesto Hernandez-Cata & Ted Henken

ASCE Past Presidents

Felipe Pazos+	Beatriz C. Casals
Roger Betancourt	Ernesto Hernández-Catá
Jorge F. Pérez-López	Armando S. Linde
Armando M. Lago+	Jorge A. Sanguinetty
Antonio Gayoso	Rafael Romeu
Lorenzo Pérez	Ted A. Henken
Sergio Díaz-Briquets	Carlos Seiglie
Carlos N. Quijano	

ASCE XXVII



July 27-29, 2017 | Miami, Florida