

22nd Habano Festival

General Program

Official Languages

Spanish, English

Sunday 23/02

10:00 - 16:00 hrs. **Registration.** Convention Center.

Monday 24/02

09:00 - 16:00 hrs **Registration.** Convention Center.

10:00 - 11:00 hrs **Press Conference. Convention Center (Room 4)**

11:30 - 17:00 hrs **3rd Habanos World Challenge Preliminary Contest (Room 3)**

14.00- 14:30 hrs **Trade Fair Opening**

19:00 hrs **Welcome evening** devoted to **Bolívar** brand.
Club Habana

Tuesday 25/02

09:00 - 16:00 hrs **Registration.** Convention Center.

07:30 - 13:00 hrs **Visit to tobacco plantations, Partido Zone (D.O.P) San Antonio de los Baños, Artemisa.**

Wednesday 26/02

09:00 - 16:00 hrs **Registration.** Convention Center.

09:30 - 09:45 hrs **International Seminar Opening.** Convention Center (Room 4)

09:45 - 10:45 hrs **Master Lecture** "Habanos and its brands" by **Ciro Bianchi** (Room 3)

10.45 - 11:15 hrs **Coffee Break**

11:15 - 12:30 hrs **Master Class on rolling technique "Totally handmade".**
"The making of a parejo cigar" by **Miguel Barzaga** (Room 1)

12.45 - 14:15 hr **Lunch** at "El Bucán" Restaurant

14:30 -15:30 hrs **Master Lecture** (Room 3)
"El Bello Habano" by **Reynaldo González**

15.45. - 17:00 hrs **Habanos Alliance** (Room 1)

19.00 hrs. **Evening** dedicated to celebrate the 30th Anniversary of La Casa del Habano and 85th Anniversary of the Montecristo brand. "El Laguito" (Protocol Room)

Thursday 27/02

- 09:00 -16:00 hrs **Registration.** Convention Center.
- 09:00 -12:00 hrs **Visit to Habanos Factories “La Corona” and “Partagás”**
- 12:30 -14:30 hrs **Lunch at “El Bucán” Restaurant.**
- 14:45 -16:00 hrs **Special Tasting** (Room 1)
- 16:15 -17:30 hrs **Habanos Moments** (Rooms 3 and 4)

Friday 28/02

- 09:00 - 13:00 hrs **Registration.** Convention Center.
- 09:30 - 12:00 hrs **Final of the Habanos World Challenge Contest** (Room 1)
- 12:00 - 12:30 hrs **Coffee break**
- 12:30 -13:00 hrs **Zenith and Habanos presentation** (Habanos´ Stand)
- 13:00 -14:00 hrs **Closure of the Seminar and Trade Fair** (Room 4)
Awarding Ceremony to Best stands by category and winners of the Habanos World Challenge Contest.
- 14:00 - 15:30 hrs **Farewell lunch** at “El Bucán” Restaurant
- 19:00 hrs **Gala Evening** dedicated to Romeo y Julieta brand.
Traditional Humidor´s Auction. PABEXPO (Room C)