

cuba standard

CUBAN BUSINESS AND ECONOMIC NEWS

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Resource Guide 2016



Vision of
Mariel Special Development Zone
at buildout

Courtesy Conas/Ernst & Young

Cuba in your hand

Data, maps
and charts



MESSAGE FROM THE TEAM

Dear Cuba Standard subscriber,
Welcome to the *2016 Cuba Standard Resource Guide*, the first compilation of the best recent contributions to our “By the Numbers” section. This section is put together mainly by map and stats wiz Armando Portela, a Havana-born and Soviet Academy of Sciences-trained geographer. “By the Numbers” — the most recent features can also be seen in the “Data & Maps” section on the homepage of www.cubastandard.com — is one of our most useful segments, and we thought it should be made accessible in a more systematic fashion.



The *Resource Guide* — a \$150 value — will be available every year to Silver and Gold Members of Cuba Standard, at no additional cost.

Use it as a reference and first orientation for your plans and projects in the island. Or simply browse, brainstorm and enjoy.

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Geography is anything that can be shown in maps — at least that’s what we geographers often say, not without a pinch of narcissism. After all, maps are everywhere: in the economy, demographics, politics, the environment, not to mention banal weather or road information.



Maps not only look attractive, they stick in our mind as we create the cache of information that puts us ahead. Take those claims about new oil in Cuba with — finally! — good light product, and you instantly visualize the Havana-Matanzas oil belt that you’ve seen in maps before. And there is the Motembo oil field, just at the east end.

Maps expose at a glance subjects that would need a thousand words to be explained. While checking a map you get a gulp of facts about the structure of the subject, its spatial layout, the dynamics and evolution. When reading a map, you instantly seize the opportunity or the challenges for your project. Look deeper — checking a more detailed version — and you’re already instinctively doing some math in your head, finding yourself forecasting or blending ideas at a new level.

But as with all information these days, maps tend to age rapidly. Frankly, I love it. Not because I am needed for an update, but because movement means development and change. Rapid aging means that things are changing in the island — hopefully for the good.

We strongly hope that some of these maps will be outdated as soon as possible, thanks to new infrastructure, new investment, much-needed modernization, new trade links, and reversal of some alarming demographic trends.

That’s what we would like to see in this collection of Cuban maps. We hope that you’ll find them a useful source of reference and quick information.

Armando Portela

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