

**Exports to Cuba:
How the U.S. can Benefit and Why**

by

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Abstract

With the anticipated opening of Cuba as an export market for U.S. producers, how will analysts estimate product potential in this market that has been closed to U.S. producers since 1961?

This paper serves as a discussion basis for how students, as well as corporate analysts, can utilize online interactive data bases to determine potential demand.

Attendees will learn of user-friendly classroom tools and will take away information of how the tools may be used in any level class to promote research, analysis, application, and collaboration.