

**GENERAL PROGRAM**  
**XXIV HABANOS FESTIVAL**

**Sunday 25/02**

---

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

**Monday 26/02**

---

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

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

11:30 - 17:00 hrs.      **Start of the V Habanos World Challenge Contest**  
Convention Center - Room 3

14:00 - 17:30 hrs.      **Opening of the XXIV Habanos Festival: Trade Fair**  
Convention Center

19:30 hrs.                **Welcome Evening devoted to the 30th Anniversary of Habanos, S.A.**  
Club Habana Residential

**Tuesday 27/02**

---

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

07:30 - 17:00 hrs.      **Visit to Pinar del Río Plantations**

09:00 - 17:00 hrs.      **Trade Fair**  
Convention Center

**Wednesday 28/02**

---

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

09:00 - 17:00 hrs.      **Trade Fair**  
Convention Center

09:30 - 09:45 hrs.      **Opening of the International Seminar**  
Convention Center - Room 4

09:45 - 11:05 hrs.      **Panel:**  
**Quai D'Orsay 50th Anniversary: Two cities joined by the Habano**  
  
**Panel Speakers:**  
**Miguel Bárzaga Maceo, Antoine Bathie, Rodrigo González & Walid Saleh**  
Convention Center - Room 4

11:05 - 11:30 hrs.

**Coffee Break**

11:30 - 13:00 hrs.

**Habanos Alliance with Trinidad & Champagne Taittinger**  
Convention Center - Room 1

13:00 - 15:00 hrs.

**Lunch**  
Convention Center - Restaurant "El Bucán"

19:30 hrs.

**Mid - Week Evening devoted to the 50th Anniversary of Quai D'Orsay**  
El Laguito - Hall Cubanacán

## Thursday 29/02

---

09:00 - 16:00 hrs.

**Registration**  
Convention Center - Palco Hotel

09:00 - 17:00 hrs.

**Trade Fair**  
Convention Center

09:00 - 12:30 hrs.

**Visit to Habanos Factories & Rolling Master Class**

13:00 - 14:30 hrs.

**Lunch**  
Convention Center - Restaurant "El Bucán"

14:40 - 16:00 hrs.

**Panel:**  
**Trinidad makes the difference: past, present & future**

**Panel Speakers:**  
**Beatriz Garrido García, Ana López García, Javier Terrés De Ercilla, Miguel Bázquez Maceo & Bárbara Venegas Arboláez**  
Convention Center - Room 1

16:10 - 17:10 hrs.

- **Habanos Moments with Montecristo L'Esprit wines & Montecristo**  
Convention Center - Room 3
- **Habanos Moments with Tequila Agave Gila & Ramón Allones**  
Convention Center - Room 7
- **Habanos Moments with Oporto wines (Croft Fine Tawny Port, Croft Reserve Tawny Port & Taylor's Fine Tawny Port) & Hoyo de Monterrey**  
Convention Center - Room 4
- **Habanos Moments with Caney Añejo Centuria 7 years Rum & Romeo y Julieta**  
Convention Center - Room 5
- **Habanos Moments with Havana Club Tributo Rum & Partagás**  
Convention Center - Room 6

## Friday 01/03

---

09:00 - 16:00 hrs.

**Registration**  
Convention Center - Palco Hotel

09:00 - 15:00 hrs.

**Trade Fair**  
Convention Center

09:30 - 12:30 hrs.

**Final of the V Habanos World Challenge Contest**  
Convention Center - Room 1

12:45 - 13:15 hrs.

**Closure of the International Seminar & Trade Fair**  
Convention Center - Room 4

**Awarding ceremony to the stands by categories:**

- Free stand design
- Integral Communication
- Most visited stand
- Modular Stand design

**Winners of the V Habanos World Challenge Contest**

13:30 - 15:00 hrs.

**Final Lunch**  
Convention Center - Restaurant "El Bucán"

19:30 hrs.

**Gala Evening devoted to the 55th Anniversary of Trinidad brand**  
Pabexpo - Room C

XXIV  
FESTIVAL  
DEL  
HABANO

FEBREO 2024