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The Vice-Minister of Communications, Grisel Reyes León, on her Facebook profile, dealt with topics related to the benefits of e-Commerce and the will of the Cuban government to continue making progress in that field as a priority for the computerization of social services.

“It is here to stay! e-Commerce in #Cuba became a common topic two years ago, and it was referred to as one of the priorities with an impact on the economy. However, understanding what that means is a process that requires officials, workers and the population to change their way of thinking. Perhaps there are people who think that it only has to do with connectivity and an IT app to provide the service; and maybe, because of that many turned to software and telecommunication infrastructure companies. Nevertheless, it is just a different way of trading, which even when it requires what I mentioned before, it also involves stable supplies, logistics, inventory management, customer attention, among other aspects that must be thought, designed and performed in a different way. Those changes demand investments, productive linkings, training, rewards related to the payment of the workers who participate in this type of service, and even a customer attention call center that must operate in a very different way from on-site ones. Another aspect that cannot be forgotten throughout this process is security in all its dimensions. Transaction security, personal data security, connection security, information security, among others. Even though we are not satisfied about the fact that we couldn't face COVID-19 with more stable, safer and friendlier platforms, we consider this situation as a boost for us to be able to finally develop e-Commerce "thinking as a country’’ and with a collective answer from MINCIN-MINCOM-MITRANS-MTSS, from universities and from the associated business sector (public and private). #CubaComputerizes with the will and the participation of everyone and that will ensure success.”