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Dirección de Comunicación Institucional del GECC

On June 11, in the afternoon, the Vice Minister of Communications, Ernesto Rodriguez Hernandez, and the Director of IT Industry at MINCOM, Ernesto Vallin Martinez, visited the seat of the Correos de Cuba OSDE to check on the management of e-Commerce in that postal organization.

In a meeting held with Carlos Asencio Valerino and Eldis Vargas Camejo, president and first vice president of Correos de Cuba, respectively; and with other officials from that Business Group, the officials from MINCOM evaluated the status of the operations and services of payment and collection, which are executed by that organization through different e-Commerce platforms. They also discussed the objective and subjective limitations that make an impact on the quality of that kind of service and the possible solutions to them, including those that do not depend on postal services and are part of the responsibilities of other national bodies and organizations.

Liber Labrada Suarez, director of Business and Marketing from that Business Group, presented the results of what has been done so far by the postal organization in terms of national e-Commerce, as well as the experiences and good practices of the Online Store from Correos de Cuba on the [www.superfacil.cu](http://www.superfacil.cu) [1] platform. He also referred to the projects that the postal organization is working on with CITMATEL, FINCIMEX and other entities to make available new offers of services, and the use of QR codes and the digital signature in several services that the organization currently provides, always making the most out of the expansion of the national postal network, which has more than 820 units and using digital platforms like the website [www.correos.cu](http://www.correos.cu) [2], Transfermovil from ETECSA and EnZona from XETID.

Labrada Suarez showed the Minister the research and projections on which Correos de Cuba is working to turn itself into an operator of cross-borders e-Commerce, starting from the bonds and the regular interaction that the Cuban postal sector shares with the postal operators from other nations where this type of services is more common.

He also referred to other projects in which the organization is making progress with the aim of turning the postal organization into the manager and logistics provider of the internal imports and exports of the private sector and the different types of Cuban enterprises; he also talked about including philately in e-Commerce. Rodriguez Hernandez acknowledged the work that Correos de Cuba has been doing in terms of e-Commerce and, when talking to its executives, he insisted on the necessity of speeding up and multiplying that kind of service, always making the most out of the potential of postal services based on their expansion and the capacity of their infrastructures and the levels of digital transformation that has been achieved in their facilities, which already reached 75% of the total amount of service facilities that the postal organization features. All that should be done so that this Business Group is able to become an important e-Commerce logistics operator in the country.

Finally, the Communications Vice Minister suggested that MINCOM could coordinate an event with other entrepreneurial organization where Correos de Cuba could present its good practices and results in terms of digital government, through the efficient use of its website [www.correos.cu](http://www.correos.cu) [2], so that their positive experience can be introduced and generalized throughout the rest of the entrepreneurial sector.

<https://bit.ly/3guEdxS> [3]

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### **Links**

[1] <http://www.superfacil.cu>

[2] <http://www.correos.cu>

[3] <https://bit.ly/3guEdxS>