



**NEWS RELEASE--Immediate Release**

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## **Keiser University's Miami Campus Hosts "Doing Business With Cuba" Event**

*Speakers on the panel are experts in the field of travel and logistics*

**Miami, FL**—June 2017— Keiser University will host "Doing Business With Cuba" at the Miami campus, located at 2101 NW 117<sup>th</sup> Ave. in Miami on June 27 from 9:00 a.m. to 12:00 p.m. The event will give community leaders an opportunity to hear from experts in the trade and logistics field on how to become a part of the growing opportunities with Cuba.

The Miami campus will be adding a concentration of Transportation and Logistics to the Bachelor of Arts in Business Administration degree offering. This concentration is designed to provide a well-rounded business education to prepare graduates to succeed in the rapidly evolving world of business logistics and transportation. Logistics specialists are concerned with making sure goods are delivered safely, efficiently, and on time on a consistent basis. Logisticians evaluate, plan, and coordinate a company's entire supply chain, overseeing a products life cycle from acquisition through distribution and delivery.

"The Miami campus will begin offering a Business Administration degree with a concentration in Transportation and Logistics this fall so we are thrilled to be able to begin making such key contacts in this field," stated Dr. Gary Markowitz, Campus President. This academic program includes a 160-hour internship. This provides the student with real-life onsite training, and thanks to a donation from the Magaya Corporation, certification in their logistics software prior to graduating.

As the Western Hemispheres commercial gateway, Florida's logistics and distribution industry provides a variety of career opportunities. Graduates with this degree may pursue entry-level positions including logistics specialist, supply chain manager, transportation manager, reverse logistics manager, inventory control specialist, medical supply technician or shipment coordinators.

Four speakers have been confirmed:

**Robert Barceló** – Port Everglades, Senior Manager of Business Development

**Rolando Anillo** – Lawyer and co-author of a book on U.S.-Cuba laws and regulations

**Jose R. Cot** – Director in the New Orleans law firm of Hurley & Cot, specializing in maritime litigation and insurance coverage disputes

**Ernesto Vila** – President, Double Ace Cargo

Registration for this event is required in advance of the event by visiting [this link](#). The rate to attend is \$35 per person with a special discount for Florida Customs Brokers & Forwarders Association, Inc. (FCBF) member of \$25 per person.

**About Keiser University:** Keiser University, co-founded by Dr. Arthur Keiser, Chancellor in 1977, is a private, not-for-profit University serving nearly 20,000 students offering 100 degrees at the doctoral through associate level on 18 Florida campuses, online and internationally, employing 3,800 staff and faculty.

Ranked #23 by US News & World Report in its 2017 Best Regional Colleges South category, Keiser University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and degrees at the associate, baccalaureate, masters, specialist, and doctoral levels. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Keiser University.

For additional information regarding Keiser University, visit [www.keiseruniversity.edu](http://www.keiseruniversity.edu)  
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