

El Pinero store started marketing in MLC

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From this Sunday the El Pinero store, belonging to the Cimex corporation, opened its doors with good acceptance among customers for the commercialization of electronic equipment and household appliances in freely convertible currency (MLC).

Its opening, like the Variedades store, located on Paseo Martí, constitutes a transitory measure adjusted to the current context with the purpose of raising currency, restocking markets, acquiring financing to partially supply the market in CUC and increasing the participation of the national industry.

The old offerings of the El Pinero store were relocated to the following establishments: Oro Negro dedicated to the sale of food; El Cupet - close to the Leonardo Luberta elementary art school - hygiene and toilet products and in Fotoservice - household appliances.