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Slow Italian, Fast Learning

Ep.446: Baseball teams hope for a home run with Cuba's first sponsorship deal

Italian	English
La squadra di baseball più iconica di Cuba, gli *Industriales* dell'Avana, ha iniziato questo mese la Serie Nazionale di Baseball indossando sulle proprie divise il logo di uno sponsor privato.	Cuba's most iconic baseball team, the Havana-based 'Industriales', has commenced the National Baseball Series this month wearing a private sponsor's logo on their jerseys.
Anche il celebre stadio della squadra, l'Estadio Latinoamericano, espone la stessa pubblicità lungo le recinzioni a bordo campo.	The team's famed stadium - the Estadio Latinoamericano - has the same advertisement on its sideline fence.
Ángel Alfredo Hechavarría è il terza base della squadra.	Ángel Alfredo Hechavarria is the third baseman.
SPANISH THEN ENGLISH VO: "This is the first time this has happened. I don't know what it feels like to be sponsored. I hope it pays off. That's what we're hoping for, that the sponsorship bears fruit." NB- Voce in Inglese generate con AI.	**SPANISH THEN ENGLISH VO: "This is the first time this has happened. I don't know what it feels like to be sponsored. I hope it pays off. That's what we're hoping for, that the sponsorship bears fruit." NB- AI-Generated VO**
Gli *Industriales* non sono gli unici a compiere questa scelta.	The 'Industriales' aren't the only ones making such a move.
Secondo i dirigenti del campionato, anche la squadra della provincia di Villa Clara è attualmente in trattative con un imprenditore privato locale per ottenere una sponsorizzazione.	According to officials, the team from Villa Clara Province is also currently in talks with a local private businessman to secure sponsorship.
Si tratta di uno sviluppo sorprendente per un Paese che per decenni ha rifiutato il professionismo e la pubblicità nello sport.	It's a surprising development for a country that for decades rejected professionalism and advertising in sports.
Ma l'allenatore degli *Industriales*, Guillermo Carmona, sostiene che sia arrivato il momento di cambiare.	But Industriales team manager Guillermo Carmona says the time is right to make a change.
SPANISH THEN ENGLISH VO: "This is one of the things that will help. Without a doubt, it's a new idea; it may be capitalist or not,	**SPANISH THEN ENGLISH VO: "This is one of the things that will help. Without a doubt, it's a new idea; it may be capitalist or not, but what we're looking for is a way for our**

but what we're looking for is a way for our country to move forward, one way or another." Questi cambiamenti arrivano in un momento in cui il Paese sta vivendo una forte instabilità politica e profonde tensioni sociali. Sul piano nazionale, a giugno Cuba ha annunciato riforme di libero mercato senza precedenti che, se attuate integralmente, rappresenterebbero il cambiamento più significativo dell'economia socialista dell'isola da quando l'ex presidente Fidel Castro prese il potere nel 1959. Tuttavia, il presidente cubano Miguel Díaz-Canel ha sempre sostenuto che Cuba non sta rinunciando al socialismo. **SPANISH THEN ENGLISH VO: "What we are defending here, above all, is the question of how to continue the process of building socialism. How to build socialism in a country which has suffered the longest, most criminal blockade in history by the most powerful country in the world."** A livello locale, l'amatissimo sport del baseball ha risentito del blocco delle forniture di carburante a Cuba imposto dal presidente statunitense Donald Trump, che si aggiunge all'embargo commerciale in vigore da decenni e che ha indebolito l'economia del Paese. Le interruzioni di corrente durano ormai regolarmente oltre 30 ore, spingendo le autorità del baseball a introdurre una nuova stagione con un formato ridotto, limitato a 44 partite per squadra. Il campionato è stato diviso in una Zona Occidentale e una Zona Orientale, ciascuna composta da due gruppi di quattro squadre,	**country to move forward, one way or another."** The changes are taking place at a time when political turmoil and social upheaval is being acutely felt. On the national stage, Cuba unveiled unprecedented free market reforms in June that, if fully implemented, would represent the biggest change to the island's socialist economy since former president Fidel Castro took control in 1959. But Cuban President Miguel Díaz-Canel has always maintained that Cuba is not renouncing socialism. **SPANISH THEN ENGLISH VO: "What we are defending here, above all, is the question of how to continue the process of building socialism. How to build socialism in a country which has suffered the longest, most criminal blockade in history by the most powerful country in the world."** At a local level, the beloved sport of baseball has been impacted by the blocking of fuel deliveries to Cuba by US President Donald Trump, on top of a decades-long trade embargo that has weakened its economy. Power outages now routinely last more than 30 hours, prompting baseball officials to introduce a new season with a reduced format of 44 games per team. The championship has been divided into a Western Zone and an Eastern Zone, each comprised of two groups of four teams, to minimize travel and optimize available resources. Fans and authorities are hoping the changes - along with the sponsorship - will keep the sport going for the baseball loving nation.

con l'obiettivo di ridurre gli spostamenti e ottimizzare le risorse disponibili. Tifosi e dirigenti sperano che questi cambiamenti, insieme all'introduzione delle sponsorizzazioni, consentano a questo sport di continuare a prosperare in una nazione appassionata di baseball. Nel frattempo, la presidente di un fan club sportivo locale, Luisa Alvares, ha detto che molti atleti sono già stati costretti a lasciare il Paese per unirsi a squadre e campionati professionistici all'estero, dove gli stipendi sono più elevati. **SPANISH THEN ENGLISH VO: "We know the situation the country is going through, and many times everything isn't available or within the reach of INDER (National Institute of Sports, Physical Education and Recreation) to provide everything, not even the nutrition that an athlete needs."**	In the meantime, local sports fan club president Luisa Alvares says many athletes have already been forced to leave the country altogether, to join major leagues or teams abroad that offer higher salaries. **SPANISH THEN ENGLISH VO: "We know the situation the country is going through, and many times everything isn't available or within the reach of INDER (National Institute of Sports, Physical Education and Recreation) to provide everything, not even the nutrition that an athlete needs."**

Report by Deborah Groarke for SBS News.

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