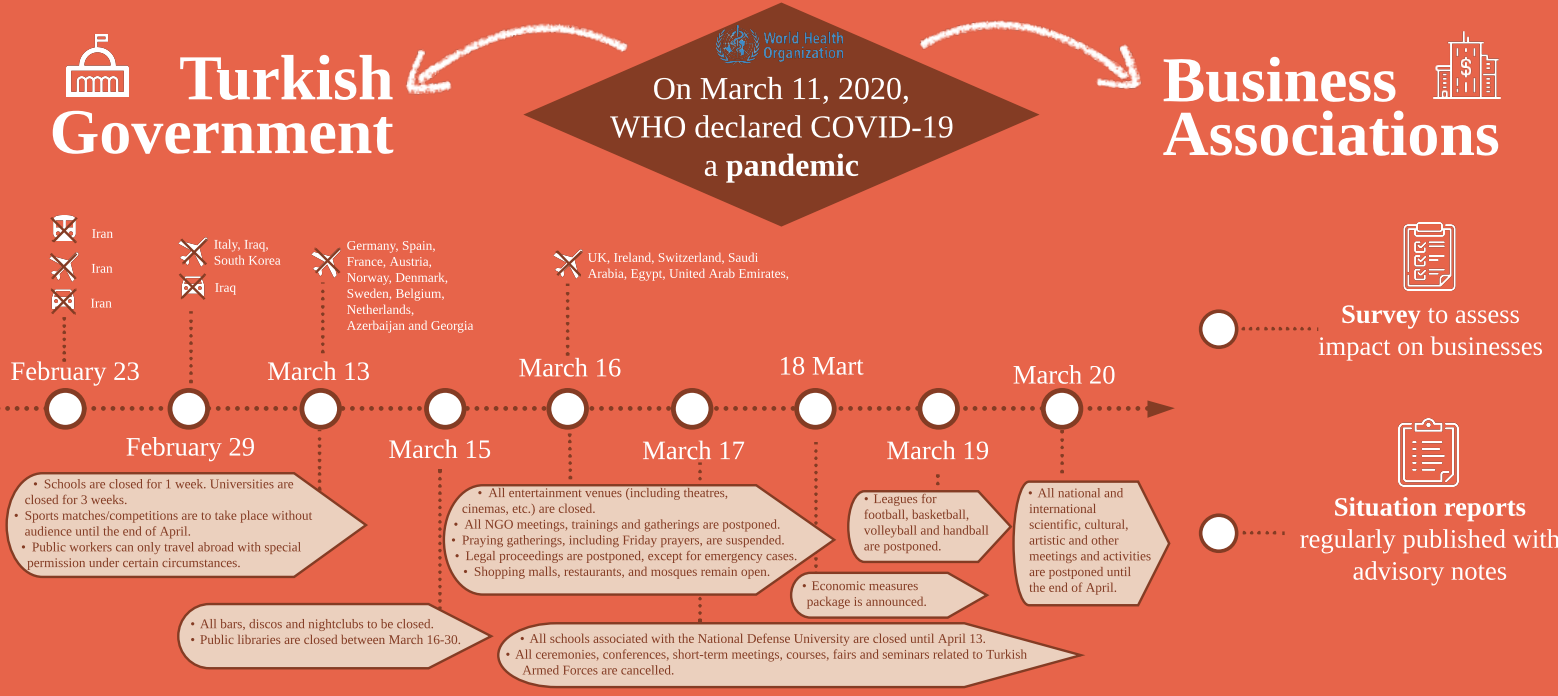
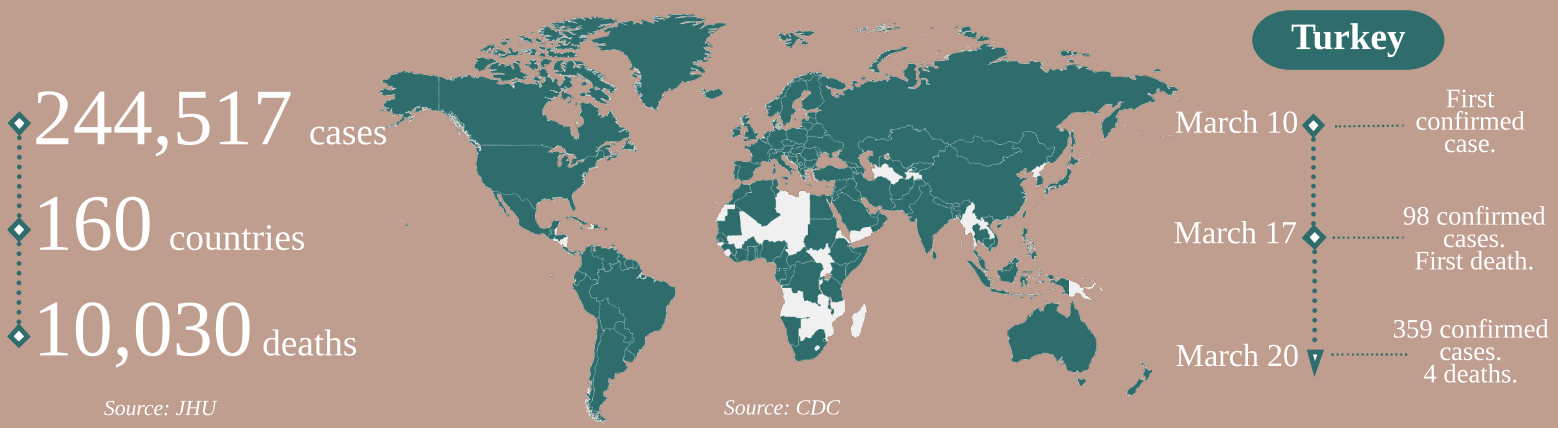


# COVID-19 Business Brief

## March 20, 2020

- Confirmed COVID-19 cases went from 1 to 359 in 10 days. The government has already introduced preventive measures and is likely to further increase them.
- As in other affected countries, preventive health measures affect economic activities and the crisis will have a significant economic impact.
- This brief aims to provide an update on the crisis in Turkey and share advice for business owners.
- In this initial phase of the crisis, the focus of business owners is on: joining efforts to contain the outbreak, communicate risk clearly with their employees and families, assess the impact on their businesses and communicate their needs to business associations so they relay it to decision makers.



\$ Impact	\$US 50 billion global cost of SARS in 2003 <i>Source: Lee &amp; McKibbin (2004)</i>	\$US 2-3 trillion global expected impact of Covid-19 <i>Source: UNCTAD</i>	Economic Impact varies from country to country
	\$US 63-113 billion expected global impact on airline industry <i>Source: IATA</i>	80-90 % decrease expected impact on tourism sector <i>Source: Assoturismo</i>	Other Sectors expected impact is still unknown



**Monitoring & Political Lobbying**

impact on  
Health + Economy + Finance



# Focus is on health and pandemic containment

**Successful Containment = Better Business Recovery**

## Business

**Employers**

Assess Impact

- Use updated and reliable information sources
- Evaluate potential impact on your business
- Develop new business strategies and measures

Ensure Healthy Workspace

- Organize alternative working methods
- Review protocols for contamination
- Ensure hygiene rules are respected

Revise Activities

- Review activity calendar
- Revise travel arrangements

**Employees**

- Respect hygiene instructions
- Revise travel arrangements
- Accept telework
- Remain available
- Adapt to new internet tools

**Hygiene Rules:**

1. Wash your hands frequently
2. Avoid touching eyes, nose and mouth
3. Cover your face with a tissue or bent elbow when sneezing or coughing
4. Maintain social distancing
5. If you have fever or cough, seek medical care

**Off Work**

- Respect hygiene instructions
- Reorganize daily life (children, elderly, etc.)
- Support family members at risk (pregnant women, people with chronic diseases)
- Keep informed

## Structure

Building

Clean and disinfect all rooms

Equipment

Clean and disinfect all equipment

Besides cleaning and disinfecting all rooms and equipment, implement building regulations limiting the number of people who can enter the building making sure a safety distance can be respected at all times.

## Business Model

Providers

Analyze risks in case providers are affected

Products/Services

Think of developing alternative products and services

Customers

Evaluate potential changes in demand