

# Building Global Trade Resilience for Business Survival in Current COVID-19 Outbreak and Beyond



Date: 14<sup>th</sup> May (Thur) | Time: 10am – 11am

Event Type: Webinar (Online session) | Fee: Complimentary

As the world continues to battle against the COVID-19 pandemic, surviving this crucial period is the top priority for businesses.

The global supply and demand flows for international businesses have been severely disrupted, causing much adverse impact to businesses, especially those with international trade set-ups, whether be it sourcing of raw materials, production and deliveries to customers across different countries.

Hence, it is essential for businesses to have practical trade know-hows and embark on strategic diversifications in order to build up a higher level of global trade resilience to better withstand such sudden disruptions going forward.

Join us as our expert speakers share more about ways to manage global trade disruptions through strategic diversifications, and case studies of businesses that have managed well so far during these uncertain times.

## Key Takeaways:

- Understanding the impact of supply and demand flows on international businesses in the current COVID-19 pandemic
- What businesses are thinking of and embarking on to build trade resilience?
- Managing trade disruptions through strategic diversification
  - Develop alternative sources and manufacturing set-ups
  - Opening new markets through free trade agreements
- Case studies of how businesses are managing to drive business continuity and growth in current COVID outbreak and beyond:
  - China SME perspective
  - SG and ASEAN SME perspectives

## SPEAKERS



**Angelia Chew**  
 Founder & Managing Partner  
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\*Kindly note that registration is only approved upon receipt of confirmation email prior to the event.  
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