

A nighttime cityscape with long-exposure light trails from cars, creating vibrant red and white streaks across the scene. The background shows illuminated buildings and streetlights.

This brief aims to give Executives **information on the rapid developments of COVID-19** which impacts lives, societies and businesses **worldwide**

COVID-19 Global Executive Brief

Business Sweden

Updated 5 May 07:00 CET



Agenda

- **Weekly feature: Digital consumer trends**
- Global dashboard
- Europe overview
- Middle East & Africa overview
- Asia-Pacific overview
- Americas overview
- Recommendations & support



Digital consumption on the rise - central to embrace for post COVID-19 survival

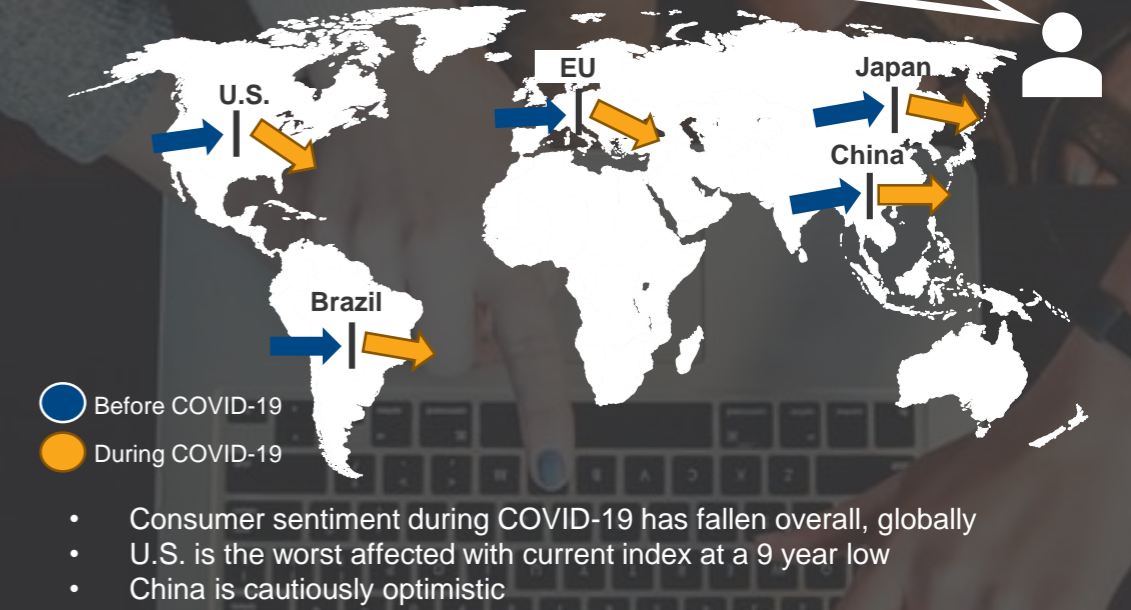
KEY DEVELOPMENTS

- Increased digital adaptation**
 - Digital laggards are showing an increased adoption of digital consumption, possibly indicating a changing behavioral pattern
 - Consumers actively seek digital solutions to solve everyday challenges
- New behaviors**
 - Consumers spend less time on work and more on entertainment
 - With social distancing, people connect virtually, both in work and leisure time, creating a new dynamic for future socialization
- Few winners**
 - Consumer sentiments are falling and restricted spending is expected
 - Two growth categories; are groceries (up ~15-50%) and home entertainment* (up to 15%), mainly growing in digital channels

MOVING FORWARD IN THE NEW NORMAL

- Leverage growth segments**
 - Tap into growth segments through partnerships in new sectors
 - Explore new advertisement channels in growth segments
- Embrace “phygital”**
 - Re-define the role of stores - once the physical stores open digital adaptation will continue
 - Key to offer an excellent online/offline (phygital) experience
- Larger digital consumer base**
 - Review marketing strategy to leverage the increase in social media consumption
 - Plan to reach the new consumer segments that have moved online

”In order to cope with this crisis we need to collaborate with other companies that are facing the same challenges. Therefore we opened up our digital channels to other struggling companies through the initiative #theshowmustgoon. Through our email and social media they can reach 500k new customers.”
 - Karin Lindahl, VD Indiska



JANUARY VS. MARCH 2020

Increase of social media activity	Facebook	Instagram	TikTok
	+37%	+40%	+27%
Increase of video and entertainment	Netflix	Zoom	WhatsApp
	+48%	+67%	+40%
Gaming industry: +31%			

Source: Business Sweden Analysis, Nielsen, McKinsey, BCG, Forbes, Kantar, S&P *Average amongst largest economies

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Asia's supply chains begins to take a significant toll due to drop in global demand, production slowly restarts in Europe and peak not yet reached in Americas

REGIONAL OVERVIEW

Americas

- US estimates for total fatalities due to COVID-19 have increased by 50% since last month, to 100 000. US is considered to not yet have reached its peak, but rates are slowing
- More than 30 American states have started easing restrictions in some form, either by opening public spaces or allowing businesses to restart. NY is however not yet ready to open
- Canada has entered recession, most provinces begin to re-open this week
- Reactivation of manufacturing and construction sectors across LatAm, despite peak of Covid-19 cases in Brazil. Political instability in Brazil continues, while inflation jumps in Chile

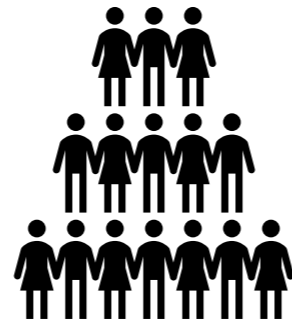
EMEA

- Falling infection and fatality rates in Germany and France, while UK has not yet reached peak and Russia's numbers rise
- Manufacturing and construction sector will reopen entirely in Italy this week, along with the gradual re-opening of production across Europe. Sites to comply with strict safety measures
- WHO partners with EIB to support healthcare sector's infrastructure, funding and supply chain
- As of last week, African countries spent more on debt than on healthcare - putting the continent in a vulnerable position for a potential breakout

Asia-Pacific

- Indonesia, Japan and India stand out with increasing infections & fatalities
- Extensive low production reported across SEA and in South Korea, due to weak purchase order, triggering factory shutdowns and job-shedding
- China saw 85 mn domestic tourists the first half of Labor-Day-holidays.
- Ease of lockdown measures in Thailand and Vietnam this week and Australia next week. On Monday, most of Vietnam's students returned to school after 3 months.
- India and Japan extend nationwide lockdown (until 17 & 31 May). However, India to allow relaxations in lower-risk areas. All workers required to use a contact tracing app.

World moves into its 5th month of COVID-19, as the economic and social costs continue to add up

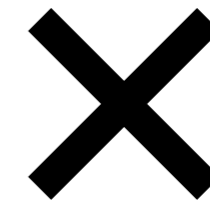


238,628

Total fatalities

8,657

Fatalities last 24 hours



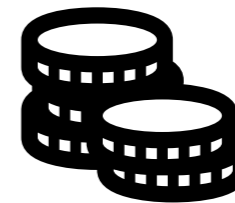
93%

Of global fatalities have occurred in Europe or Americas



-40%

Forecasted drop of global FDI flows during 2020-2021



436m

Estimated number of enterprises at risk of severe decline in economic output



> \$12 Tn

Expected lend-amount by nations to mitigate the economic impact



> 30m

Workers in Europe's 5 biggest economies that have applied for state wage support

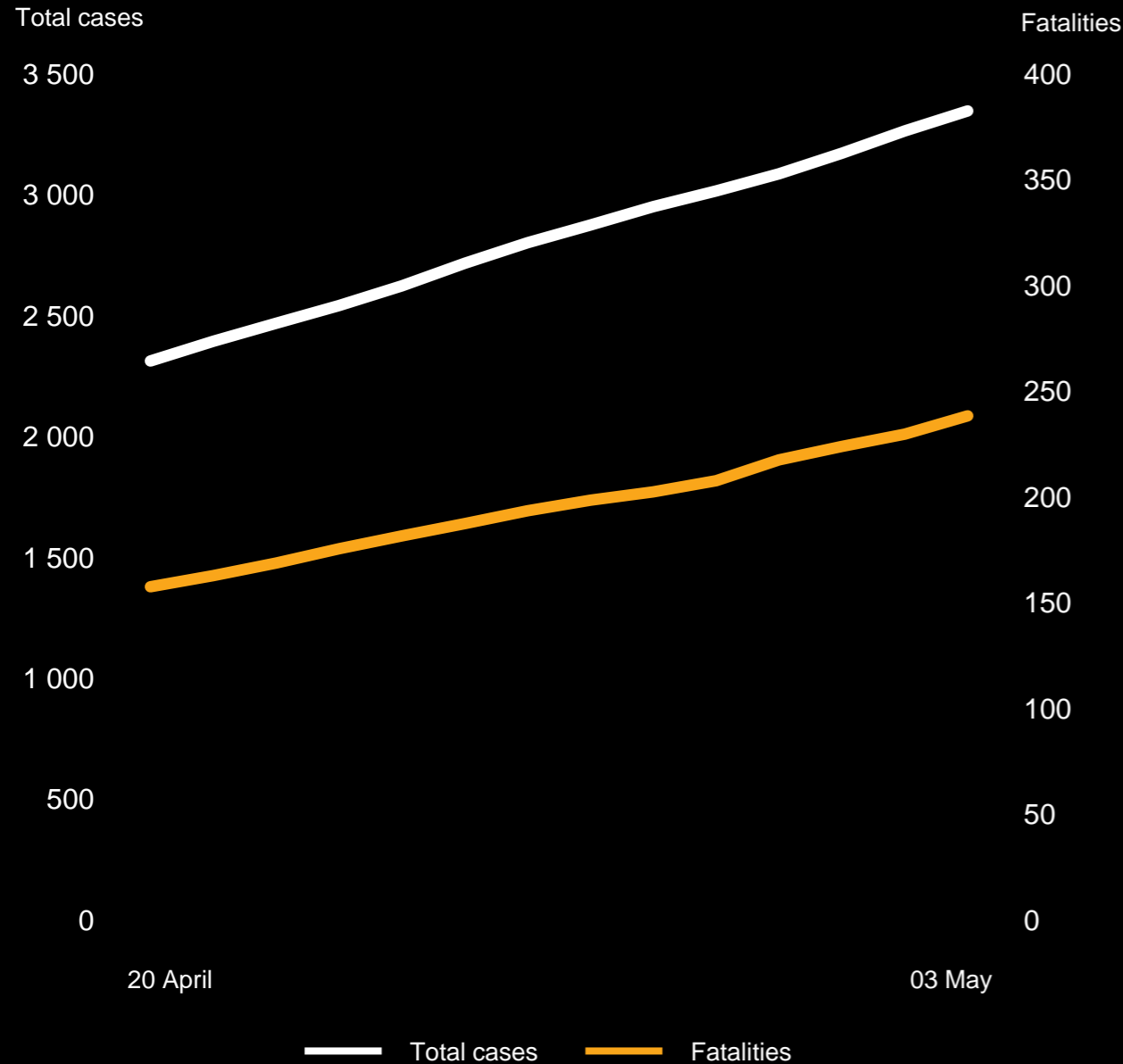
Governments around the world have deployed extraordinary policy measures to save lives and protect livelihoods in the worst economic downturn since the Great Depression

KRISTALINA GEORGIEVA - MD IMF

Source: WHO, EIU, Fed, WTO, S&P Global, UNCTAD, ILO, FT

2-WEEK DEVELOPMENT OF VIRUS SPREAD

Thousands



Fatalities continue to increase, mainly in Americas, as global peak remains distant

DEVELOPMENT IN THE LARGEST ECONOMIES

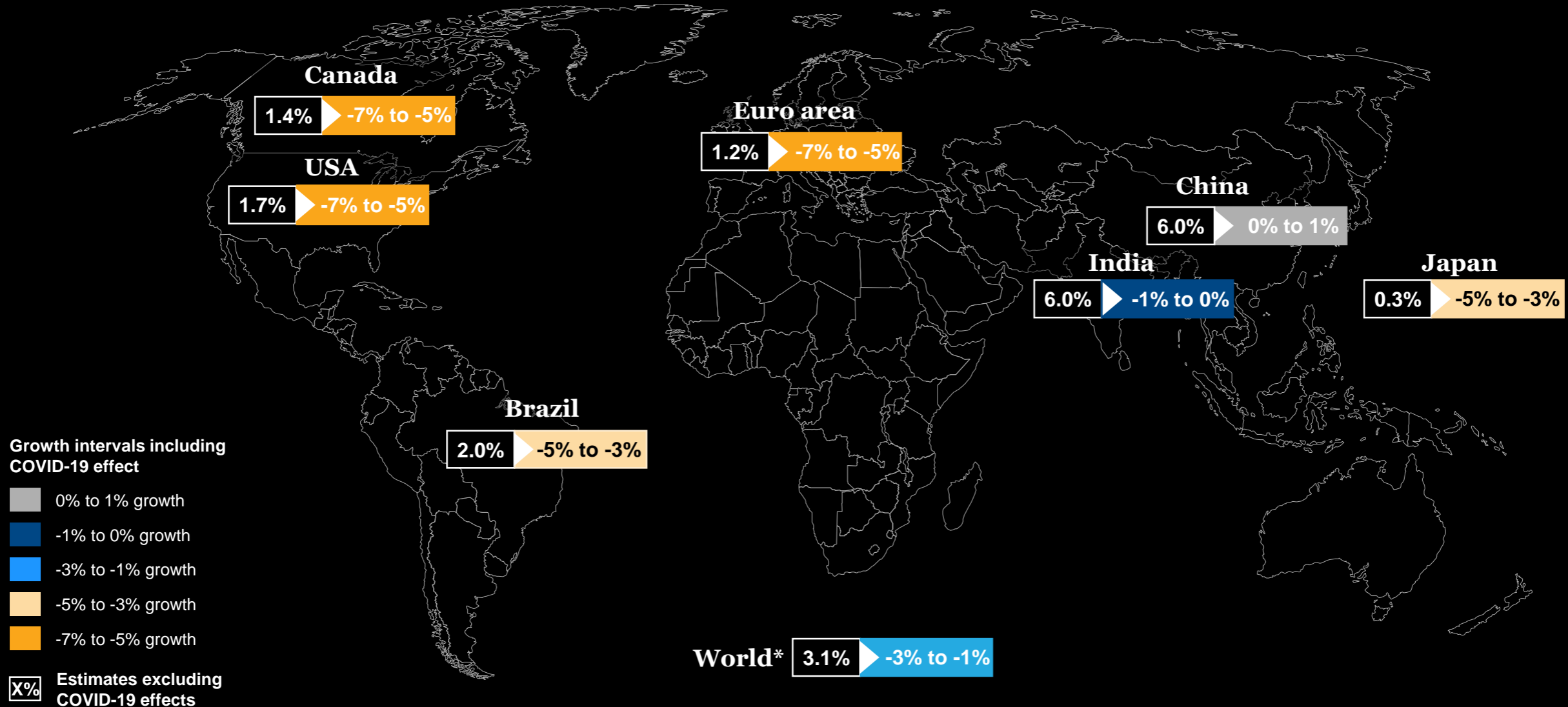
Top 10 economies

	Confirmed cases	Cases/ Million	Fatalities	Fatalities/ Million	Fatalities 10-day trend % growth	Comment
USA	1 093 880	3 324	62 406	190	9%	Daily fatalities more than doubled last week
China	84 393	59	4 643	3	0%	Only 1 death reported in last 10 days
Japan	14 839	117	492	4	3%	2-digit fatalities, trend slowly increasing
Germany	162 496	1 946	6 649	80	-12%	Fatalities down and now in 2-digit range
UK	182 264	2 699	28 131	417	0%	Daily fatalities still in 3-digit range
India	39 980	29	1 301	1	9%	Fatalities per day still in low 2-digit range
France	129 458	1 988	24 724	380	-12%	Daily fatalities down by half last 10 days
Italy	209 328	3 457	28 710	474	0%	After decrease, reported fatalities increase last days
Brazil	91 589	434	6 329	30	11%	3-digit fatalities and increasing
Canada	55 572	1 485	3 446	92	4%	3-digit fatalities and increasing

Sharp economic contraction which is particularly severe in North America and Europe

COVID-19 ECONOMIC EFFECT PER MARKET

Real GDP estimated growth rates 2020 excluding and including Covid-19 effects



Source: Business Sweden Analyst Team *Purchasing power adjusted GDP

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Manufacturing companies gradually re-open production facilities in Northern Europe when countries implement lock-down exit strategies

COUNTRY	HEALTHCARE IMPACT				ECONOMIC ACTIVITY & POLICIES				Societal impact Level	Transport & logistics						COMMENTS
	Total	/million	10-day trend % growth	Hospital Beds* In-patient /1000' pop.	Economic Activity 0-100%	1. Stimulus packages	2. Lay-offs and unemployment rate	3. Production stops		4. Economic forecast	Intl	Public	Cargo	Public	Cargo	
	Sweden	2669	265,9	-17%	2,17		1. 60+ bn USD package of which 50 bn from the central bank is in no interest loans 2. Roughly 70,000 lay-offs since 1 March. Unemployment rate at 8.1% 3. Most production facilities are reopened on a smaller scale. Slowdowns reported 4. National Institute for Economic research revised GDP drop from -4 to -7% for 2020 !	MED	x	✓	✓		✓		Non-EEA citizens entry ban extended until 15 May	
	Denmark	475	82,3	5%	2,4		1. 56 bn USD to companies and workforce. Added auditors to help companies apply 2. Gross unemployment at 182,975, highest since 2017 (51,360 more since 9 March) 3. Some production facilities slowly rehiring despite major supply chain disruptions 4. Denmark's central bank estimates growth in 2020 to be between -3 and -10%	HIGH	x		✓	✓	✓	✓	Phase 2 of the gradual reopening scheduled for 10 May	
	Norway	204	37,9	100%	3,5		1. Stimuli packages of >30 bn USD in total (e.g. credit guarantees & loans for business) 2. Overall 10.2% unemployed (28.1% within tourism and transport) 3. Production in oil and gas industry expected to decrease during 2020 4. Mainland GDP projected to decline by 6.3 % in 2020	HIGH			✓	✓	✓	✓	Events with up to 50 people to be allowed from 7 May !	
	Finland	220	39,8	-24%	2,9		1. 16.3 bn USD in total (guarantees and loans), 1.6 bn USD direct business subsidies 2. ~20,000 unemployed due to COVID-19, lay-offs threatening ~600,000 persons 3. Reported slowdowns due to weakening demand or supply chain issues 4. Expected to drop 5-13% depending on i.a. restrictions, aid measures and exports	VERY HIGH	x		✓	✓	✓	✓	Schools move back to classroom teaching on 14 May !	
	UK	28131	416,6	0%	2,5		1. 432 bn USD in financial measures for the economy, including loans to companies 2. OBR predicts that unemployment will rise to 10% of the working population 3. Some manufacturers to restart production with new guidelines on physical distance 4. The Chancellor projects the economy to shrink by 35% during April to June quarter	VERY HIGH			✓		✓	✓	Lockdown until 7 May, exit strategy delivered this week	
	Latvia	16	8,4	0%	5,56		1. ~4 bn USD in total (support instruments to companies and benefits to employees) 2. Finance Ministry forecasts average unemployment 2020 to reach ~11% 3. Reported slowdowns due to weakening demand or supply chain issues, but no stops 4. Bank of Latvia forecasts ~6.5%, Fin.Min 7-8%, and IMF ~8.6% drop in GDP 2020	VERY HIGH	x	x	✓	✓		✓	Emergency sit. till 12 May, the exit-strategy is being prepared	

CAGR positive past 10 days **VERY HIGH** Curfew imposed, only groceries and pharmacies open. Public meetings <10 **MED** Some schools and stores closed. Public meetings restricted to <500 **NORM** Normal societal functionality Open Recent key updates
 CAGR stagnant past 10 days **HIGH** Most schools and stores closed. Public meetings restricted to <100 **LOW** Most schools, stores open. No Public meeting restriction Closed
 CAGR negative past 10 days

Source: WHO, SVD, NHO (NO), NAV (NO), Regjeringen.no (NO), toll.no (NO), MEAE (FI), EK (FI), Ministry of Transport and Communications (FI), Central Bank and Finance Ministry of Latvia, Danmarks Nationalbank, (D) Finansministeriet (D), Sundhedsstyrelsen (D), The Swedish Government, The Swedish Public Employment Service, The National Institute for Economic Research (SE), The Swedish Public Health Authority, Obr.uk (UK) * Private and public hospital beds not including makeshift beds set-up for Covid-19

Southern and Central Europe are gradually resuming production as many restriction measures are lifting this week

COUNTRY	HEALTHCARE IMPACT				ECONOMIC ACTIVITY & POLICIES				Societal impact Level	Transport & logistics						COMMENTS
	Fatalities		Hospital Beds*		Economic Activity	1. Stimulus packages 2. Lay-offs and unemployment rate 3. Production stops 4. Economic forecast				Intl	Public	Cargo				
	Total	/million	10-day trend % growth	In-patient /1000' pop.	0-100%											
	Germany	6649	79,6		7,9		<ol style="list-style-type: none"> >820 bn USD earmarked for COVID-fallout No official number released, unemployment rate said to rise from 5.0 to 5.9% Production gradually resuming in the automotive industry GDP expected to shrink by 1.5 to 6.0% in 2020 according to German think tank 	VERY HIGH		✓	✓				Contact restrictions lifted in selected states	
	Netherlands	4987	291,7		3,16		<ol style="list-style-type: none"> Gov ensures 90% payment of wages, including pensions and holidays No reports of major lay-offs The vehicle industry (Scania, Vredestein) has started production again gradually. GDP is expected to shrink by 7.5% in 2020 according to IMF 	HIGH	✓	✓	✓	✓	✓	✓	Lockdown and contact restrictions until 20 May	
	Belgium	7765	672,9		5,56		<ol style="list-style-type: none"> 70% payment of wages for workers in partial unemployment under force majeure No reports of major lay-offs The car industry (Volvo, Audi) has started up their production again. Belgium expects an economic contraction by 6,9% GDP in 2020 according to IMF 	VERY HIGH			✓	✓	✓	✓	First lifting of restrictions on 4 th of May	
	Switzerland	1466	170,6		4,46		<ol style="list-style-type: none"> ~40 bn USD in economic support measures (additional measures expected) Unemployment rate expected to rise to 7% Swiss production reduced by 25% GDP expected to shrink by 4.6% in 2020 according to UBS 	VERY HIGH		✓	✓		NA		Extensive lifting of measures on 11 May	
	France	24724	379,6		6,09		<ol style="list-style-type: none"> 329 bn USD of state backed corporate loans, 26 bn USD of unemployment benefits More than 11.3 mn employees in over 890,000 companies are short-time working Overall production at 56%: industry, automotive & construction most affected The French government predicts a negative annual GDP growth of -8 % in 2020 	VERY HIGH	x		✓		✓	✓	Lockdown until 11 May	
	Italy	28710	474,2		3,15		<ol style="list-style-type: none"> 435 bn USD released for businesses to ensure liquidity and boost exports Prohibited from lay-offs for economic reasons until 18 May, expected extension Reopening of production from 4 May Italy's GDP is expected to fall to -7% from previous 0.4% for 2020 	VERY HIGH			✓	✓	✓	✓	Production activities restart on 4 May	
	Spain	25100	537,1		2,96		<ol style="list-style-type: none"> 220 bn USD stimulus package announced to at risk businesses 562,900 on layoffs. Unemployment to rise from 14.4% to 20.8% Industry & small business which can take appointments are active again GDP fell 5.2% in the first quarter of 2020, predicted to fall -8% by the end of year 	VERY HIGH	x	✓	✓		✓	✓	State of alarm until 9 May	

Source: BMWi; Spiegel, IAB, Ndr, Sachverständigenrat Wirtschaft; Le Figaro, France 24, Europe 1, Reuters, Italian Government, Ministry of Health, The Economist, El País, Spanish Government, IMF





Region is still heavily impacted: Production is limited as several countries plan gradual opening, major production plants start gradual reopening in Poland

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	Fatalities		Hospital Beds*		Economic Activity	1. Stimulus packages 2. Lay-offs and unemployment rate 3. Production stops 4. Economic forecast				Intl	Public	Cargo				
	Total	/million	10-day trend % growth	In-patient /1000' pop.	0-100%				Level	✕	✕	✓		✓		
	Russia	1280	8,8	0%	7,91	1. 5.3 bn USD additional support in loans at a reduced rate of no more than 5% 2. Polls show 25% of companies have put workers on unpaid leave since lockdown 3. AutoVAZ will stop its production from 29 April to 17 May 2020 4. Rating agency Moody's expects Russian GDP to decrease by 5.5% in 2020			VERY HIGH	✕	✕	✓		✓		National "non-working" month extended through May 11
	Czech Republic	245	22,9	6%	6,54	1. 1.6 bn USD cash loan to firms; additional support packages exp. to be introduced 2. New contracts are on hold, unemployment rate expected to grow from 2.2 to 3.3 % 3. Gradual opening of businesses each week until 8 June, approx. 50 % open now 4. Ministry of Finance expects GDP to drop by 5.6 % in 2020 and grow by 3.1 % in 2021			VERY HIGH		✓	✓	✓	✕	✓	State of Emergency planned until 25 May
	Austria	596	66,6	-7%	7,24	1. 41 bn USD to support companies e.g. short-time work permit (85-90% salary) 2. ~230,000 people laid off; 608,000 unemployed in total (highest since 1946) 3. Gastronomy, tourism, automotive and aviation have all stopped 4. Economy to shrink from 1.7% to -5 or -7.5% (2020)			VERY HIGH	✕	✓	✓		✓		Vienna Airport offers Covid-19 tests to ease travel ban to AT
	Turkey	3336	40,0	-4%	2,77	1. First economic package. 15 bn USD – additional support 15bn, total ~30bn USD 2. Number of applications for gov. aid package: 200,000 companies ~2 mn employees 3. Production capacity utilization to 2008 low levels as of April 2020 (60%) 4. Expected to shrink 5% in 2020			VERY HIGH	✕						National curfew in largest 30 cities on weekends
	Hungary	340	35,1	-16%	7,07	1. 4 bn USD put in to economic protection fund, 1.1 bn USD in new tax reliefs 2. Unemployment rate before corona outbreak 3.5%, no estimates of additional impact 3. Automotive production is halted 4. GDP forecast has been revised from 4.0% to 1.1% in 2020			VERY HIGH	✕	✓	✓				Curfew lifted on countryside but remains in Budapest & Pécs
	Poland	664	17,5	-8%	6,64	1. 77 bn USD to support companies and secure jobs 2. Unemployment rate expected by the gov. to grow from 5.5% to ~9-10% in Q4 2020 3. Multiple sectors affected, major production plants start the gradual reopening 4. The government expects that GDP growth in 2020 might be negative			VERY HIGH	✕			✓		✓	4-step plan of "unfreezing" the economy announced

CAGR positive past 10 days
 CAGR stagnant past 10 days
 CAGR negative past 10 days
 VERY HIGH Curfew imposed, only groceries and pharmacies open. Public meetings <10
 MED Some schools and stores closed. Public meetings restricted to <500
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 Open
 Recent key updates
 HIGH Most schools and stores closed. Public meetings restricted to <100
 LOW Most schools, stores open. No Public meeting restriction
 Reduced
 Closed

Source: WHO, SVD, Local Governments and Authorities, Business Sweden local offices, * Private and public hospital beds not including makeshift beds set-up for Covid-19

Sweden: Government proposes new financial support package for lost sales, most production facilities are reopened however at record low levels

BUSINESS OPERATIONS IMPACT	Economic activity 		
	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Production facilities in the car industry reopened on a smaller scale. Other industries still report slowdowns Economic activity in the Swedish manufacturing industry at record low levels 	<ul style="list-style-type: none"> Travel restrictions disrupt international and domestic commercial flights Derogation from driving and rest times for road transports mitigate the risk of disrupted supply chains 	<ul style="list-style-type: none"> Substantial drop in demand, especially for the service and retail industry Home deliveries increased with almost 50% in March compared to previous year
Impact for companies in Sweden	<ul style="list-style-type: none"> Potential disruption for sub-suppliers 	<ul style="list-style-type: none"> Stress on last mile delivery 	<ul style="list-style-type: none"> No shutdowns or curfews, still some revenue streams for retailers

CALL TO ACTION

- Stay updated on the Governments' new proposal to support businesses for lost sales
- Keep track on available support by reaching out to the Swedish Agency for Economic and Regional Growth and the Swedish Tax Agency

LINK TO GENERAL UPDATES

<https://www.government.se/government-policy/the-governments-work-in-response-to-the-virus-responsible-for-covid-19/>

MEASURES AND SENTIMENTS

Policies & stimulus packages

- The Government presents a new proposal to financially support businesses that lost more than 30% of sales. The support package adds up to 4 bn USD and is limited to 15 m USD per company
- Job retention scheme available, possibility to postpone tax payments for one year and reduced employer fees for up to 30 employees
- Temporary discount for fixed rental costs in vulnerable sectors now available

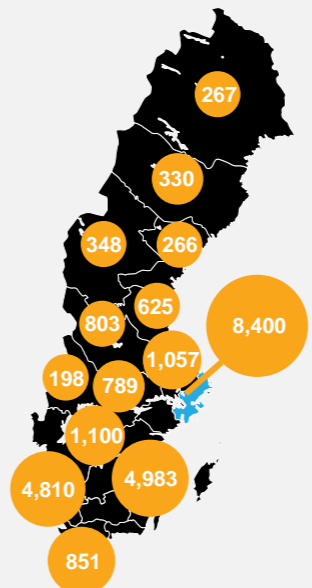
Reactions

- The Swedish Public Employment Service fears that more than 200,000 people risk long-term unemployment
- 3.5 companies filed for bankruptcy per day in April, compared to 1.2 last year
- 300,000 employees in Sweden are now included in the job retention scheme

Few restrictions and forced shutdowns

- The Swedish strategy is to keep the economy active by focusing on appeals to common sense and social distancing, rather than restrictions and curfews

KEY DATA & GEOGRAPHICAL SPREAD



5-day fatality trend
Daily reported fatalities

81, 107, 124, 67, 16





Main affected areas

- Infections
- Work from home

Further questions?
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Source: The National Institute for Economic Research, Regeringen.se, Swedavia, Transportstyrelsen, Svensk Handel, The Swedish Public Employment Service, The Swedish Public Health Authority, UC, The Swedish Export Credit Agency

United Kingdom: Manufacturers set to gradually reopen production and government launches new scheme to make funds available as quickly as possible

BUSINESS OPERATIONS IMPACT	Economic activity 		
	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Several manufacturers set to gradually restart production - with new guidelines on physical distance Lockdown expected to end with a sector-by-sector plan Manufacturing output reported record low in April 	<ul style="list-style-type: none"> International and domestic cargo operating normally except delays Some airports closed to commercial and private flights Significant travel disruptions to/from and within the UK Foreign Office advises against all non-essential travel 	<ul style="list-style-type: none"> Reduced demand throughout supply chains Purchasing managers' index for April suggest that manufacturing sector is hit less severely than services Some food suppliers report 500% increased production
Impact for Swedish companies	<ul style="list-style-type: none"> Possible upswing in activities Check status and operational compliance of suppliers 	<ul style="list-style-type: none"> Movement of non essential goods could face delays - reconfigure transportation flows if needed 	<ul style="list-style-type: none"> Monitor factors of regional demand - sales, substitutes, pricing, marketing etc.

CALL TO ACTION

- Investigate possibilities of support and reach out to relevant agencies for available financial aid - all companies registered in the UK are eligible to apply
- Develop progressive plans to accelerate by continuously monitor governmental guidelines regarding relaxing measures and industries gradually reopening

LINK TO GENERAL UPDATES


www.gov.uk/coronavirus
www.england.nhs.uk/coronavirus

MEASURES AND SENTIMENTS


Policies & stimulus packages

- 432 bn USD package - 407 bn USD in loans, equivalent to 15% of UK GDP
- Job Retention Scheme (80% of wages, up to 3,083 USD) - appears to be working as ONS April survey shows 24% of operating businesses have furloughed employees and only 0.4% have laid off workers
- Self-employed Scheme (80% of average monthly profits for the past three years, up to 3,083 USD)

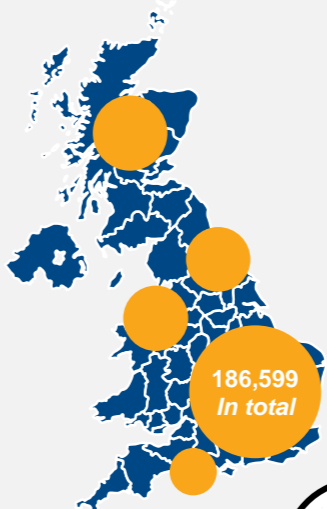
Reactions

- UK car production resumed today - Rolls-Royce and Bentley leading the way in restarting the industry
- Make UK reports that 50% of UK fashion and textile manufacturers have seen an increase in new business due to the industry's supply chain issues – mainly from factories being shut in China 
- PM set to deliver lockdown exit strategy this week – some primary school pupils may return on 1 June

Treasury rolls out new scheme of 'bounce back loans' for smaller businesses

- The existing Coronavirus Business Interruption Loan Scheme (CBILS) provides loans of up to 6.2 mn USD
- This Monday, Treasury announced a new scheme with 'bounce back loans' of up to 62,000 USD – easier application than CBILS, the loan is 100% guaranteed and funds should be available within days
- Companies registered in the UK are eligible to apply for these loans - independent of ultimate owner 

KEY DATA & GEOGRAPHICAL SPREAD




5-day fatality trend
Daily reported fatalities

586	4419	674	739	621
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Main affected areas





- Infections
- Curfews

Further questions?
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Source: Bloomberg; UK Government; HM Revenue & Customs; BBC: The Telegraph; PWC; Make it British; Society of Motor Manufacturers and Traders, ONS

Italy: The country starts to emerge from Europe's longest nationwide lockdown as restrictions are lifted and production restarts on 4 May

BUSINESS OPERATIONS IMPACT	Economic activity 		
	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Industrial production can restart on 4 May Strict safety measures applies to all activities 	<ul style="list-style-type: none"> Travel restrictions to/from and within Italy Transport of all goods is guaranteed No restrictions on the transit, loading and unloading of goods 	<ul style="list-style-type: none"> Basic goods and medical items in high demand A drop in consumption of almost 92 bn USD (-8% compared to 2019) is estimated for 2020
Impact for Swedish companies	<ul style="list-style-type: none"> Expect an upswing as production is resumed Increased costs for safety measures 	<ul style="list-style-type: none"> Drivers of companies not registered in Italy need to fill a self-declaration form (valid 72h) upon entry in Italy 	<ul style="list-style-type: none"> Expect delays in delivery times for e-commerce

CALL TO ACTION

- Take into account increased costs to adapt new safety protocols required to resume activity (e.g. protective equipment, health surveillance etc.)
- Stay updated on the measures included in the "May Decree", expected to be signed during first week of May, and potential impact for businesses (i.e. extended prohibition of layoffs etc.)

LINK TO GENERAL UPDATES

<http://www.salute.gov.it/nuovocoronavirus>

MEASURES AND SENTIMENTS

Policies & Stimulus packages

- Nationwide curfew and lockdown restrictions are eased starting 4 May, allowing people to spend time outside, visit relatives within the same region etc.
- Several tax and legal measures to support employment introduced on 17 March ("Cura Italia Decree"), an economic decree extending such measures is expected beginning of May
- 435 bn USD released on 6 April to provide companies with credit, support for liquidity and exports


Reactions

- Concerns expressed related to the fact that the vast majority of the 4.4 million people returning to work as production activities are resumed, are in the Northern part of the country – if infections start rising then activities may have to close down again

Draft of the "May Decree"

- The government is expected to sign the "May Decree", an extension of the economic support measures for families, workers and businesses introduced in March, by the end of this week
- The decree is expected to extend the prohibition from lay-offs for another 3 months (from 18 May), introduce an emergency income up to 875 USD and increase the bonus for self-employed

KEY DATA & GEOGRAPHICAL SPREAD



210,717
36.8% in Lombardy


5-day fatality trend
Daily reported fatalities

382
323
285
269
474

Main affected areas

- Infections
- Curfews




Further questions?
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Source: WHO, Financial Times, Italian Government, Ministry of Health, Reuters, Confraspporto, Agenzia Ansa, INPS, ISTAT, Confcommercio, Corriere della Sera

France: The government has presented its plan for ease of lockdown measures, industrial production and most retail activities will reopen 11 May

BUSINESS OPERATIONS IMPACT

	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Industrial production is still at very low levels (56-57% on average), however activities will be able to re-escalate from 11 May 	<ul style="list-style-type: none"> Food transports remain stable although under continuously high pressure No massive truck driver duty withdrawal to date 	<ul style="list-style-type: none"> Household consumption has fallen by 18% Food and entertainment such as television, streaming and videogames are highly prioritized. E-commerce remains strong
Impact for Swedish companies	<ul style="list-style-type: none"> Upswing in activities can be seen even before 11 May, as businesses expect reopening of the country 	<ul style="list-style-type: none"> No major changes, there is however risk of transport disruption 	<ul style="list-style-type: none"> Expect delays in delivery time for e-commerce

CALL TO ACTION

- Keep informed on the government's plan for reopening and be aware that the restrictions may vary for different regions and sectors
- Distance work will still be the norm in the near future due to restrictive safety measures. Expect a gradual return to normal and, for many companies, a return to physical offices in September

LINK TO GENERAL UPDATES

<https://www.economie.gouv.fr/coronavirus-soutien-entreprises#>

MEASURES AND SENTIMENTS



Policies & Stimulus packages

- The government has presented its plan for gradual reopening after 11 May. On 7 May they will present which regions will need to have a slower opening ("red zones")
- 329 bn USD to enable state backed loans to companies in need of financing
- 26 bn USD to finance 84% of short-time employees' salary

Reactions

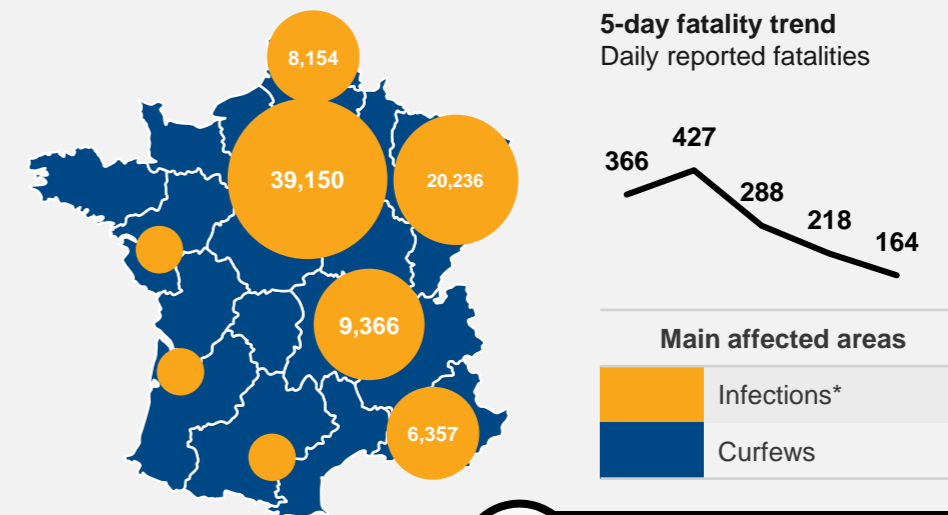
- GDP fell by 5.8% during the first quarter 2020 and the Consumer Price Index has only grown by 0.4% over the last year. French companies' investments have fallen by 11.8%
- The government will gradually reduce their financing for short-time salaries from 1 June
- Renault has received a state backed loan of 5.5 bn USD. Peugeot plans for the reopening of their dealerships on 11 May, and then for a gradual restart of production

Ground sentiment

- While the great majority of production and retail activities will be allowed to reopen from 11 May, they will need to follow a strict safety protocol that has been presented by the government
- Working from home will still be the norm in the coming weeks, especially in the Paris region



KEY DATA & GEOGRAPHICAL SPREAD




* Data from hospitalized patients



Further questions?
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Spain: The government continues to gradually allow businesses to re-open, under strict measures - following the new four phase de-escalation plan

BUSINESS OPERATIONS IMPACT	Economic activity 		
	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Industry* & small businesses which can take appointments are allowed to operate but need to follow strict hygiene regulations  Employees need to apply max. level of ind. protection 	<ul style="list-style-type: none"> Airports, ports, warehouses and carriers for transport of goods are operational DHL ES confirms that all regular Spanish consignors/consignees are open Closed border for all non-citizens until at least 15 May 	<ul style="list-style-type: none"> Basic goods, medical items and sales via e-commerce in high demand -50% consumption drop since 14 March Amazon creates 1,500 new jobs across logistic chain
Impact for Swedish companies	<ul style="list-style-type: none"> Make sure to follow hygienic regulations measures 	<ul style="list-style-type: none"> No major changes, but expect congestions and minor delays at the Spanish-French border 	<ul style="list-style-type: none"> Expect delays in delivery times for e-commerce


CALL TO ACTION

- Prepare to continue working from home until at least phase 3 which Spain will enter around mid June if everything goes as planned
- Stay updated on the progress of further de-escalation measures taking place on 11 May. Be aware that minimum duration of each phase is 2 weeks and may vary deepening on region and with potential reinforcements if needed

LINK TO GENERAL UPDATES


<https://www.msbs.gob.es/profesionales/saludPublica/ccay/alertasActual/nCov-China/home.htm>

MEASURES AND SENTIMENTS




Policies & Stimulus packages

- The government has launched a 4-phase (phase 0, 1, 2, 3) de-escalation plan with a minimum duration of 2 weeks for each phase. The re-opening process is estimated to take six to eight weeks
- As of 4 May Formentera (Balearic Islands), La Gomera, El and La Graciosa (Canary Islands) are entering phase 1 - allowing hotels to open and restaurants & cafés to operate at a 30% capacity
- A hygiene check list has been published by the Government for companies to follow
- 220 bn USD governmental stimulus package to businesses at risk. Several tax reliefs offered to SMEs and self-employed, while filing for temporary layoffs (ERTE) has been made more flexible





Reactions

- Unemployment rate rising to 14.4% and is expected to rise to over 20% for the forth time in modern Spanish history
- Worst affected sectors are trade, transportation and hostelry, which fell -10.9% in the first quarter

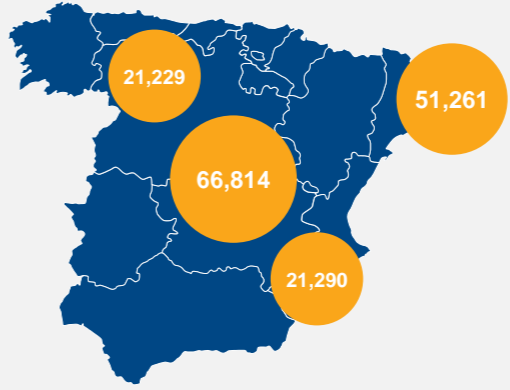


Ground sentiment

- Citizens in all parts of Spain are now allowed to go outside. Further de-escalations of restrictions will take place in the 4-phase plan, but with no set dates to be able to adjust to the situation 



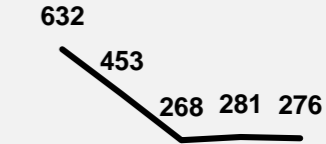
KEY DATA & GEOGRAPHICAL SPREAD





5-day fatality trend


Daily reported fatalities

632
453
268 281 276



Main affected areas




-  Infections
-  Curfews



Further questions?
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Source: Spanish Government, Ministry of Health, World Barometer, European Union, Mobility & Transport, El País, El Confidencial, Cinco días, El Periódico
 * Construction & factory workers, energy & oil refinery, farmers, medical centres, opticians, cleaning, security companies, kiosks, animal food shops and so forth

Germany: Selected automotive factories and retail stores are re-opening however reports show significant drop in consumer confidence

	BUSINESS OPERATIONS IMPACT		
	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Daimler and Volkswagen are re-commencing production in selected factories in Germany 	<ul style="list-style-type: none"> Restricted border crossing to France, Switzerland, Luxembourg, Austria and Denmark - Transport of goods can face delay 	<ul style="list-style-type: none"> Retail stores opening up again with some restrictions
Impact for Swedish companies	<ul style="list-style-type: none"> Potential disruption for sub-suppliers Several supply chain disruptions 	<ul style="list-style-type: none"> Several industries are facing severe logistics issues, e.g. due to missing inputs from China 	<ul style="list-style-type: none"> Demand of most non-essential products still expected to lag


CALL TO ACTION

- Plan for easing of restrictions and know what that means for your industry. Be prepared to start up again depending on region
- Stay up to date on different possibilities for financial aid during temporary decline in working time

LINK TO GENERAL UPDATES


www.bundesgesundheitsministerium.de/coronavirus

MEASURES AND SENTIMENTS




Policies & Stimulus packages

- 820 bn USD earmarked for COVID-fallout. Includes increase in healthcare spending (+3.3 bn USD) to double number of intensive care beds. Additional 10 bn USD on the way
- Government makes use of mandatory face masks in public transport and shops. Exact requirements vary by state



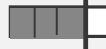
Reactions

- Automotive industry urges government for car purchase subsidies
- Aid deal between government and Lufthansa expected to close soon
- Over 725,000 companies have filed for Kurzarbeit

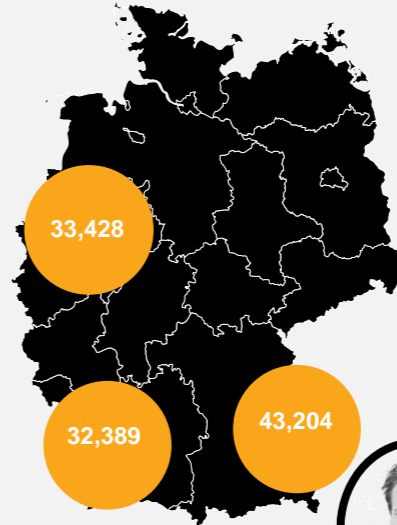


Ground Sentiment

- Consumer appetite indicator at historic low, even as shops reopen
- Study shows significant drop in consumer confidence due to drops in income and fear of job loss

Economic activity 

KEY DATA & GEOGRAPHICAL SPREAD



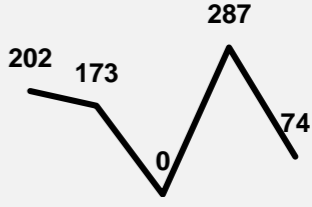
33,428

32,389

43,204

5-day fatality trend

Daily reported fatalities




202 173 0 287 74

Main affected areas

- Infections
- Curfews

Further questions?
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Source: Reuters, Bollore Logistics, Lufthansa Group; Handelsblatt, Ifo; Tagesschau; Statista

Agenda

- Weekly feature: Digital consumer trends
- Global dashboard
- Europe overview
- **Middle East & Africa overview**
- Asia-Pacific overview
- Americas overview
- Recommendations & support







Middle-East still imposes curfews and measures whilst also hoping to spur economy during Ramadan, South Africa also sees ease of some restrictions

COUNTRY	HEALTHCARE IMPACT			ECONOMIC ACTIVITY & POLICIES				Societal impact Level	Transport & logistics			COMMENTS
	Fatalities Total	/million	10-day trend % growth	Hospital Beds* In-patient /000' pop.	Economic Activity 0-100%	1. Stimulus packages	2. Lay-offs and unemployment rate		3. Production stops	4. Economic forecast	Intl	
UAE	119	12,2	8%	1,42		1. ~70 bn USD federal for SMEs and banks. Dubai & Abu Dhabi also separate packages	2. Many people on unpaid leave, tourism hit hardest. Gov. working to minimize layoffs	3. Construction, oil and gas still active. ADNOC recently cancelled a new gas project	4. Projected -3.5%. COVID-19, oil prices, Expo postponement high impact	HIGH		Commercial at 30% capacity, Expo postponed until 2021
KSA	176	5,1	0%	2,22		1. Stimulus packages totaling ~45 bn USD, aimed at alleviating financial burdens	2. Gov. pay 60% of Saudi's salaries. Private sector allowed to cut wages and hours	3. Oil output to be reduced from 1 May, but production still expected to continue	4. Projected -5% 2020, revised down from +1%. Covid-19 and oil price double impact	VERY HIGH		Less curfew (16 hrs only) in most cities, Makkah still locked down
Kenya	22	0,4	100% Reporting 1-digit fatalities	0,79		1. Gov. has introduced tax reductions, Kenya receives 50 mn USD from World Bank	2. Stringent measures put in place to protect workers from layoffs	3. Serena hotels shut down until 15 June, 2020; Govt starts distribution of relief food	4. Projected GDP growth decline from 5.2% to 1.9%	VERY HIGH		EquaLife capital offers relief fund for companies seeking capital
Morocco	173	4,7	-11%	1,12		1. Govt. draws on funds available to fight virus, grants offered to vulnerable families	2. No layoffs in Tunisian private sector due to agreement between union and industry	3. Car producers Renault and PSA (Peugeot) halt production	4. GDP growth is expected to be revised down from 3.5% to 2.0%	VERY HIGH		Curfew imposed until 25 May
South Africa	123	2,1	-4%	1,98		1. Government has set up TERS* and NDB** to support employers and employees	2. Currently looking at scenario of 1 mn layoffs	3. Car producer Ford halts production, Mines allowed to operate 50% capacity	4. Projected GDP growth to decline from 0.8% to -2.1%	VERY HIGH		Government eases some lockdown restrictions

CAGR positive past 10 days	VERY HIGH Curfew imposed, only groceries and pharmacies open. Public meetings <10	MED Some schools and stores closed. Public meetings restricted to <500	NORM Normal societal functionality	Open	Recent key updates
CAGR stagnant past 10 days	HIGH Most schools and stores closed. Public meetings restricted to <100	LOW Most schools, stores open. No Public meeting restriction		Reduced	
CAGR negative past 10 days				Closed	

Sources: WHO, SVD, DHL, Airgarconews, Cytonn Report, Marxist.com – Morocco, IMF, City Press South Africa, Kenya Broadcasting Corporation, EMIR, Gulf News, Bloomberg, Reuters, Khaleej Times, Oxford Economics, Economist, Covid-19 updates SG – Kenya, The Guardian, Reuters, Business Sweden * TERS – Temporary Relief Scheme services, **NDB – National Disaster Benefit applies to employers, *** CBR – Central Bank Rate, ***CRR – Cash Reserve Ratio

UAE: Eased daytime restrictions in conjunction with Ramadan, commercial activities re-opened to 30% capacity, continued lower economic activity overall

BUSINESS OPERATIONS IMPACT	Economic activity 		
	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Oil and gas active, but expect reduced output Current projects being completed, some planned projects postponed Expo 2020 officially postponed to 2021 	<ul style="list-style-type: none"> Cargo and logistics operating but expect delays and less activity Public transportation now operational again with lower capacity and social distancing Movement of workers between Emirates now allowed again 	<ul style="list-style-type: none"> Basic goods and medical items in high demand Significant decline in overall consumer demand due to closures of malls Commercial activities operating at 30% capacity
Impact for Swedish companies	<ul style="list-style-type: none"> PMI for non-oil sector in the UAE reaches record low 45.2 in March 	<ul style="list-style-type: none"> Need to have a proactive approach to hedge for supply chain disruptions 	<ul style="list-style-type: none"> Reduced overall consumer demand, but increase in e-commerce

CALL TO ACTION

- Check status of your partners to what extent they are still operational
- Keep up to date with different information and restrictions for different Emirates and different geographical areas, such as free zones
- Ensure correct information and compliance with laws when moving

LINK TO GENERAL UPDATES

<https://doh.gov.ae/covid-19>

MEASURES AND SENTIMENTS

Policies & Stimulus packages

- Government support from the UAE central bank totaling 70 bn USD which includes reduction of cash reserve requirements, funds available at zero cost and capital buffer
- Emaar Malls has announced waivers on rent and service charges for period 24 March – 27 April for stores forced to close during lockdown, and also 70% discount on chilled water charges
- Dubai South free zone introduced stimulus package which includes up to 25% reduction on license fee renewals, waivers of penalties on late renewals and possibility of lease deferral up to 6 months

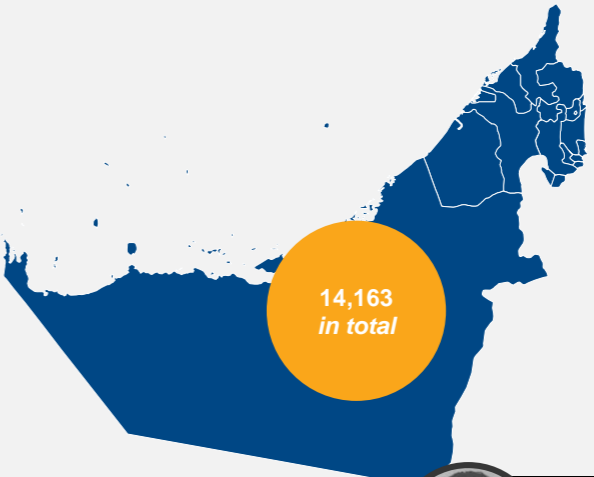
Reactions

- Re-opening of commercial activities is part of a 4-step plan to re-open Dubai, restricted to 30% capacity, mandatory sanitation, mandatory to wear face masks and time limit on visits to malls
- Sheikh Mohammed (Ruler of Dubai) announced the need to develop a strategy for life after the pandemic, to be developed jointly by ministers, members of the executive council and experts

Ground sentiment

- Positive reactions to easing of daytime movement during Ramadan

KEY DATA & GEOGRAPHICAL SPREAD



5-day fatality trend
Daily reported fatalities

7 9 7 6 8

Main affected areas

- Infections
- Curfews

Further questions?
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Source: WHO, Financial Times, Reuters, Gulf News, Khaleej Times, DP World, UAE Central Bank, Arab Weekly, Bloomberg, Oxford Economics, EMIR, Business Sweden

Saudi Arabia: Restrictions eased in most cities except Makkah during Ramadan, lockdown of an industrial area in Dammam, low economic activity

BUSINESS OPERATIONS IMPACT

Economic activity



Supply - Production

Logistics - Transportation

Customer demand

Situation

- Oil prices remain low, future uncertain, despite agreed production cuts, due to uncertain future demand
- Saudi Aramco announced reducing investments from ~35 bn USD to ~25 bn USD

- Cargo and logistics operating normally except delays, transport of all goods is guaranteed
- Suspension of all public transport and international flights
- Movement between regions still suspended despite eased curfews

- Basic goods and medical items in high demand
- Significant decline in overall consumer demand due to closing of malls, stores and commercial activities

Impact for Swedish companies

- Impact on gov. revenues, output cuts likely not enough to curb low prices
- Need for more proactive approach to hedge for disruptions; already complicated customs procedures

MEASURES AND SENTIMENTS

Policies & Stimulus packages

- Economic stimulus packages totaling 32 bn USD aimed primarily at SMEs announced by the gov.
- Additional stimulus package of ~13 bn USD announced for the private sector, to support companies to handle outstanding payments and liquidity issues
- Private companies allowed to reduce working hours and salaries (by maximum 40%) during next 6 months only, then full salaries must be reintroduced. Contracts not to be ended during this period

Reactions

- An industrial area in Dammam locked down preventing entry and exit until further notice
- 24-hour restrictions eased in most cities except Makkah, curfew between 5:00 PM and 9:00 AM
- Flights, public transport still suspended, and public gatherings of more than 5 people still banned
- Certain commercial establishments (wholesale, malls, etc) allowed to open under restrictions

Ground sentiment

- Positive reactions to easing of daytime movement during Ramadan



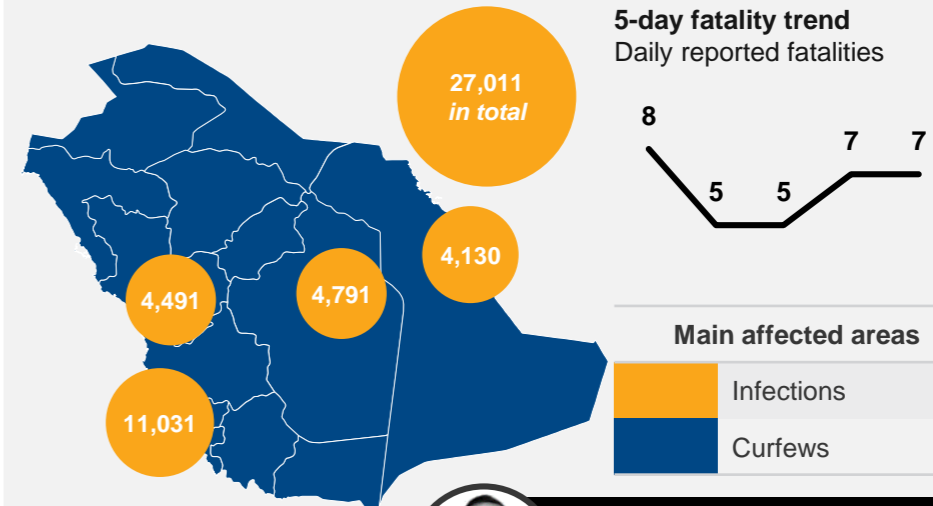
CALL TO ACTION

- Assess impact of updated curfew restrictions on local operations
- Expect long lead times when engaging with governmental entities
- Review supply chains and prepare for potential delays in shipments

LINK TO GENERAL UPDATES





<https://covid19.moh.gov.sa>

KEY DATA & GEOGRAPHICAL SPREAD



Further questions?
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South Africa: 1,5 million South Africans expected to return back to work, as government eases lockdown restrictions within certain sectors

BUSINESS OPERATIONS IMPACT	Economic activity 		
	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Supply chain improvements are expected from 1 May, as restrictions are eased for the movement of goods and people in certain sectors 	<ul style="list-style-type: none"> All borders and airports remain closed except for the transportation of specified cargo to South Africa and re-exports to neighboring countries via South Africa 	<ul style="list-style-type: none"> Demand for clothing and specific services to increase from 1 May Continued call for approval of certain products and services
Impact for Swedish companies	<ul style="list-style-type: none"> Disruption in trade and imports to local partners Backlogs on order and reprioritization of budget 	<ul style="list-style-type: none"> Transport limitations ease for company operations and employees within the permitted economic sectors going forward 	<ul style="list-style-type: none"> Increased e-commerce Essentials continue to be prioritized, delivery delays to continue

CALL TO ACTION

- Companies should review supply chains and prepare for manufacturing/logistics improvement as restrictions are eased
- Keep track of amended state of emergency regulations as more sectors are added to essential economic activities

LINK TO GENERAL UPDATES

<https://www.gov.za/Coronavirus>
<https://sacoronavirus.co.za/>

MEASURES AND SENTIMENTS





Policies & Stimulus packages

- The Unemployment Insurance Fund has paid out 280 mn USD to 1,1 million employees through engagements with bargaining councils, with a further 127 mn USD cleared for payments to employers under the COVID-19 TERS benefit scheme
- Government strengthens the liquidity of the Unemployment Insurance Fund by injecting an additional 689 mn USD to give assurance that Fund is able to meet its obligations

Reactions

- Department of Employment and Labour issues a directive that sets out measures that employers are required to take in the prevention of the spread of the virus in workplaces
- The exportation of South African wine and other specific alcoholic beverages resume

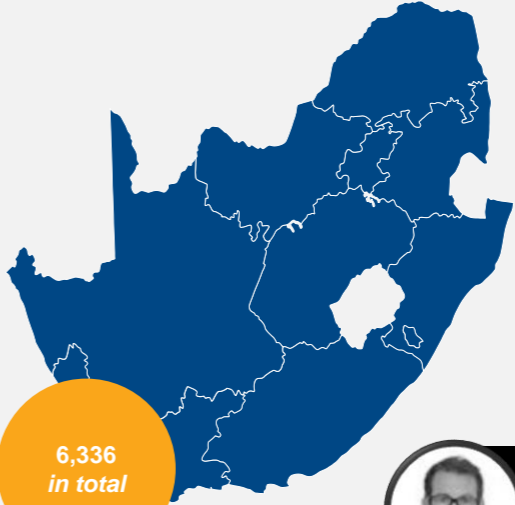
Ground sentiment

- South African businesses assist government in improving its supply chain, skills and expertise by forging new partnerships in an efforts to open up the economy and reduce infection rate



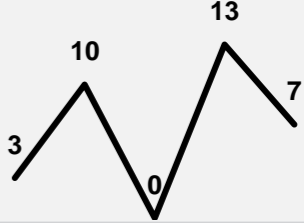


KEY DATA & GEOGRAPHICAL SPREAD



6,336 in total


5-day fatality trend
Daily reported fatalities



Main affected areas

- Infections
- Curfews

Further questions?
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Agenda

- Weekly feature: Digital consumer trends
- Global dashboard
- Europe overview
- Middle East & Africa overview
- **Asia-Pacific overview**
- Americas overview
- Recommendations & support



Production and logistics continue to disrupt key markets in APAC despite an ease in lockdown measures to increase economic activity

COUNTRY	HEALTHCARE IMPACT				ECONOMIC ACTIVITY & POLICIES				Societal impact Level	Transport & logistics						COMMENTS
	Fatalities		Hospital Beds*		Economic Activity	1. Stimulus packages 2. Lay-offs and unemployment rate 3. Production stops 4. Economic forecast				Intl	Public	Cargo				
	Total	/million	10-day trend % growth	In-patient /1000' pop.	0-100%											
	China	4643	3,2	0%	4,53	1. 282 bn USD in stimulus package, 325 bn USD in local special bonds 2. Unemployment in March was 5.9%, down from 6.2% in February 3. Economy is estimated to operate at 83% of pre-COVID capacity, including production 4. PMI Index for April dropped to 49.4, GDP growth estimated to around 1% for 2020	MEDIUM	x	✓	✓		✓	✓	Completely closed for all foreigners		
	Taiwan	6	0,3	N/A**	6,96	1. Economic stimulus package reached 37.6 bn USD, a 5 bn USD increase 2. 18,840 people, mainly in hospitality and metal sector are under unpaid leaves 3. Automakers of Ford and Toyota reduce their capacity for 2 weeks 4. Annual GDP growth is revised from 2.5% to 1.9%	LOW		✓	✓	✓	✓	✓	Closed borders for all non-residents		
	Hong Kong	4	0,5	N/A**	5,49	1. 18 bn USD second relief package announced 2. Unemployment increased to 4.2% in March, from 3.7% in February 3. Government offices and some public facilities to reopen from 4 May 4. GDP growth is revised down to between -4% and -7% for 2020	MEDIUM		✓	✓	✓	✓	✓	Completely closed for all foreigners		
	Japan	492	3,9	3%	12,96	1. 1 tr USD economic measures set by government (20% of GDP) 2. Unemployment rate was 2.5% in March. Up 20,000 from the same month last year 3. Automakers will continue production adjustment even after 6 May 4. Japan's GDP is predicted to contract between 3 to 5% in 2020	MED		✓	✓	✓	✓	✓	Closed entry for China, South Korea and parts of Europe		
	India	1301	1,0	9%	0,53	1. Total stimulus package of 95 bn USD by gov. and USD 1 bn from World Bank 2. MSME, Hospitality and travel industry mainly impacted by lay-offs 3. HIS Markit PMI declined to 27.4 in April from 51.8 in March which is record low 4. IMF estimates India GDP growth to grow by 1.9% in 2020-21	VERY HIGH	x	x	✓	✓			National lockdown until May 17th		
	South Korea	250	4,9	0%	12,73	1. In total, 250 bn USD worth of stimulus packages announced 2. Employment in March fell 1.2% (225,000 jobs), marking worst on-year fall ever 3. Shutdowns in automotive, steel, petrochemical and shipbuilding industries 4. South Korea GDP predicted to contract 1.2% in 2020	LOW		✓	✓	✓	✓	✓	Production stop in certain industries		

👉 CAGR positive past 10 days
➡ CAGR stagnant past 10 days
👈 CAGR negative past 10 days
VERY HIGH Curfew imposed, only groceries and pharmacies open. Public meetings <10
 MED Some schools and stores closed. Public meetings restricted to <500
 NORM Normal societal functionality
 ✓ Open
 || Reduced
 x Closed
 ! Recent key updates

Source: WHO, SVD, IMF, OECD, EIU, Business Sweden local offices *Private and public hospital beds not including makeshift beds set-up for Covid-19 **Data not reported separately




Increased movement of people in Thailand and Vietnam with eased restrictions; allowing businesses to open and domestic flights to start

COUNTRY	HEALTHCARE IMPACT				ECONOMIC ACTIVITY & POLICIES				Societal impact Level	Transport & logistics						COMMENTS
	Total	/million	10-day trend % growth	Hospital Beds* In-patient /1000' pop.	Economic Activity 0-100%	1. Stimulus packages	2. Lay-offs and unemployment rate	3. Production stops		4. Economic forecast	Intl	Public	Cargo	Sea	Air	
	Australia	93	3,7		3,78		<ol style="list-style-type: none"> 205 bn USD stimulus package announced to support workers and retention of jobs Unemployment rate expected to increase from 5 to 10% mid 2020 2,400 manufacturers have offered to re-route production to e.g. medical equipment Australia GDP predicted to contract 5-6% in 2020 	VERY HIGH		New nation-wide directions to be announced on Friday						
	Indonesia	831	3,1		1,04		<ol style="list-style-type: none"> 24 bn USD (~25% of state budget) for COVID (to health, society, and industry) Wave of layoffs continue to rise. 1,2 million workers have been laid off 11 sectors allowed to operate during the large-scale social restrictions (PSBB) 5.3% GDP forecasted growth in 2020 has been revised to 2.3% to the worst -0.4% 	VERY HIGH		Jakarta extends restrictions until 22 May as no. of cases rise						
	Thailand	54	0,8		2,64		<ol style="list-style-type: none"> 20 bn USD soft loan to SMEs. 8.5 bn USD pay-out to 17.5 mn workers and farmers Large corporates still keep employees. 140 000 payroll workers losing jobs Low production due to weak purchase order both domestic and international Contraction of 5.3% instead of 2.3% GDP growth; -12% export and -9% import 	MED		More businesses are allowed to open						
	Vietnam	-	-		3,26		<ol style="list-style-type: none"> 6.2 bn USD package confirmed to support people affected by the pandemic 153,000 people filed for unemployment in the first 3 months of 2020 Multiple factories close down or operate below capacity GDP +3.8% from a year earlier, down from 6.9% previously reported in Q4 2019 	MED		Lockdown lifted for the majority of the country						
	Malaysia	103	3,2		1,93		<ol style="list-style-type: none"> 2.3 bn USD stimulus package for SMEs announced Malaysian Employers Federation predicts 13% unemployment rate for 2020 Manufacturing PMI slumped to 31.3 in April, from 48.4 in March GDP growth forecast has been revised to between -2% to 0.5% 	VERY HIGH		Majority of the economic sectors are allowed to reopen						
	Singapore	17	2,9		2,55		<ol style="list-style-type: none"> 5.1 bn USD stimulus package (in addition to the 33.2 bn USD in March) Entrenchments in the food, retailing and tourism-sectors are expected IHS Markit PMI plunged to a record low of 33.3 in March Down-graded GDP forecast to -4 % to -1 % from -0.5 % to 1.5 % 	VERY HIGH		Schools and non-essential business to shut down until 1 June						
	Philippines	603	5,6		0,91		<ol style="list-style-type: none"> 5 bn USD for health care and low income households 61,000 layoffs expected in retail, aviation, non-essential services Exporters and BPOs allowed to enhance operations – subject to conditions Revised, lower, GDP forecast expected; technical recession likely 	VERY HIGH		Shut down travel in and out of Manila until 15 May						

Source: WHO, SVD, MPC, The Telegram, Bloomberg, Fitch ratings, HIS Markit, Australia Government Department of Health, Australian Bureau of Statistic, *Private and public hospital beds not including makeshift beds set-up for Covid-19

China: Emergency levels are lowered and more physical meetings are being allowed - tourism and exhibition industry expected to pick up again

BUSINESS OPERATIONS IMPACT

	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Business activity is at around 83% of pre-Covid levels – further increase is likely dependent on growth in demand 	<ul style="list-style-type: none"> Most areas are open for transport and logistics, but airports are still experiencing queues due to backlogs and changing legislation on medical equipment 	<ul style="list-style-type: none"> A study by the central bank (PBoC), revealed that only 22% of depositors are intending to consume more after the end of all lockdowns
Impact for Swedish companies	<ul style="list-style-type: none"> Production is picking up, but may still see instabilities 	<ul style="list-style-type: none"> PPEs or items of medical nature might face challenges in exporting 	

CALL TO ACTION

- Understand where there are accelerations in the market
- Pockets of growth are emerging, there is a need to be present in the Chinese market, physically or otherwise

LINK TO GENERAL UPDATES
<http://english.www.gov.cn/2020special/5e32830ec6d019625c60433b/fightagainstcoronavirus>

MEASURES AND SENTIMENTS



Policies & Stimulus packages

- The Chinese government continue to stress the importance of investment in information networks, calling it “using one industry to pull forward a hundred industries”
- 325 bn USD in local government special bonds for infrastructure projects to be issued by end of May



Reactions

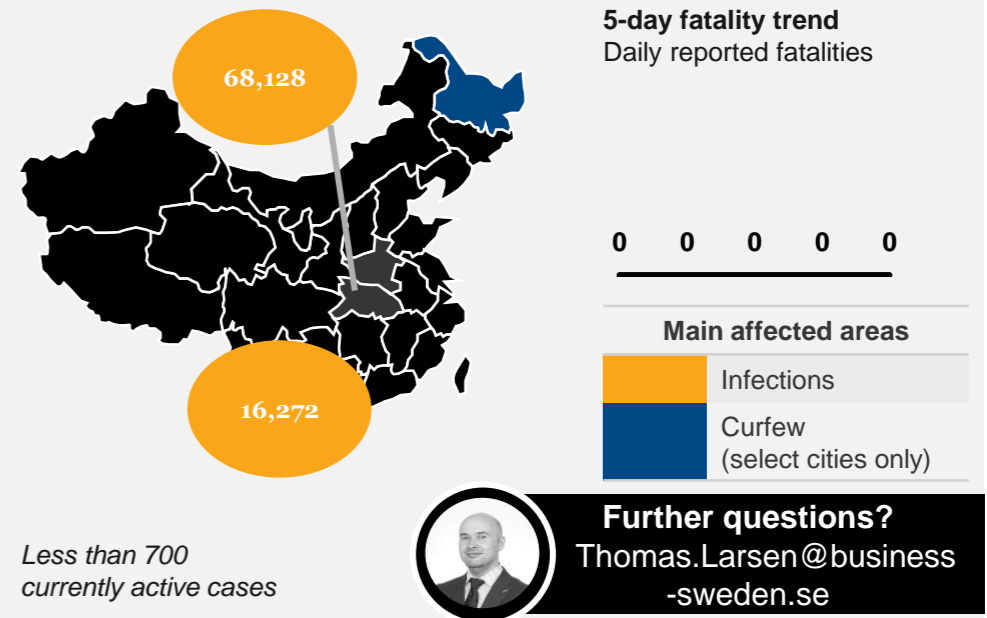
- Beijing and Tianjin have lowered their COVID-19 emergency response level from level 1 to level 2 (On a scale where 1 is highest and 4 is lowest)
- There are now officially no COVID-19 sufferers in Wuhan hospitals



More public gatherings allowed

- A domestic travel boom is expected during the May holiday (1-5 May), with tourist sites limiting the number of visitors at one time to 30% of max capacity
- The 2020 Hunan Auto Show opened on 30 April, the first major large-scale exhibition since the outbreak




KEY DATA & GEOGRAPHICAL SPREAD



Source: Trivium, China State Council, South China Morning Post, Doctor Dingxiang, National Bureau of Statistics China, Straits Times

Japan: PM Abe extends nationwide 'state of emergency' until 31 May amid fears over second wave

BUSINESS OPERATIONS IMPACT

	 Supply - Production	 Logistics - Transportation	 Economic activity
Situation	<ul style="list-style-type: none"> Stagnation of China's supply chain affect Japan's production High demand for infection related products 	<ul style="list-style-type: none"> Travel restrictions from China, South Korea and Europe Labour shortage impact logistic value chain and delivery time 	<ul style="list-style-type: none"> 3 of 4 Japanese are going out less than usual and PM Abe urge people to cut person-to-person contact by 80% Museums, libraries, parks etc. are likely to reopen
Impact for Swedish companies	<ul style="list-style-type: none"> Increase demand for medical products and services, PPE 	<ul style="list-style-type: none"> Limited mobility for cargo and stress on last mile delivery 	<ul style="list-style-type: none"> Customers are adapting to a digital working and living environment

CALL TO ACTION

- Make sure to be on same platforms as your customers – use digital channels and revise forecast in line with longer “state of emergency”
- Consider government business continuity support for SMEs (eligibility is case by case, please consult with METI call center)

LINK TO GENERAL UPDATES

<http://japan.kantei.go.jp/>

MEASURES AND SENTIMENTS



Policies & Stimulus packages

- 1 tr USD economic stimulus measures, while banks offer 0% interest rate on loans to boost the economy, in large part targeting households and SMEs. Actual fiscal spending is 366 bn USD.
- METI opened call center for SMEs affected by coronavirus. Details in English are available here: https://www.meti.go.jp/english/press/2020/0408_001.html
- Government will give out 932 USD to all residents including non-Japanese with residence certificate
- The state of emergency extended after the Golden Week holiday period to 31 May



Reactions

- The Bank of Japan will buy unlimited amount of Government bonds to step up coronavirus stimulus



Approval process for medical equipment shortened

- Philips Japan announced that it has obtained approval to manufacture and sell a new type of respirator in Japan for use in the treatment of patients with the new corona virus. Approval reviews typically take 3 ~ 4 months, but have been shortened to four days



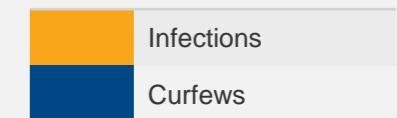
KEY DATA & GEOGRAPHICAL SPREAD



5-day fatality trend
Daily reported fatalities







Main affected areas



Further questions?
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India: Today, the government enters the 3rd phase of lockdown, until 17 May, with ease of restrictions in green zones to increase economic activity

BUSINESS OPERATIONS IMPACT		Economic activity 	
	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Industries and construction workers can return to work with 1/3 attendance, but public transport is still unavailable 	<ul style="list-style-type: none"> Interstate borders continue to be regulated for people, although movement of all goods is allowed Non essentials supply by e-commerce channels start today 	<ul style="list-style-type: none"> Severe demand shock in discretionary spend categories
Impact for Swedish companies	<ul style="list-style-type: none"> Migrant labour effect expected to impact production due to labour scarcity 	<ul style="list-style-type: none"> Logistics operations to increase, although expect delayed due to increased number of check points in large metro cities and backlogs 	<ul style="list-style-type: none"> E-learning is predicted to have a lasting growth in the market – can be incorporated in business operations


CALL TO ACTION

- Stay updated on ease in restrictions in different districts (red, orange and green) and make sure to comply with announced guidelines
- Use green zones to your advantage – prepare and be ready for sales acceleration by using local support

LINK TO GENERAL UPDATES

<https://www.investindia.gov.in/bip>
<https://www.mohfw.gov.in/>

MEASURES AND SENTIMENTS




Policies & Stimulus packages

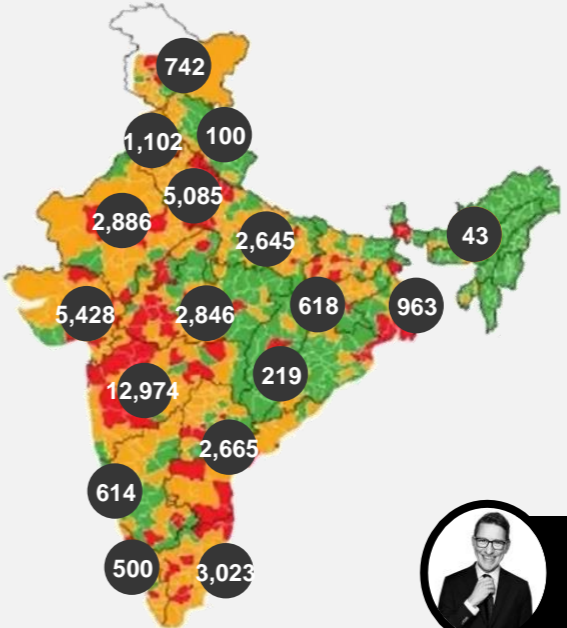
- Total stimulus package of 95.0 bn USD announced by government to counter macroeconomic stress. The later on 22.6 bn USD was announced on 23 April to support food security
- To ease liquidity pressures on mutual funds, RBI announced special liquidity facility of 6.55 bn USD to boost investor confidence. For non-banks and micro-financiers, RBI has proposed to make available liquidity worth 6.55 bn USD

Reactions

- Government's strategy to exit from full lockdown by classifying districts into three zones (red, orange and green) with less restrictions in green zones
- All the metro cities like Delhi, Mumbai, Bangalore, Chennai, Hyderabad and Kolkata are still in red zone and this can hinder the resumption of economic activities in tier 1,2 and 3 cities
- All industries and private offices, except in containment zones, are allowed to be functional with 33% attendance and continuing social distancing. Many tech centres have announced that they will continue to work from home for 4-6 months to cut real estate footprint




KEY DATA & GEOGRAPHICAL SPREAD



5-day fatality trend


Daily reported fatalities

73 67 73 71 83



Corona virus Zones

■	130 Districts
■	284 Districts
■	319 Districts
■	Infections



Further questions?
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Source: Government of India, RBI, Ministry of Finance, Invest India, Livemint, Times of India

South Korea: Sharp downturn in production and overseas sales in April triggers country-wide factory shutdowns and job-shedding

BUSINESS OPERATIONS IMPACT

	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Losses for core industries expected to be bigger during Q2 Kia suspends 50% of domestic production between April and May to manage inventories  	<ul style="list-style-type: none"> Korean Air to submit a 1.2 bn USD self-rescue plan in May On 29 April the government began chartering cargo flights to facilitate shipments to and from China and Indonesia  	<ul style="list-style-type: none"> Largest 5 conglomerates saw income halve since last year  Samsung shipped its lowest quarterly number of smartphones in 8 years
Impact for Swedish companies		<ul style="list-style-type: none"> Risk for delays in overseas shipments 	<ul style="list-style-type: none"> Offline retail sees lower demand as consumers turn to online channels



CALL TO ACTION

- Look into how your company can take advantage of the economic relief provided by the government (consult MOEF, MOEL or MOTI for specific information relevant to your company)
- Renew focus on digital strategy to make up for losses in offline sales

LINK TO GENERAL UPDATES

<https://www.cdc.go.kr/board/board.es?mid=a30402000000&bid=0030>

MEASURES AND SENTIMENTS



Policies & Stimulus packages

- Five stimulus packages launched 28 February (26 bn USD), 19 March (109 bn USD), 8 April (44 bn USD), and 16 April (6 bn USD), 22 April (32 bn USD)
- New relief package (33 bn USD) for automotive, aviation, shipping, shipbuilding and refineries




Actions & reactions

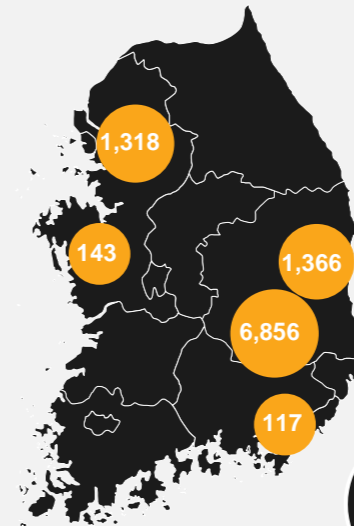
- Korea is set to further ease social distancing (effective Wednesday 6 May) as no new local cases are reported, giving a go-ahead to the normalisation of schools and public facilities
- Employment in March fell 1.2% (225,000 jobs), the fastest rate of job-shedding on record



Sentiment & measures taken

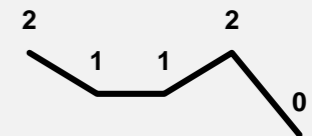
- April exports dropped 24% on year contributing to Korea's first monthly trade deficit since 2012 
- Large firms cut jobs by more than 10,000 over two months
- The IHS Markit purchasing managers' index (PMI) dropped to an 11-year low 41.6 in April

KEY DATA & GEOGRAPHICAL SPREAD

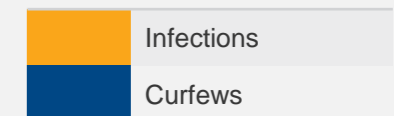


5-day fatality trend

Daily reported fatalities









Main affected areas



Further questions?
 Johan.chun@business-sweden.se

Australia: >70% of companies report reduced cashflow and 40% difficulties with paying operating expenses, restrictions to be eased in a week


BUSINESS OPERATIONS IMPACT	Economic activity 		
	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> 2400 Australian companies have signed up for the COVID-19 response register for rerouted production towards e.g. PPE >80% of manufacturers have reported demand reduction and 50% report impact on operations due to government restrictions  	<ul style="list-style-type: none"> 40% of companies report supply chain uncertainty (highest in manufacturing, wholesale and retail) due to inter-state travel restrictions and border closures e.g. in WA and QLD 	<ul style="list-style-type: none"> March spending doubled for toilet paper, pasta, flour, soap and canned goods  Inflation rose 2.2 % in March, highest since 2014. Further impact expected in Q2
Impact for Swedish companies	<ul style="list-style-type: none"> Interim e-certificates approved for agriculture imports 	<ul style="list-style-type: none"> Assess how to drive online traffic and sales through campaigns 	

CALL TO ACTION

- Revise JobKeeper and other stimulus package eligibility to manage cashflow and operating expenses
- Stay informed about the updated directions to be announced by National Cabinet Friday 8 May
- Define a 'come back' plan for how to ramp-up business activities


LINK TO GENERAL UPDATES
<https://www.health.gov.au/news/health-alerts/novel-coronavirus-2019-ncov-health-alert>

MEASURES AND SENTIMENTS





Policies & Stimulus packages

- Total of 205 bn USD stimulus package injected including a JobKeeper Payment Program to keep Australians in jobs. Other business support packages; cash-flow boost for SMEs, investment incentives with depreciation deductions, increasing instant asset write-offs and temporarily financial relief support
- Additional industry specific support packages exist on state level e.g. QLD allowing for payroll tax deferral in construction industry or 1.6 bn USD support for specific industries e.g. mining and transport



Reactions

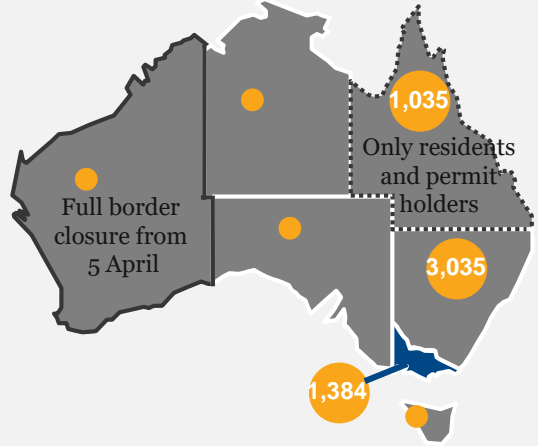
- ~1/3 of Australians reported that their finances had worsened due to Covid-19, 50% report they have a job but working less. Unemployment expected to reach 10% in Q2 
- >70% of companies report reduced cashflow and 40% report reduced ability to pay operating expenses



Early start of restriction relaxation – national restrictions last until 11 May

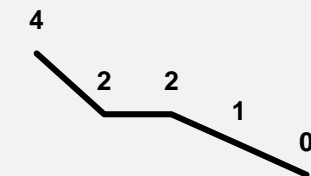
- Last week early relaxations of restrictions was initiated in most of the states but measures differ. ACT is the first virus free state
- National Cabinet will meet twice this week (Tue and Fri) to define nation-wide COVID-19 directions

KEY DATA & GEOGRAPHICAL SPREAD




5-day fatality trend

Daily reported fatalities



Main affected areas

- Infections
- Level 3 only essential services
- Level 2 lockdown






Further questions?
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Source: Australia Government Department of Health, Australian Bureau of Statistics, Australian Government Treasury, Westpac Weekly Australia, The Guardian Australia

Singapore: Experts warn severe job losses as exports are hit by falling global demand, SMEs struggle to survive and consumers cut discretionary purchases

BUSINESS OPERATIONS IMPACT

	 Supply - Production	 Logistics - Transportation	 Economic activity
Situation	<ul style="list-style-type: none"> Factory activity down 22.3% in February Non-essential production will shut down in light of new Government measures 	<ul style="list-style-type: none"> There is no impact to any vessels arriving to Singapore and operations remain as per normal, except crews from affected areas are not allowed to disembark 	<ul style="list-style-type: none"> All non-essential shopping (that cannot be bought in supermarkets) have to be done online
Impact for Swedish companies	<ul style="list-style-type: none"> Inventory- and supply chain management increasingly important 	<ul style="list-style-type: none"> Domestic freight cost increased Prolonged shipment times 	<ul style="list-style-type: none"> Look over digital strategy and assess supply capabilities

CALL TO ACTION

- Amid prolonged restriction, keep a close dialogue with you employees easing their WFH. Look over priorities and explore new ways of interacting with your clients to retain and build relationships
- Think long term and digital: review product offering and sales channels to diversify for a post COVID market

LINK TO GENERAL UPDATES
<https://www.moh.gov.sg/covid-19>

MEASURES AND SENTIMENTS



Policies & Stimulus packages

- New bill prohibits residents from socializing on private property, ensuring that everyone stays isolated
- Third round of budget measures to support Singaporean: 5.1 bn USD stimulus package (in addition to the previous announced 33.2 bn USD)



Reactions

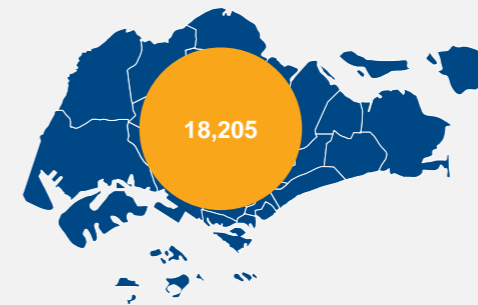
- Exports are likely to fall by 10.0%; imports will contract by 8.5% - versus a 2.0% forecasted growth
- RedMart temporality suspends new orders amid COVID-19 demand surge. They will reduce its assortment, to focus on the essentials such as rice, egg, flour



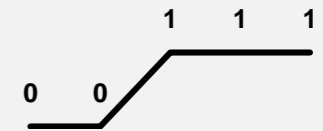
Trends on the ground

- Lockdown measures prolonged until 1 June, fewer non-essential services to remain available
- Number of cases remain climbing, but a certain flattening of the curve can be perceived

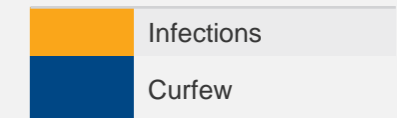
KEY DATA & GEOGRAPHICAL SPREAD



5-day fatality trend
Daily reported fatalities



Main affected areas



Further questions?
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Agenda

- Weekly feature: Digital consumer trends
- Global dashboard
- Europe overview
- Middle East & Africa overview
- Asia-Pacific overview
- **Americas overview**
- Recommendations & support







As economies in the Americas begin to slowly re-open, there is hope that key sectors such as automotive, mining and construction can begin recovery process

COUNTRY	HEALTHCARE IMPACT			ECONOMIC ACTIVITY & POLICIES				Societal impact Level	Transport & logistics			COMMENTS
	Fatalities Total	/million	10-day trend % growth	Hospital Beds* In-patient /000' pop.	Economic Activity 0-100%	1. Stimulus packages	2. Lay-offs and unemployment rate		3. Production stops	4. Economic forecast	Intl	
USA	62407	189,6	9%	2,69		1. Pres. candidate Joe Biden suggests larger stimulus bill than the 2.2 tn fulfilled 2. Jobless claims reach 30 mn after the first six weeks of lockdown 3. Meatpacking plants responsible for 10% of beef and 25% of pork production closed 4. US GDP expected to contract between 3 to 5% in 2020	HIGH				Boeing and Lyft join the ranks of companies to cut personnel	
Canada	3446	92,1	4%	2,46		1. Government announces rent subsidy program 2. The unemployment rate is 7.8% in April, a 40% surge from March 3. The continued US/Canada border closure creates supply chain disruptions 4. Research institute CD Howe says Canada has entered a recession due to Covid-19	VERY HIGH				Experts warn Canadian recovery will have a longer "U" shape	
Mexico	1972	15,5	0%	1,33		1. The loans to SMEs are being distributed, no new stimulus packages from AMLO 2. Banxico says unemployment rate might exceed that of 1995 crisis (10.7%) 3. Production in the automotive sector will be reopened, current debate on mining 4. Trimester GDP fall 2.4% from 2019. Predictions of total GDP contraction: up to 9%	HIGH				Aeromexico will start flying internationally again this month	
Brazil	6329	30,0	11%	2,09		1. Income transfer package of 42 bn USD; infrastructure projects to boost economy 2. Unemployment rate reaches 12.2%; a new policy to encourage hiring is in discussion 3. 63 offshore oil platforms hibernated; 7 OEMs resuming production in May 4. GDP is expected to contract between 3 to 5% in 2020, with slow recovery	HIGH				Industry plans to gradually resume activities, e.g. vehicles, mining	
Chile	247	13,0	6%	2,06		1. 13.75 bn USD (5.5% of GDP) for health, business and employment protection 2. Unemployment has now reached 8.2% but is expected to reach at least 10% 3. Production within the mining industry has only been slightly reduced (up to 30%) 4. GDP is expected to contract between 3 to 4%, lowered from forecasted 0.8%	VERY HIGH				Inflation has reached nearly 4% in the past two months	
Colombia	314	6,2	9%	1,71		1. A series of economic relief measures announced and approved for over 17 mn USD 2. Unemployment rate is forecasted to increase up to 7 percentage points 3. Production stopped in most industries due to national lockdown 4. GDP predicted growth pegged at -2% for 2020	VERY HIGH				Reactivation of construction and manufacturing sectors	

Source: WHO, SVD, MS-Brazil, : Angus Reid, Canadian Manufactures & Exporters, Government of Canada, Government of Chile, TradingEconomics, Central bank of Chile, El Economista, El Financiero, Gobierno de Mexico, WSJ, Forbes, Bank of America, Business Insider, AXIOS, Government of Colombia, La Republica, World Bank, National Bank of Canada, CBC News, The Conference Board of Canada, Politico, Financial Times * Private and public hospital beds not including makeshift beds set-up for Covid-19

United States: Federal restriction guidelines expired on April 30th prompting several states to re-open their economies

BUSINESS OPERATIONS IMPACT

	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> Meatpacking plants responsible for 10% of all beef production and 25% of all pork production have closed  900 sick at Tyson Food plant 	<ul style="list-style-type: none"> The shipping industry has seen downturn in recent months, with U.S. total seaborne imports decreasing by 15% in March Surge in domestic transport and deliveries following store closures 	<ul style="list-style-type: none"> 90% of car dealers to start e-commerce sales by end of 2020 Several automakers have revived production
Impact for Swedish companies	<ul style="list-style-type: none"> Meatpacking and food processing plants are especially affected and are forced to shut down 	<ul style="list-style-type: none"> Freight slowdown continues to affect international goods and transports Increased emphasis on personal safety measures for transport workers 	<ul style="list-style-type: none"> Although car plants are restarting, demand for new vehicles expected to remain low for long

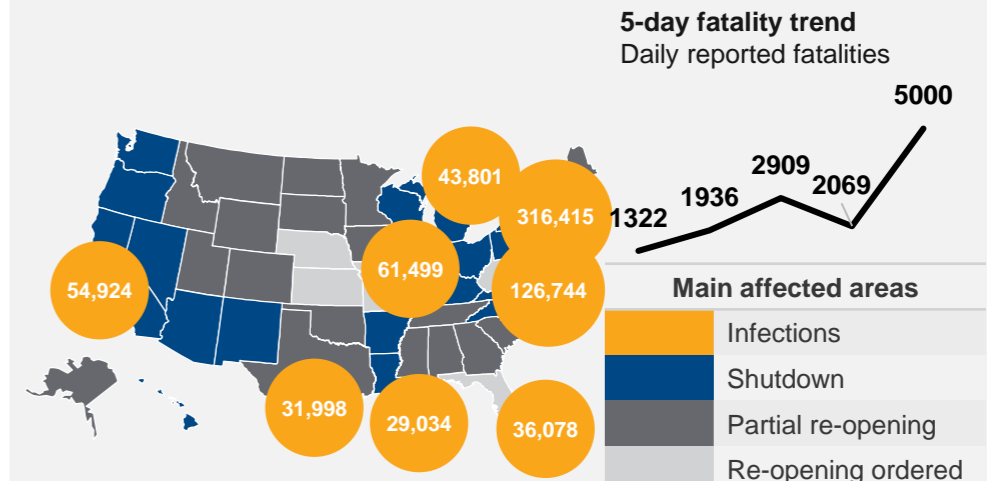
CALL TO ACTION

- Managers should investigate the possibility of still applying for Paycheck Protection Program loans as not all banks support the application and there has been a surge in applications overwhelming the system
- Monitor state guidelines for opening up as federal guidelines expired on April 30th and restrictions vary greatly across states

LINK TO GENERAL UPDATES

www.coronavirus.gov
www.cdc.gov


KEY DATA & GEOGRAPHICAL SPREAD



MEASURES AND SENTIMENTS



Policies & Stimulus packages

- Despite extensions of stimulus bill, many business have had difficulties applying for the Paycheck Protection Program as amount of applications surge 
- Federal guidelines on restrictions of non-essential business and movement expired on April 30th




Reactions

- As federal restriction guidelines expired on April 30th, 24 states have decided to relax restrictions and are opening up their economies and 6 other states are opening up in the coming week
- While facing protests against shutdown, automotive hub Michigan extends restrictions to May 15th



Number of cases are continuing to increase across the U.S.




- The U.S. is the worst hit country worldwide with over 1.1 mn infections and 65,000 deaths reported 
- President Trump has revised and increased death-toll projections, predicting that a total of at least 100,000 people will die in the U.S. from the COVID-19 pandemic



Further questions?
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Source: CDC, US Government, Reuters, Industry Week, CNBC, JOC, Washington Post, New York Times, NPR, CNN, USA Today, Business Insider, AXIOS, American Trucking Association, Reuters, NBC, ABC News, USA Today, *Paycheck Protection Program*

🇨🇦 Canada: Most provinces are starting to re-open their economies this week, however guidelines vary drastically between provinces

	BUSINESS OPERATIONS IMPACT		
	 Supply - Production	 Logistics - Transportation	 Customer demand
Situation	<ul style="list-style-type: none"> COVID-19 is disrupting parts of Canada's food sector, including meat and poultry Plants in Alberta responsible for a large portion of Canada's beef close 	<ul style="list-style-type: none"> Air Canada predicts that international flights will resume in Q4 2020 to most of their destinations worldwide Closed border means logistic disruptions for goods not classified as essential 	<ul style="list-style-type: none"> Consumer confidence is stabilizing after all time low in March of 42% Re-opening is expected to boost consumer confidence in May
Impact for Swedish companies	<ul style="list-style-type: none"> Closures will not result in food shortages but higher prices 	<ul style="list-style-type: none"> Freight delays continue to impact international business 	<ul style="list-style-type: none"> Ecommerce sales have doubled in Canada since March 11th closures

CALL TO ACTION

- Monitor individual provinces for re-opening guidelines as they vary drastically between provinces
- The government announced a rent subsidy program to help businesses forced to close down during Covid-19

LINK TO GENERAL UPDATES

<https://www.canada.ca/en.html>
http://www.ic.gc.ca/eic/site/icgc.nsf/eng/h_07662.html

MEASURES AND SENTIMENTS

Policies & Stimulus Packages

- The government has extended the work sharing program from 36 to 73 weeks
- The government announced a rent subsidy program to help business that were forced to close due to Covid-19

Reactions

- Research institute CD Howe says Canada has entered a recession due to Covid-19
- Continued optimism as Canada's curve begins to flatten, however new worrying trends of continued cases in nursing homes and cases in indigenous communities have made medical officials cautious

Local Sentiment and Improving Trends

- Most Canadians still support the Government's response to overall Covid-19 however the number of Canadians reporting high level of depression or anxiety has quadrupled since March

KEY DATA & GEOGRAPHICAL SPREAD

5-day fatality trend

Daily reported fatalities

149, 138, 178, 141, 223

Main affected areas

- Infections
- Isolation Measures




Further questions?

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Source: Bank of Canada, The Globe and Mail, CBC News, Toronto Star, CTV, Canada.ca, Reuters

Brazil: Political instability rises as the country faces a new peak of Covid-19 cases and a Northeastern capital city establishes the first lock down in Brazil

BUSINESS OPERATIONS IMPACT

	 Supply - Production	 Logistics - Transportation	 Economic activity
Situation	<ul style="list-style-type: none"> Brazil's industrial PMI index reached a 48.4 low 336 Covid cases from offshore platform operators pose a threat to oil production 	<ul style="list-style-type: none"> Travel restrictions still in place. Airlines operate with 10% capacity Road transport is estimated to have decreased in 20%-25% 	<ul style="list-style-type: none"> Consumer confidence (31%) is the lowest in 10 years In 10 days, 19 states will reopen commerce, mainly in South and Midwest regions
Impact for Swedish companies	<ul style="list-style-type: none"> Delay of investments and new projects in the oil and gas chain Automakers are rehearsing a production take back in May 	<ul style="list-style-type: none"> Borders with South American countries still partly closed Local industry prepares a new decrease of 10% in fuel prices 	<ul style="list-style-type: none"> Devalued currency is impacting imports New trucks and buses sales fell 15% and 55% Mar. y-o-y

CALL TO ACTION

- Companies must immediately assess the impact of Covid-19 on supply chain in the Northern states, which are nearing a collapse of their health systems
- Due to a new peak in transmitted cases, Sao Paulo won't lift social isolation in the metropolitan region on 11 May; local measures may be hardened

LINK TO GENERAL UPDATES

www.saude.gov.br (in Portuguese)

MEASURES AND SENTIMENTS



Policies & Stimulus packages

- Stimuli of 42 bn USD (3% of GDP) is below world average with a focus on income transfer to low income workers. Other measures are: credit, tax deferring and anticipation of benefits. A 60 bn USD economy recovery plan including infrastructure projects and PPPs is being discussed
- Possibility of temporary suspension of work contracts, or reduction of working hours



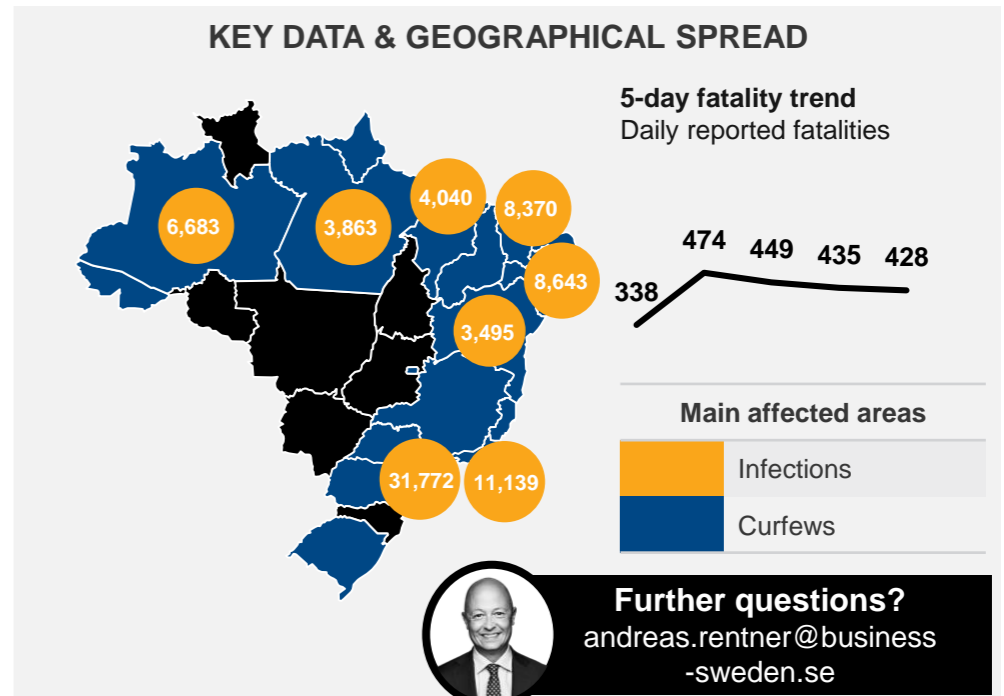
Regional situation

- Sao Paulo discards an anticipated reopening of the state due to a new increase of local cases
- Health and funerary systems in Northern cities, e.g. Manaus and Belem, are now overloaded. Sao Luis in Maranhao State declared Brazil's first lock down



Reactions

- Majority of Brazilians still support social isolation measures, although adherence is increasingly lower
- The crisis continues with accusations against President Bolsonaro of political interference in the Federal Police, contributing to additional polarization of society and social unrest



Source: Brazilian Health Ministry, Sao Paulo State Health Secretariat, O Globo, Folha de Sao Paulo, Valor Econômico

Agenda

- Weekly feature: Digital consumer trends
- Global dashboard
- Europe overview
- Middle East & Africa overview
- Asia-Pacific overview
- Americas overview
- **Recommendations & support**



Business Sweden is now working intensively to support Swedish companies in navigating and responding to the crisis

TYPICAL AREAS WE SUPPORT WITH TO MITIGATE CURRENT ISSUES



SECURE SUPPLY CHAIN & LOGISTICS

- Assess partners locally, identify business continuity risks and develop mitigation plans
- Support in the facilitation of the flow of goods through customs
- Find alternative solutions for transport / logistic chains that are not working



DRIVE REVENUE & MAINTAIN CUSTOMER RELATIONS

- Support in maintaining contact with existing and potential clients in remote markets
- Navigate local government support and stimulus initiatives globally
- Find and capture opportunities in markets, segments or sales channels that are less affected/in recovery



ASSESS SITUATION & PLAN HEAD

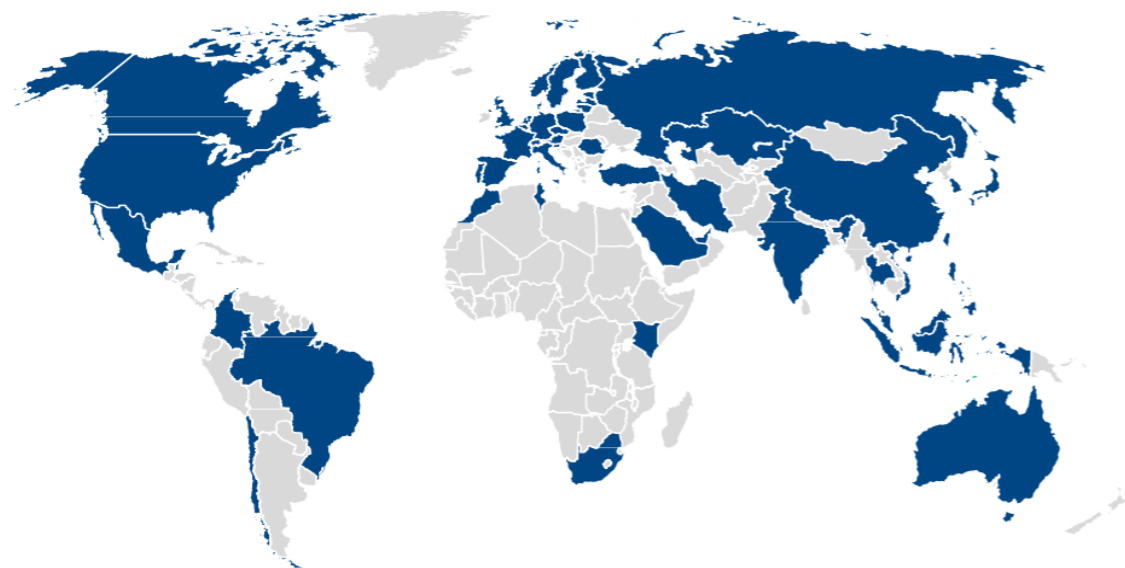
- Assess impact and assist in developing a revised strategy/scenario plan for how to adapt
- Gather on-the-ground information to assist in response planning or forecasting
- Track leading indicators and differences between markets to focus on where business is coming back



...and much more
Based on the need of the company, we can utilize our extensive global network to assist in multiple ways

Business Sweden is an international organization with a global footprint – we stand ready to support you in over 50 markets

BUSINESS SWEDEN OFFICES



■ Markets with local Business Sweden office

■ Markets covered by nearby offices

Business Sweden helps Swedish companies grow global sales and international companies invest and expand in Sweden

OUR PRESENCE AND EXPERIENCE

50+

Business Sweden is a truly global company, operating in more than 50+ markets across the world

500

Our staff force of ~500 people across the globe consists of multinational teams rooted in local business culture.

45

More than 45 years' experience in helping Swedish businesses succeed abroad.

Our presence and experience allows us to:



Provide feet-on-the-ground and practical support



Consult from a truly international perspective



Give strategic advice and ensure best practices



Disclaimer: This is a summary of a highly dynamic and rapidly evolving situation. Although great care has been taken in the production of the material, it represents a view at a particular point in time. This presentation is intended as guidance and not intended to constitute safety advice or as a formal recommendation for a particular response.