The onslaught of COVID-19 is making an unprecedented impact on business and economy. The pandemic has upended global supply chain, international trade has plunged, and uncertainty looms large over nations. Despite the troubling rate of disruption, we believe that resilience, innovation, and adaptability can help businesses mitigate risks and thrive in these turbulent times. Perhaps most importantly, the coronavirus outbreak has highlighted the vital importance of smooth, efficient trade in getting essential goods to those who need them and in limiting negative impacts on employment and growth. Trade facilitation can play a significant role in turning the tide of COVID-19 adversity into opportunity.

In this context, the Global Alliance for Trade Facilitation (Alliance) and ICC India are bringing together Indian business leaders for an insightful exchange of ideas and strategies to strive and thrive in these uncertain times. During this webinar we will explore challenges faced by Indian companies due to COVID-19, discuss innovative strategies to address them, reflect on the importance of trade facilitation, and discuss the role of the Alliance in making international trade simpler, faster, and more cost-effective.

Join our webinar and find out what we can learn from the coronavirus pandemic to make our businesses more resilient and agile and come out of this crisis stronger.