



INVITATION TO A WEBINAR

COVID-19: TURNING ADVERSITY TO ADVANTAGE, A VIEW FROM INDIA

Tuesday, May 26th 2020 | 8.30 am EST, 2.30 pm CET, 6 pm IST | 60 mins
Webinar

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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.

HOST

- **Imran Khan**,
Executive Director, ICC India

MODERATOR

- **Pramod Sant**,
Vice President, Head of Exports/Imports and Customs, Siemens Ltd, India

SPEAKERS

- **Julian Bevis**,
Senior Director, Group Relations, South Asia, Maersk Group
- **Umesh Grover**,
Secretary General, Container Freight Station Association of India (CFSAI)
- **S. Ramakrishna**,
Immediate Past Chairman, Federation of Freight Forwarders' Associations in India (FFFAI)

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WHO IS THE GLOBAL ALLIANCE FOR TRADE FACILITATION

The Global Alliance for Trade Facilitation is a public-private partnership for trade-led growth. We believe that international trade should be simple, fast and cost-effective, creating new business opportunities, enabling greater economic and social development and reducing poverty. Our work is designed to help governments in developing and least developed countries implement the World Trade Organization's Trade Facilitation Agreement. We bring together governments and businesses as equal partners to identify opportunities to address customs delays and unnecessary red-tape at borders, and design and deploy reforms that deliver commercially quantifiable results.

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