



Key Takeaways

**Session Title: The Challenges for Corporates in
Navigating the COVID-19 Pandemic**

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Session Rapporteur

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Manolo Arroyo (Chief Marketing Officer, Coca Cola-Asia Pacific)

- First priority has been the safety of employees and associates.
- Creative use of manufacturing facilities and supply chain management to transport essential medical supplies.
- Redeployed manufacturing facilities for manufacture of hand sanitizers.
- Temporary cessation of marketing and communication exercise, and utilizing the budgeted marketing spend for various corporate social responsibility initiatives – supply of PPEs and beverages to health care workers.
- **Resilience during uncertain times** – While there are multiple factors that may lead to business disruption, Coca Cola, as an organization is guided by a strong sense of purpose, and ‘resilience’ is ingrained into the company’s philosophy. As an organization that has 200 factories all over the world, dealing with a crisis is something that they do on a regular basis.



Anne Patricia Sutonto (Vice President, Director, PT Pan Brothers)

- Safety of employees has been of utmost priority.
- While there has been major downsizing of workforce globally, PT Pan Brothers has ensured the retention of employees even during such uncertain times.
- **Shift in ‘mindset’ from serving large brands around the world to producing essential kits/commodities for the community.** This is complemented by the Government of Indonesia incentivizing corporates that contribute to the local community.
- Ensuring that the workforce adapts to a new production requirement i.e., to accommodate manufacturing of PPE products/kits for frontline workers. Now, the company is an official supplier of PPE Products to the Government of Indonesia.
- As an organization, ensure that the workforce subscribes to the philosophy of ‘Humanity First’.



Ai Hua Ong (Head of Asia, Johnson & Johnson Pharmaceuticals)

- Extremely critical for pharmaceutical companies to collaborate and create a future that is sustainable.
- Focus has been on implementing strict safety protocols at workplace.
- Continued to supply essential medicines, devices and products, and support healthcare workers & impacted communities.
- **Advancing vaccine development and exploring treatment options by collaborating with likeminded experts.**
- Deploy technology to move to a work from home model (wherever feasible), and enhance communications not only with employees but also with customers, vendors etc.



Disclaimer: The intent of the Slides above is to merely share some of our learnings/notes from the session. We may not have covered all points touched upon by the panelists. Reader discretion is advised.