

# Lockdown and other COVID measures

What is the impact and how do Swiss companies manage the challenges?

Survey Analysis by **Swiss**Cham Shanghai

Friday, April 8, 2022 – 3pm Shanghai Time



Schweizerische Eidgenossenschaft  
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# Agenda of today

1. Opening remarks and presentation of the panelists
2. Survey analysis
3. Panel: Discussion with Swiss company representatives
4. Q&A session (write your question in the chat box)

# Our panel with Swiss company representatives



**Joe Liu**  
**Managing Director**  
**Fraisa**  
**President**  
**SwissCham Shanghai**



**Chen Liu**  
**Managing Director**  
**Weidmann**  
**Vice President**  
**SwissCham Shanghai**



**Franz Arnold**  
**Vice President NI Product**  
**Management Zone**  
**Schindler**  
**Board Member**  
**SwissCham Shanghai**



**David Wang**  
**President Asia Pacific**  
**Buhler**  
**Board Member**  
**SwissCham Shanghai**



**Peter Bachmann**  
**Moderator**  
**Executive Director**  
**SwissCham Shanghai**

# We have a lockdown / restrictions because of a growing number of COVID cases. How bad is it?

In Shanghai (recent spike / omicron, local cases):

- On April 7: 824 cases with symptoms and 20,398 asymptomatic cases
- Total: 3,989 cases with symptoms and 120,494 asymptomatic cases
- Pudong accounts for 53,968 of the 120,494 asymptomatic cases

Source: Government figures, National Health Commission

# Survey Analysis – Introduction

- The survey was conducted by SwissCham Shanghai from March 29 to April 4. A total of 91 companies have participated
- 74% of the companies that participated in this survey are located in Shanghai. Another 21% are located in Jiangsu and 5% in Zhejiang
- 27% of the surveyed companies manufacture in China, 23% are trading companies and another 28% do both
- The vast majority (72%) of the companies surveyed is selling to other firms (B2B), while 28% is selling to other companies and to individuals (B2C)

# What are the major challenges?

- Sales staff can't visit clients (72%)
- Employees can't enter the company (67%)
- Logistics issues prevent the shipping of products to clients (65%)
- Costs have increased in the last weeks (56%)
- Production inputs cannot be obtained, which leads to the disruption of the manufacturing process (39%)
- A negative demand shock (38%)

# How are companies impacted?

The lockdown and further restrictions affect the companies in several ways:

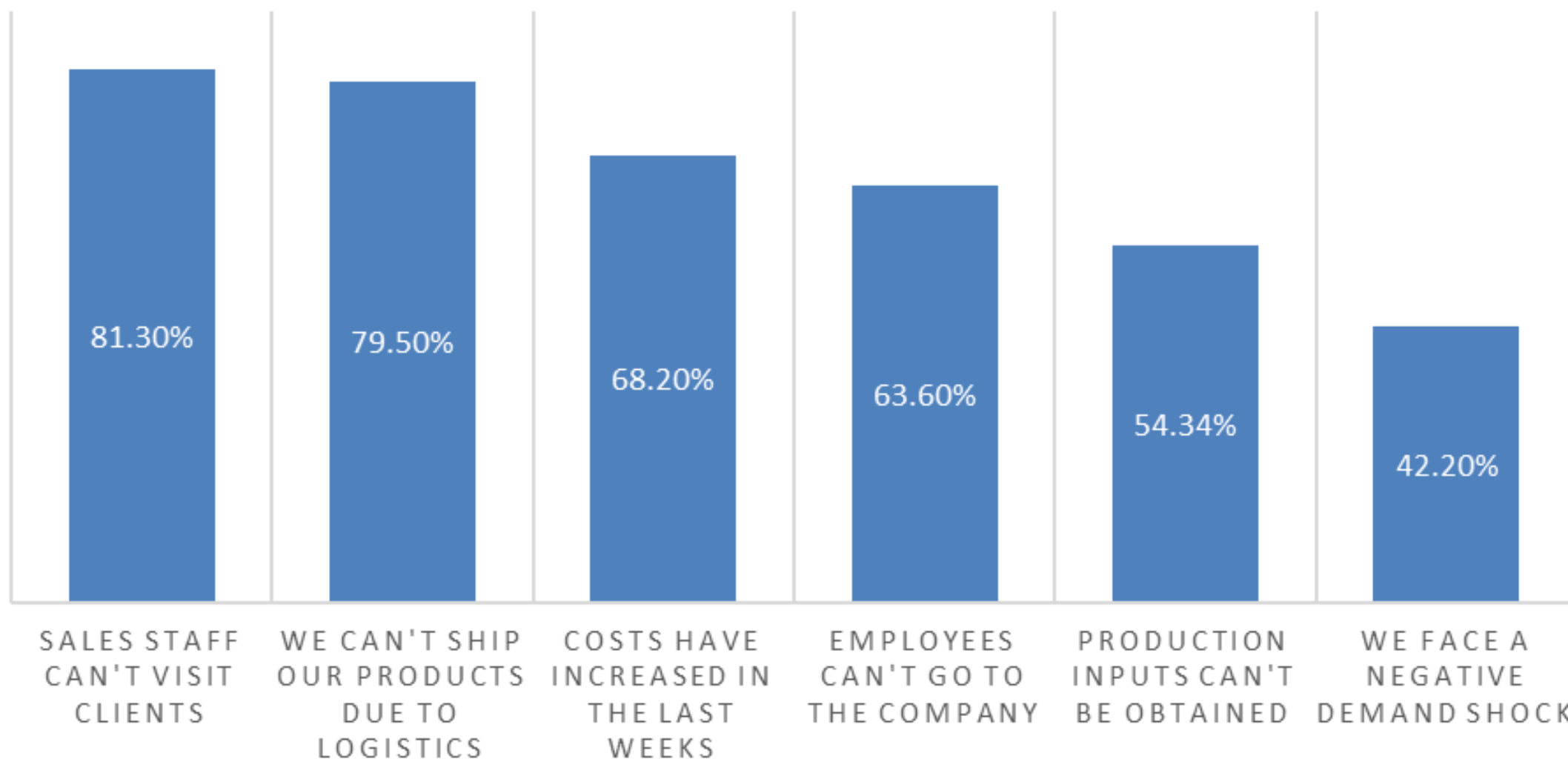
- Over 93% say their general operation of the firm is impacted
- 64% say they have problems with importing goods / parts / machines
- 48% indicate that their manufacturing processes are affected and 35% encounter difficulties exporting goods / parts and machines

**94% of surveyed companies expect lower revenue and 86% believe their yearly profit target will be impacted.**

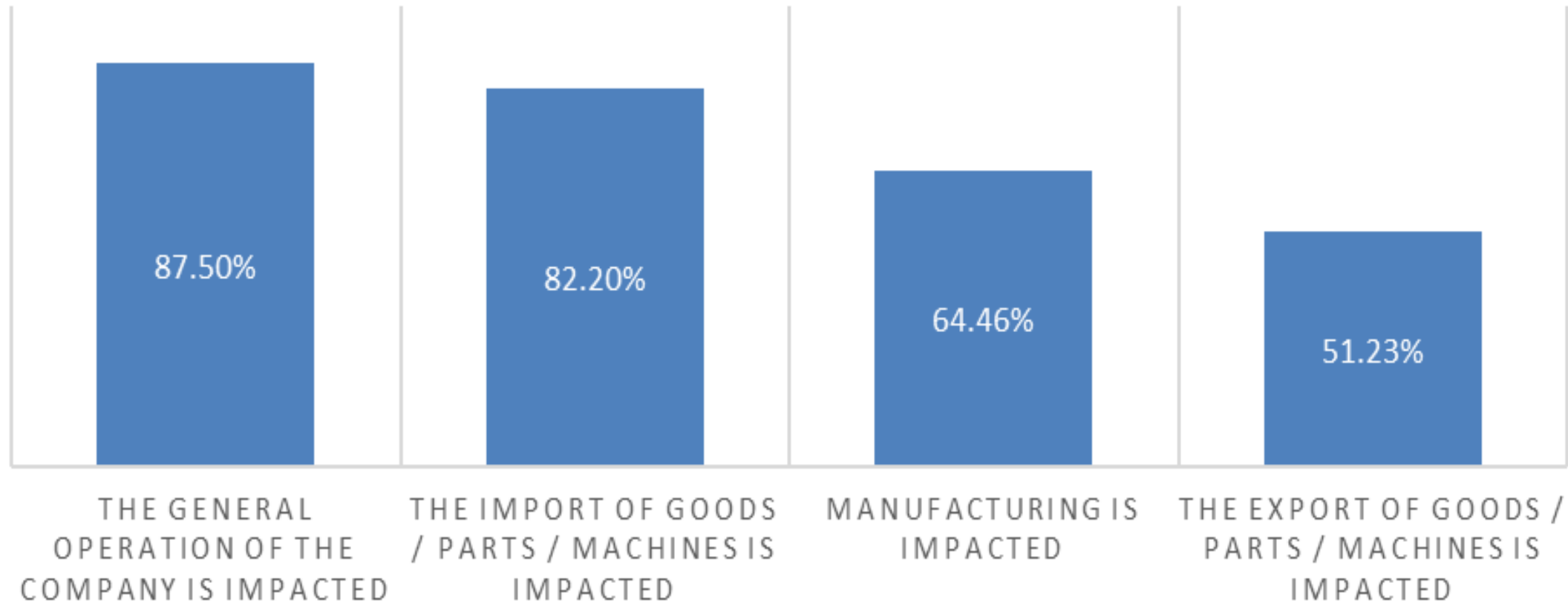
A more detailed look at the impact on B2B companies



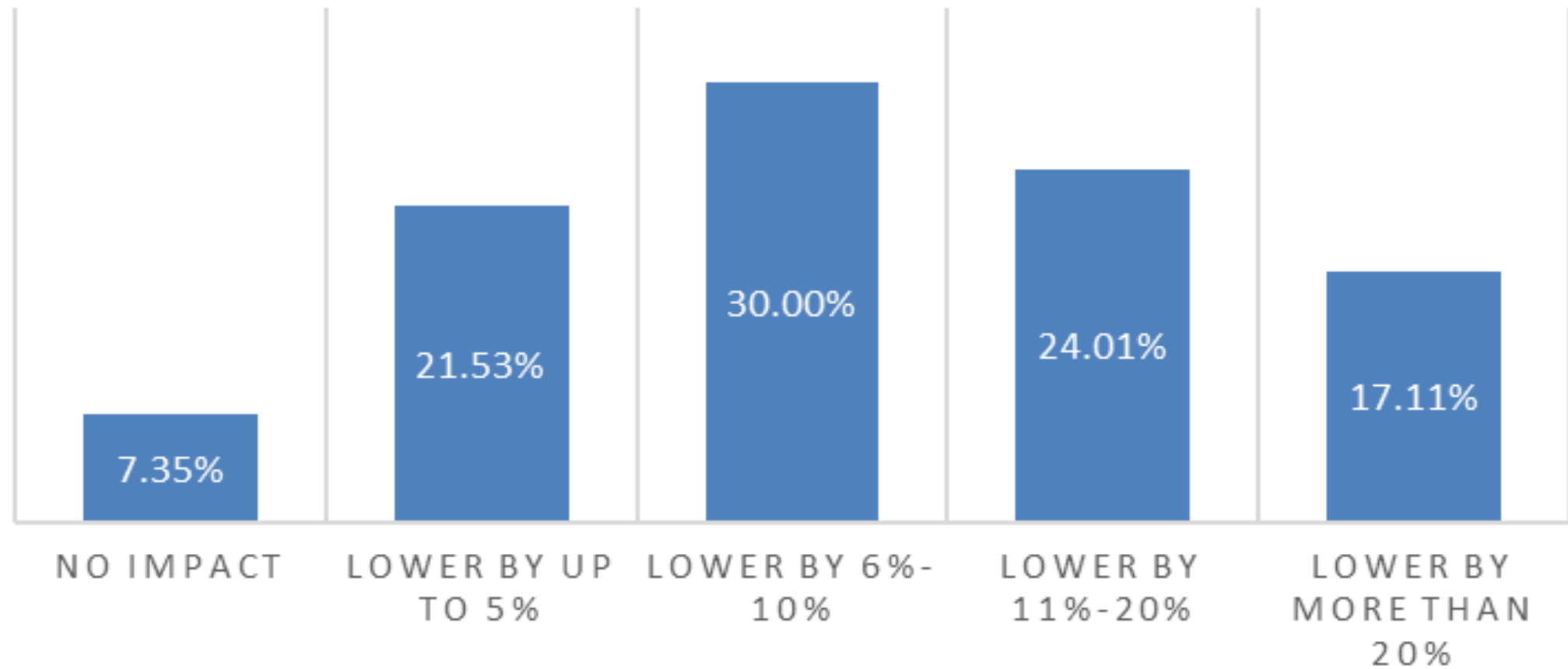
## CHALLENGES FOR B2B COMPANIES



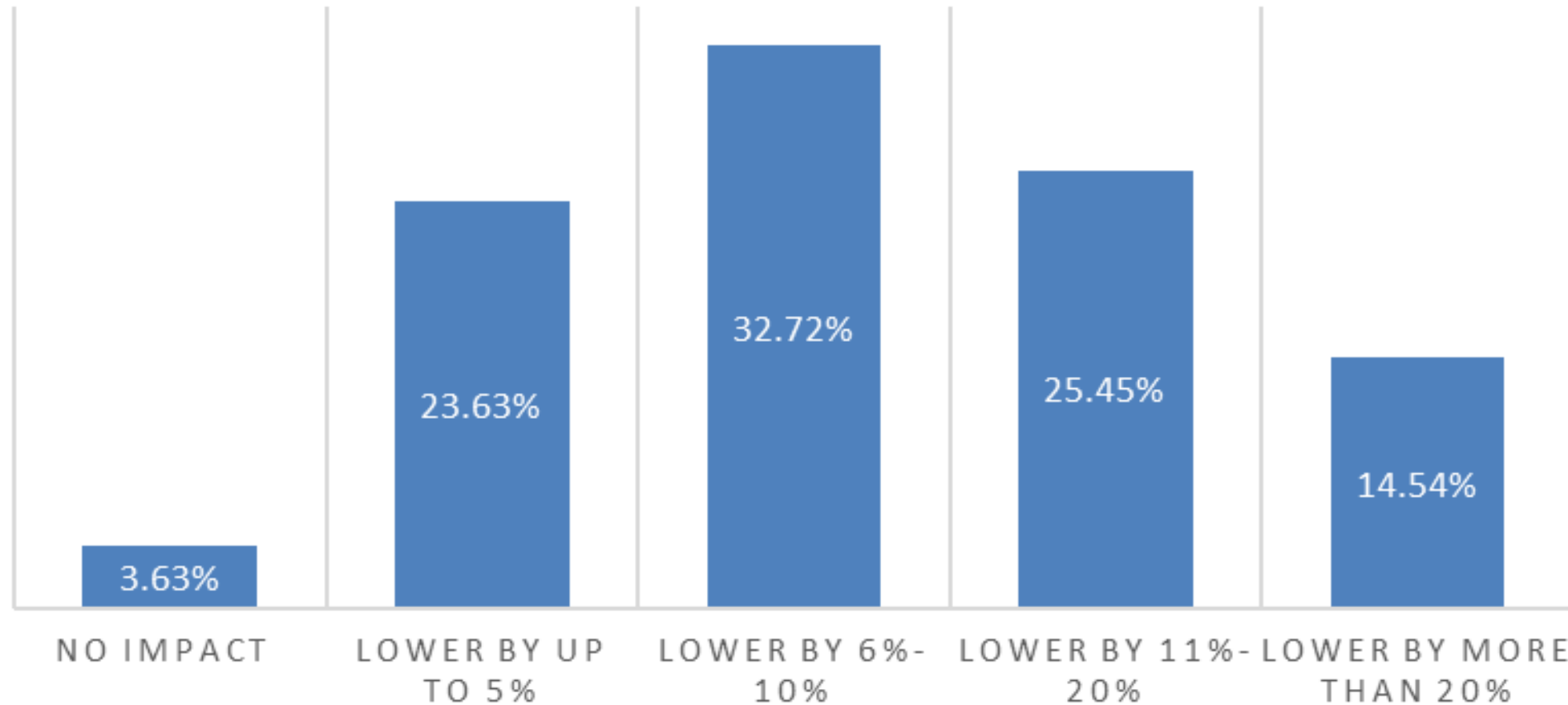
## HOW DOES THE LOCKDOWN / COVID-19 MEASURES IMPACT B2B COMPANIES?



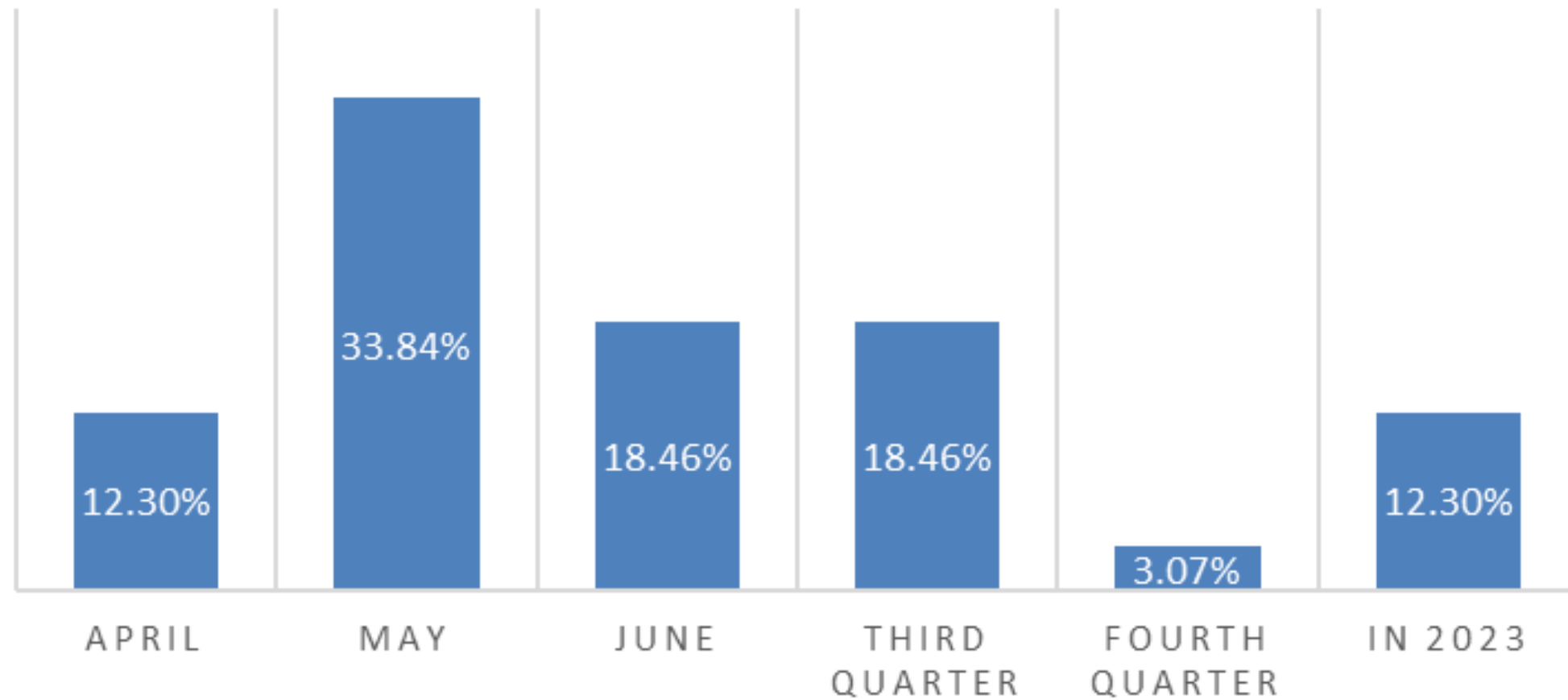
## IMPACT ON TOP LINE FOR B2B COMPANIES



## IMPACT ON BOTTOM LINE FOR B2B COMPANIES

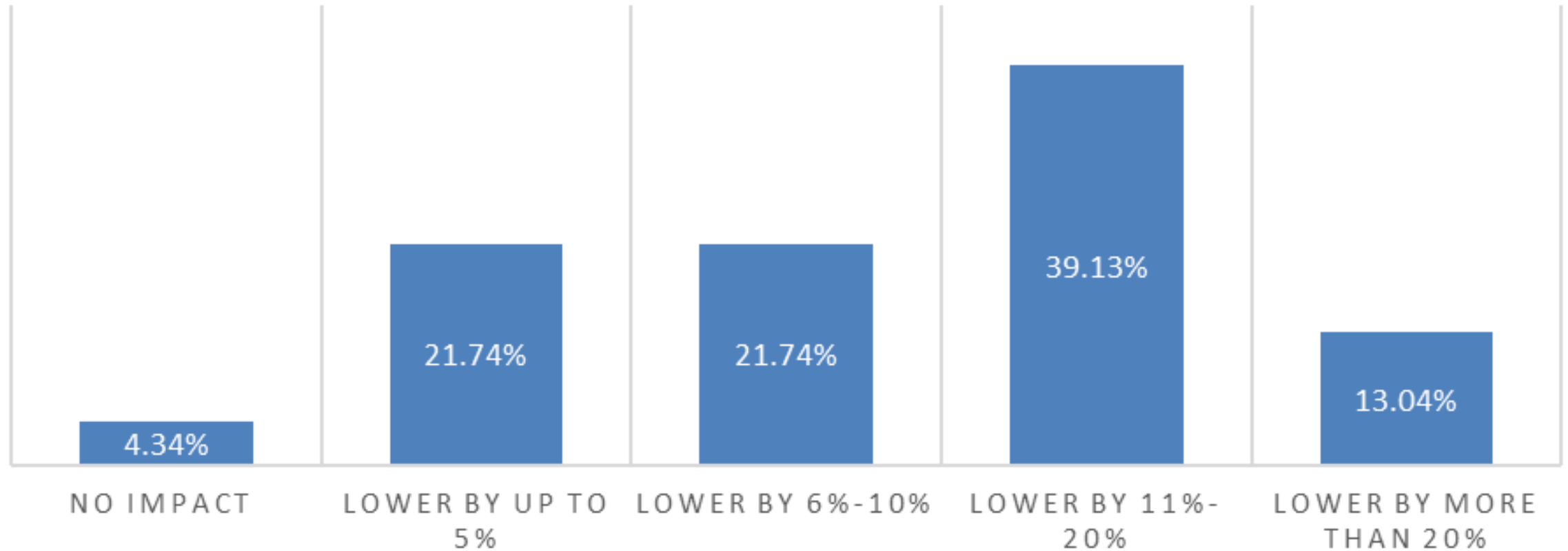


## WHEN DO B2B COMPANIES EXPECT TO GET BACK TO NORMAL BUSINESS

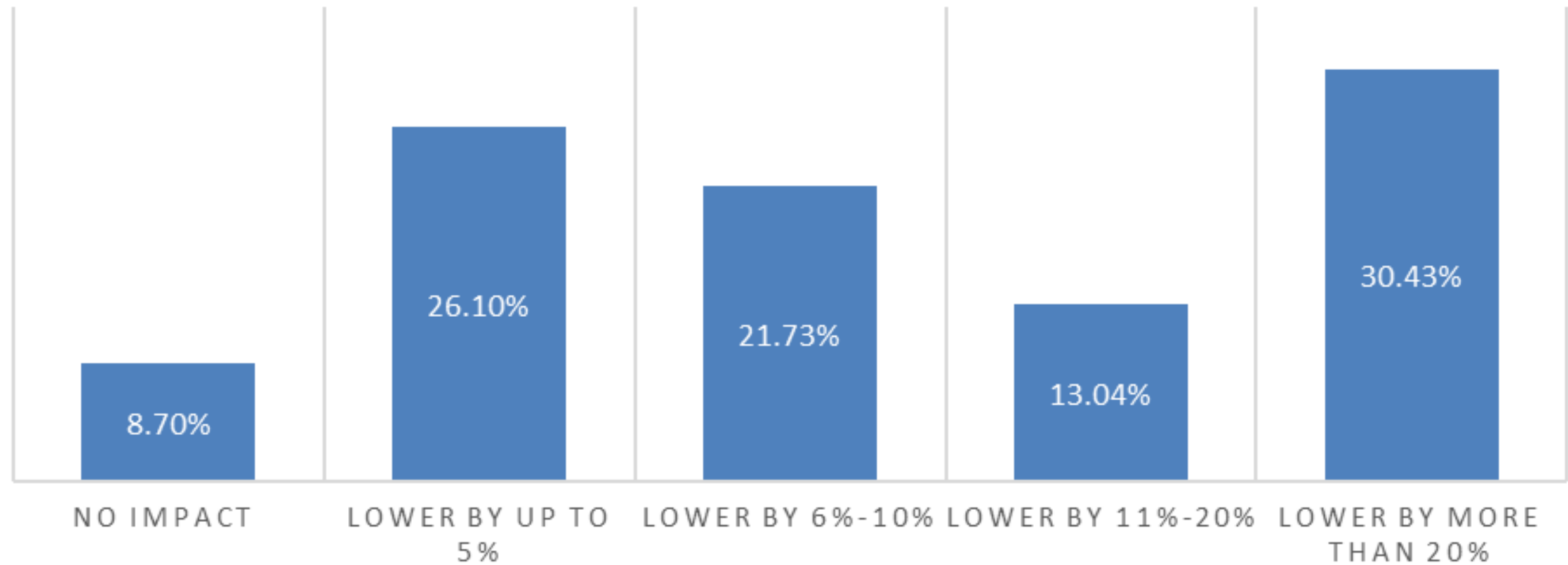


# General impact on B2C Companies

## INFLUENCE ON TOP LINE OF SWISS B2C COMPANIES



## INFLUENCE ON BOTTOM LINE OF SWISS B2C COMPANIES





# Our panel with Swiss company representatives



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# Q&A Session

- Write your questions in the chat box and we will address them to the panel

# Roundup

- This presentation as well as a more detailed report will be made available to today's participants
- For any questions about the survey, please contact Peter Bachmann, Executive Director of the Swiss Chinese Chamber of Commerce in Shanghai, by Email: [p.bachmann@sha.swisscham.org](mailto:p.bachmann@sha.swisscham.org)

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Thank you for your participation



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