

Managing the Coronavirus Crisis:

Helping Navigate Stimulus Measures Around the World



OVERVIEW

In the face of the unprecedented world health crisis, we have witnessed remarkable global mobilization at international, national, and local levels to provide economic relief to businesses across all sectors.

On a global level, action has been swift:

- World Bank and IFC approved a [\\$14 billion package](#) focused on fast-tracked financing to sustain economies and protect jobs; regional development institutions are following suit
- The United States has passed a [\\$2 trillion relief package](#), its largest in history
- The European Central Bank announced €750 billion in relief focused on flexible asset purchases meant to shore up the Euro
- China is leading an effort valued at \$183 billion to jumpstart its economy emerging from the crisis, focusing on infrastructure investments and restoring consumer confidence

There is also a proliferation of regional and local initiatives offering businesses resources to address the crisis that range in scope, scale and impact.

These efforts will make trillions of dollars available for businesses, from industries like travel and tourism that have been extremely hard hit, to small and medium-size enterprises already struggling to make payroll, to multi-nationals with supply chains and global operations at risk, and extending to many others suffering the impacts of this crisis who urgently need relief.

Seizing these opportunities will require businesses to move quickly and effectively. For potentially eligible companies, it is critical to understand all of the options available and to move as efficiently as possible to apply for and receive the funds to which they are entitled, and to position themselves for relief under future stimulus packages. APCO has been working across the globe for the past 35 years and has a team of experts and affiliates in key markets familiar with government programs and ready to help your company navigate the complexity of these programs.

HOW APCO CAN HELP

Global Intelligence Gathering and Stimulus Monitoring

Our teams in more than 60 markets around the world are monitoring various national stimulus policies impacting businesses across all sectors, and assessing industry response and the effectiveness of trade and business associations.

Navigating Politics and Policies of Current Stimulus Opportunities

For companies that are potentially eligible for current stimulus funds, APCO can help navigate the process of applying for and receiving these funds at the national, state and local levels, while providing recommendations about where to focus your company's short and long-term efforts.

Strategies to Obtain Future Stimulus Funds

We have a unique capacity to design and implement public relations campaigns, with a focus on digital and creative, to generate grassroots support, mobilize allies, identify effective third party influencers and target key decision-makers.

Working with you to understand your unique opportunities, APCO's seasoned global team of public affairs and strategic communications experts can help you identify opportunities to obtain available funds of critical need to your organization.

For more information contact:
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