



COVID-19 Business Webinars to decipher the impacts of the health and economic crisis on new operating modes

Casablanca, May 27, 2020 - In the exceptional circumstances that businesses have been experiencing because of the COVID-19 pandemic, SME managers have been and are still raising many questions about how to manage the commercial, legal, organizational, etc. consequences of this crisis and how to meet the challenges of adaptation to ensure business continuity. To answer these various questions, Attijariwafa bank organized, in collaboration with several partners, a series of webinars on the subjects of concern of companies in times of crisis in order to help them better decipher the economic impacts of this unprecedented health situation. Thus, since April, weekly meetings, led by consultants and experts in their fields, have been held and have dealt with various topics.

On the commercial and strategic side, several issues have been addressed, including business continuity in times of crisis with an adapted organization, preparation for the post-crisis phase, the creation of new opportunities in this emerging new context, securing the customer and supplier portfolio, and the role of digital as a channel for maintaining relations with its partners.

On the legal side, the continuation of contractual relations and the management of employees' contracts have been among the subjects dealt with in view of the unprecedented nature of the situation, its repercussions on the way contracts are executed, and work is organized.

At the organizational level and with the trend towards teleworking, which has developed strongly following the containment obligation linked to the pandemic, an overview of cybersecurity, together with advice on how to effectively protect one's professional digital space, was given by experts in computer security. Companies have been made aware of the new threats of the current situation, which represents a godsend for hackers who target companies that are not very concerned about cyber-risks and, in fact, totally disarmed in the face of these risks.

Finally, measures to support businesses experiencing difficulties or a slowdown in activity due to this crisis have been clarified by the bank and its partners CCG and Maroc PME, in particular the extension of bank credit and leasing maturities, the establishment of an exceptional cash overdraft to meet charges that can neither be suspended nor deferred, and the establishment of new specific credit lines for needs not covered by Damane Oxygène.



All webinars are available in replay on the following links:

1. «Business Continuity in Times of Crisis and the Use of Collaborative Tools»:
<http://bpifrance.adobeconnect.com/px1s8jgvwojc/>
2. «What business strategy in times of crisis?»: <http://bpifrance.adobeconnect.com/p7wwbqljafsf/>
3. «Impact of the COVID-19 crisis on the enforcement of commercial and employment contracts»:
<http://bpifrance.adobeconnect.com/ptrgcc18scb/>
4. «Cybersecurity, an issue for companies in COVID-19 situations»:
<http://bpifrance.adobeconnect.com/p00mm2cyfmb0/>
5. «Support measures for enterprises in the context of the COVID-19 crisis»:
<http://bpifrance.adobeconnect.com/p4u2eelg7kt5/>

The COVID-19 webinar series will continue to provide companies with the necessary insights on different sectors and themes in light of the changing situation and its impact on the functioning of the economy.

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