



หอการค้าไทย-อิตาลี  
**THAI – ITALIAN**  
CHAMBER OF COMMERCE

# **SURVEY: COVID-19 BUSINESS IMPACT**

A Survey conducted by the Thai-Italian Chamber of Commerce

Published on March 20, 2020

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### **INTRODUCTION TO THE THAI-ITALIAN CHAMBER OF COMMERCE**

The Thai-Italian Chamber of Commerce (TICC), founded in 1978-1979, is a private, independent, and non-profit organization of Italian and Thai businessmen and professionals, duly constituted and registered in accordance with legislative regulations in Thailand and fully recognized by the Ministry of Economic Development in Italy.

The Thai-Italian Chamber of Commerce promotes its role as a representative of the local business community and, as a meeting point for business affairs between Italy and Thailand. The Chamber has various objectives, all of which share the purpose of developing the cooperation and respect in the business environment, allowing a positive economic flow between Italy and Thailand.

For further information, please visit our website: [www.thaitech.org](http://www.thaitech.org)

### **PURPOSE OF THE SURVEY**

The Thai-Italian Chamber of Commerce with this survey aims to understand the situation and the business impact of Covid-19 in Thailand to provide useful information to the most vulnerable industries and sectors. This can be used as a preview to all readers in order to manage their business operations.

#### **Coronavirus Disease 2019 (Covid-19): A Definition**

The World Health Organization has defined this virus as follows:

*“COVID-19 is the infectious disease caused by the most recently discovered coronavirus. This new virus and disease were unknown before the outbreak began in Wuhan, China, in December 2019.”*

#### **The Evolution**

- A pneumonia of unknown cause detected in Wuhan, China, was first reported to the WHO Country Office in China on 31 December 2019.
- WHO is working 24/7 to analyze data, provide advice, coordinate with partners, help countries prepare, increase supplies and manage expert networks.
- The outbreak was declared a Public Health Emergency of International Concern on 30 January 2020.
- The international community has asked for US\$675 million to help protect states with weaker health systems as part of its Strategic Preparedness and Response Plan.
- On 11 February 2020, WHO announced a name for the new coronavirus disease: COVID-19.

For further information, please visit WHO website: <https://www.who.int>

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### THE SURVEY, RESULTS AND ANALYSIS OF COVID-19 BUSINESS IMPACT

#### Summary

The survey has highlighted that Hospitality and Airlines are the industries that suffer the most in the periods of uncertainty. Manufacturing business are slowing down and most of the individuals that replied belong to a company hit by the situation.

Some shipment availability of air freight from and to Europe is very much affected due to the outbreak, however outbound goods delivery, from Thailand, is working efficiently.

Most of the recommendations suggest avoiding contact, implementing smart working and closing temporarily the country in order to avoid contagion.

#### The Survey

On March 18, 2020, the Thai-Italian Chamber of Commerce (TICC) shared a survey within its international community, mostly filled in by Thai and Italian businessmen and entrepreneurs, with the intent to collect information and feedback regarding the business impact of the *Coronavirus Disease 2019* (Covid-19). The survey was created on Google Forms and shared among members and the network of the Chamber through direct e-mails, e-newsletter, and Facebook. The survey has been responded by 67 people.

Below, please find the 12 questions that have been asked to the participants in this survey, their responses have been published as well.

#### 1. What is your gender?

**70.1%** (47 individuals) were male

**29.9%** (20 individuals) were female

#### 2. What is your age?

**0%** was under 17 years old

**4.5%** (3 individuals) were 18-24 years old

**11.9%** (8 individuals) were 25-34 years old

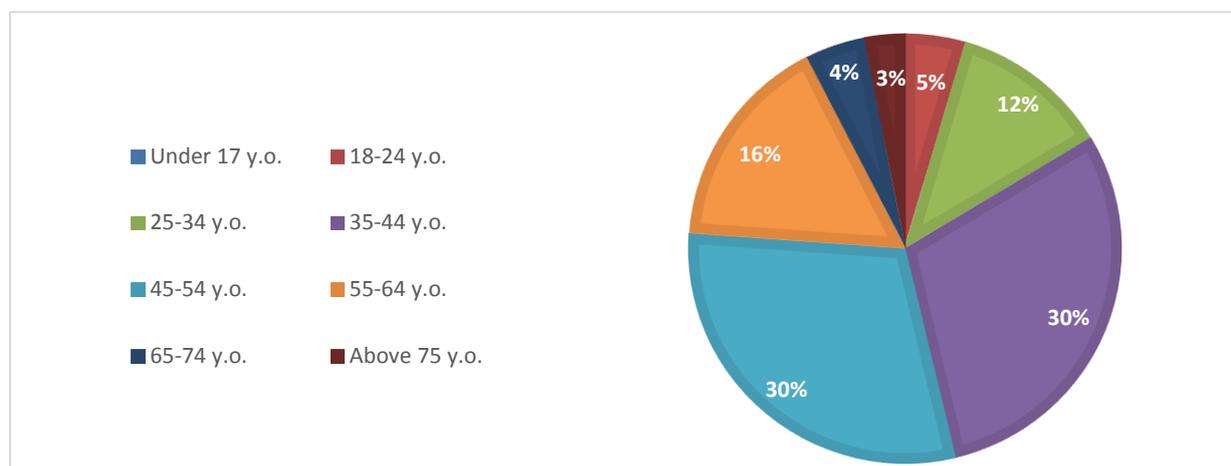
**29.9%** (20 individuals) were 35-44 years old

**29.9%** (20 individuals) were 45-54 years old

**16.4%** (11 individuals) were 55-64 years old

**4.5%** (3 individuals) were 65-74 years old

**3%** (2 individuals) were 75 years or older



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#### 3. Please specify your nationality:

**34.3%** (23 individuals) were Italian

**31.3%** (21 individuals) were Thai

**7.5%** (5 individuals) were French

**4.5%** (3 individuals) were Dutch

**4.5%** (3 individuals) were American

**4.5%** (3 individuals) were British (UK)

**3%** (2 individuals) were Swiss

**1.5%** (1 individual) was German

**1.5%** (1 individual) was Indian

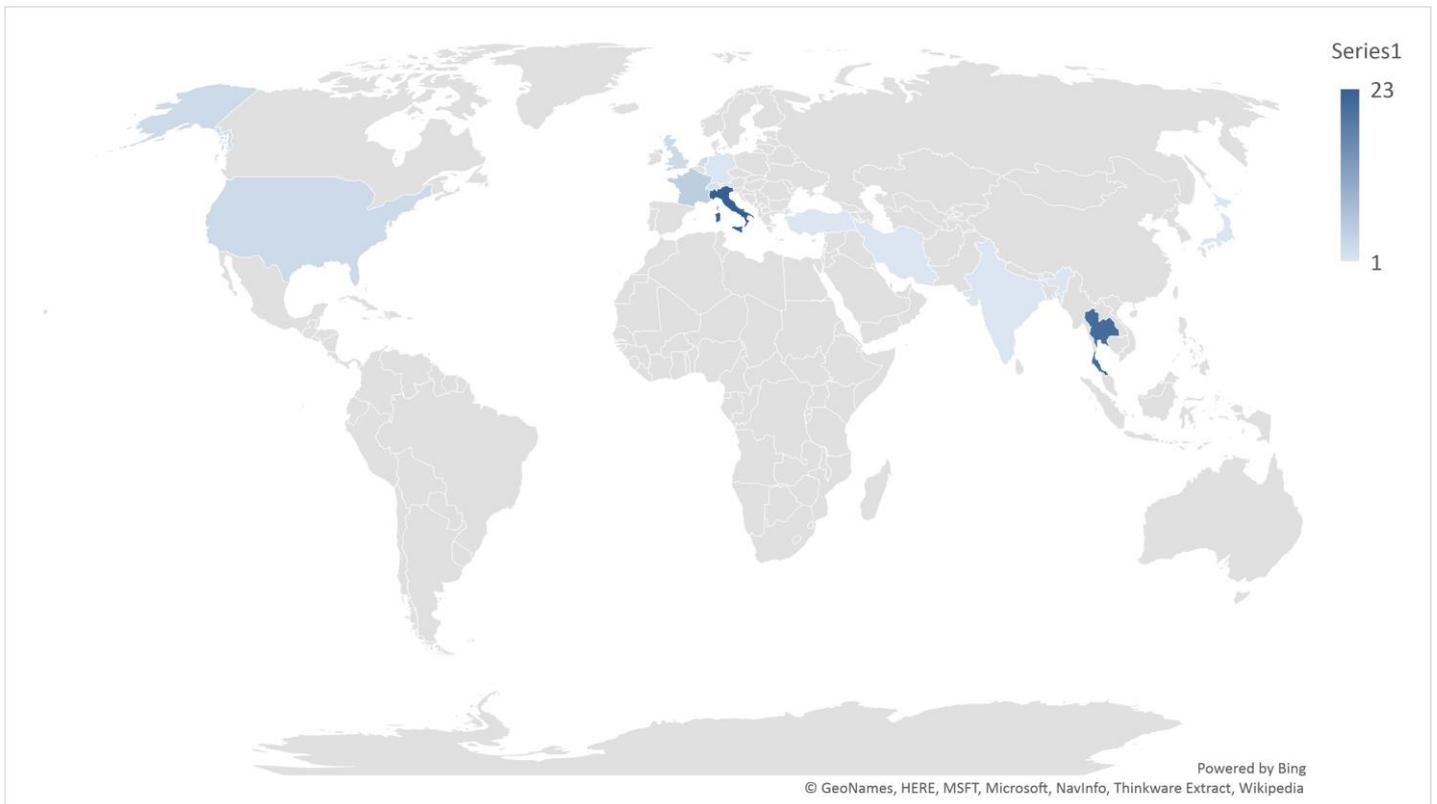
**1.5%** (1 individual) was Turkish

**1.5%** (1 individual) was Iranian

**1.5%** (1 individual) was Japanese

**1.5%** (1 individual) was Bosnian

**1.5%** (1 individual) was Hong Kong



#### 4. What is your professional status?

**52.3%** (35 individuals) were Employed

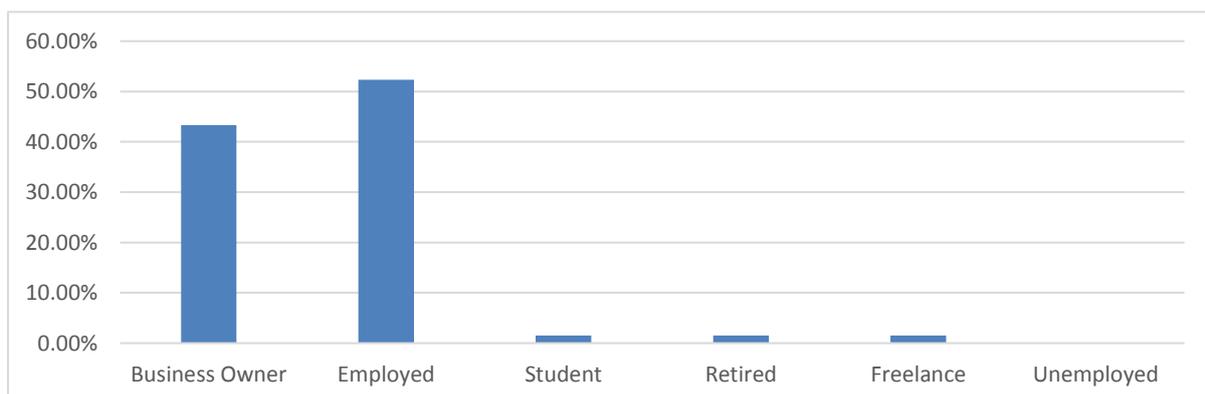
**43.3%** (29 individuals) were Business Owner

**1.5%** (1 individual) was Retired

**1.5%** (1 individual) was Student

**1.5%** (1 individual) was Freelance

**0%** was Unemployed



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### 5. Which is your business industry?

**27%** (18 individuals) were Services  
**14.9%** (10 individuals) were Food & Beverage  
**13.4%** (9 individuals) were Legal & Consulting  
**11.9%** (8 individuals) were Manufacturing  
**6%** (4 individuals) were Hotels  
**6%** (4 individuals) were IT & Communication

**4.5%** (3 individuals) were Logistics  
**4.5%** (3 individuals) were Govern. Institutions  
**4.5%** (3 individuals) were Education  
**3%** (2 individuals) were Entertainment  
**3%** (2 individuals) were Pharma/Health Care  
**1.5%** (1 individual) was Automotive

### 6. Where is your company located?

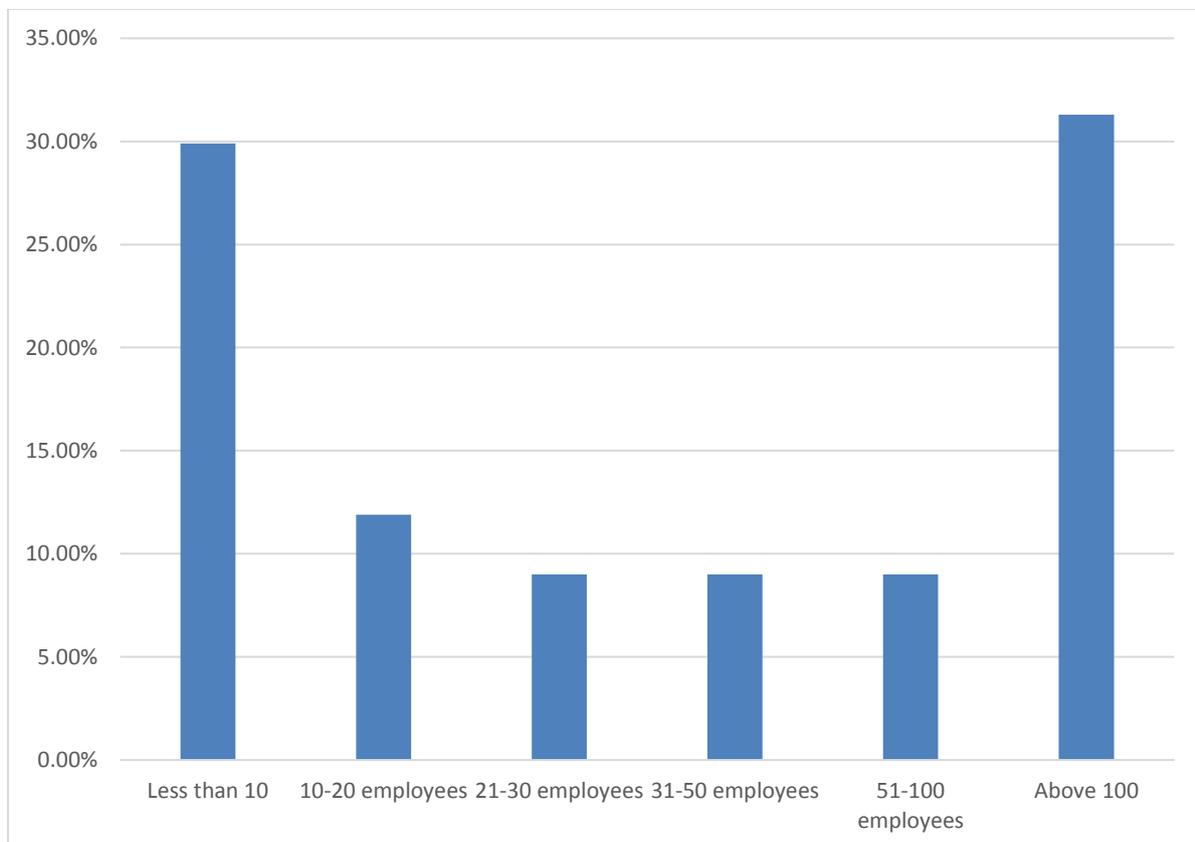
**76.1%** (51 individuals) from Bangkok  
**6%** (4 individuals) from Rayong  
**4.5%** (3 individuals) from Phuket  
**3%** (2 individuals) from Chonburi  
**1.5%** (1 individual) from Chiang Mai  
**1.5%** (1 individual) from Korat

**1.5%** (1 individual) from Surat Thani  
**1.5%** (1 individual) from Chiang Rai  
**1.5%** (1 individual) from Chachoengsao  
**1.5%** (1 individual) from Italy  
**1.5%** (1 individual) from Out of Thailand

### 7. How many employees do you have?

**31.3%** (21 individuals) have Above 100  
**29.9%** (20 individuals) have Less than 10  
**11.9%** (8 individuals) have 10-20

**9%** (6 individuals) have 21-30  
**9%** (6 individuals) have 31-50  
**9%** (6 individuals) have 51-100



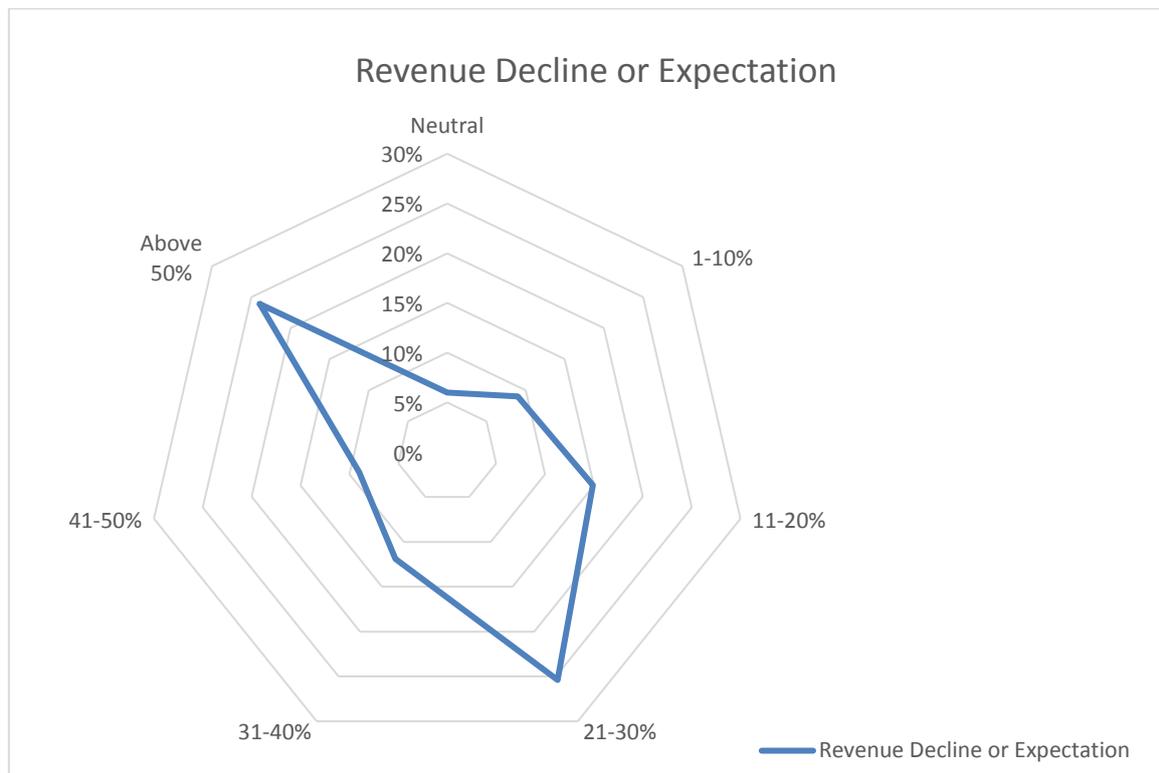
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### 8. Please estimate any revenue decline you've experienced, or you are expecting as a result of Covid-19? (If applicable)

- 25.4% (17 individuals) expect 21-30% negative business impact
- 23.9% (16 individuals) expect above 50% negative business impact
- 14.9% (10 individuals) expect 11-20% negative business impact
- 11.9% (8 individuals) expect 31-40% negative business impact
- 9% (6 individuals) expect 41-50% negative business impact
- 9% (6 individuals) expect 1-10% negative business impact
- 6% (4 individuals) will not have negative business impact



### 9. Has your company introduced any practices/procedures regarding prevention of the Covid-19 spread? (Can have more than 1 answer)

- 58.2% adopted "Screening visitors and employees before entering the company"
  - 55.2% adopted "Working remotely from home"
  - 53.7% adopted "Develop, review, conduct a meeting of emergency plan for the organization"
  - 49.3% adopted "Daily report regarding the local Covid-19 situation"
  - 25.4% adopted "Provide an emergency contact list"
  - 20.9% adopted "Establish relationships with key healthcare and public health partners (such as insurance)"
- Other suggested options:** Options ranged from the company needing to provide hand gel sanitizer and requesting their employees to reschedule business meetings and apply social distancing.

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### **10. If you have health insurance for Covid-19, who is your provider? (If not, please skip this question)**

Almost all of the participants were insured for Covid-19. Mentioned health insurance providers were Generali, Aetna, AIA, Luma, Allianz, Cigna, and Muang Thai Insurance.

### **11. What would be your recommendation/contribution to solving the Covid-19 spread for the country?**

People involved in this survey suggested to follow WHO instructions, to adopt social distancing and avoid direct meetings. The most popular answer was “Staying home”, followed by “country lockdown, closing the borders and stopping travelers, home self-quarantine for 2-3 weeks and suspension of the utility charges, improve testing and health checks”.

### **12. Which channel do you use to receive the information/updates of Covid-19 situation? (Can have more than 1 answer)**

Almost 80% of the given answers have highlighted that Social Media and Institutional organization (especially WHO, the World Health Organization) are considered as a primary source of information related to Covid-19, while Newspapers and TV/Radio are labelled as secondary sources.

### **READ MORE ABOUT COVID-19**

The Thai-Italian Chamber of Commerce suggests checking the following websites for more information and updates:

#### English Language:

- World Health Organization - <https://www.who.int/>
- Worldometers - <https://www.worldometers.info/coronavirus/>
- Bangkok Post - <https://www.bangkokpost.com/>

#### Italian Language:

- Ministero degli Affari Esteri e della Cooperazione Internazionale
- Ministero della Salute
- Istituto Superiore di Sanità
- Epicentro, portale dell'epidemiologia per la sanità pubblica
- Viaggiare Sicuri

#### Thai Language:

- Thairath - <https://www.thairath.co.th/home>
- Covid Tracker - <https://covidtracker.5lab.co/en>

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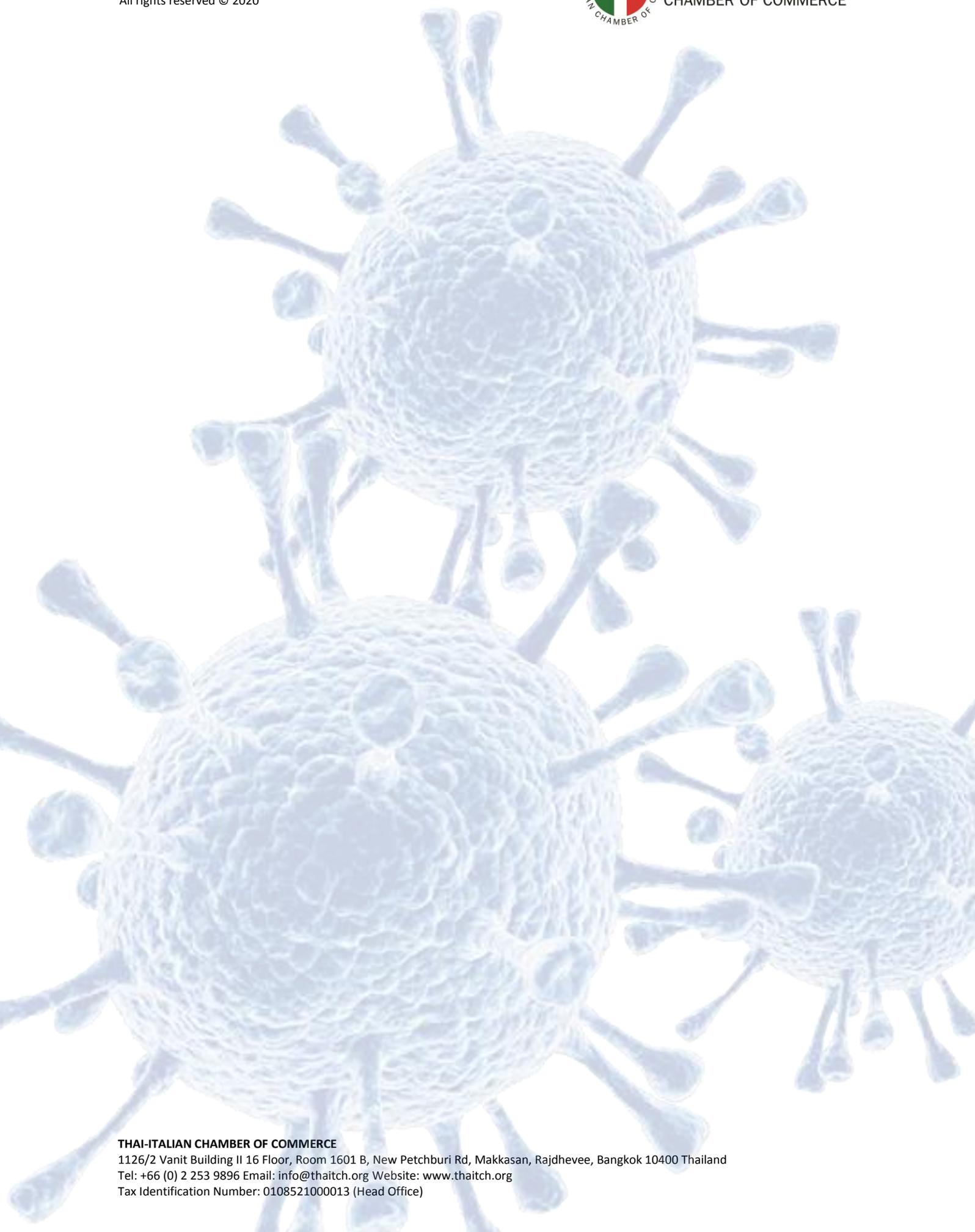
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