

## DAVIDE ROTONDI FROM ROTONDI ITALY HIGHLIGHTS SITUATION IN ITALY

When Coronavirus affected in China, it looked that it would never leave China and would never involve us and we thought everything will be OK for our country and company. Now, after 3 months, the Italian government has placed all population of 56 million people under quarantine as it battles to contain the spread of coronavirus. We are only just awakening from our illusions of invulnerability.



Working in Rotondi, every day is a new challenge. We are forced to be super flexible because Italian fashion changes often, and if we do not keep up with fashion - we lose. This ability helped us to comply with the new labour rules. We have been encouraged or directed to work from home in the wake of the coronavirus outbreak, running under “reduced hours”, wearing a mask, etc.

Rotondi Group took every precaution to help ensure the safety and well-being of employees. Also, the production departments received enough protection equipment so we can continue working without affecting the produced quantity of machinery.

Even we do not buy anything made in China, we must recognize that China makes up a third of manufacturing globally, and is the world’s largest exporter of goods. The activity decreased in the “workshop of the world” as factories paused their operations to try to contain the spread of Covid-19. Clothing factories are dependent on the import from China, for at least buttons, zippers, needles, but it is already enough to slow-down or stop the activity. On the other hand, the fear of the coronavirus outbreak means also that some people are choosing to avoid activities that might expose them to the risk of infection, such as going out for shopping and the customers are buying less.

Most of the Indian garment factories are still active and purchasing new equipment from Rotondi. In the long-term, there is going to be a positive impact as well. International companies, which until now manufactured in China, now are looking at alternatives, and India is one of the options. It scores ahead as it has a complete supply chain. The local industry manufactures over 100 different types of garments for men, women, and children.

While we cannot currently predict how long this situation will last, we remain confident that all we can recover quickly once the pandemic is over. The people are eager to turn their social lives back on. Of course, the big question is how long does this coronavirus outbreak go on? For China, it took 2.5 months, and we hope Europe gained their “fighting” experience. For the good of all, we have no right to waste more ti

## MIRELLA SARDINI, MD, IMA SPA SHARES BUSINESS SITUATION IN ITALY

On March 10th we issued an important communication to our customers and collaborators that, despite the emergency situation that is affecting IMA is still open and operational through smart working, remote connection, videoconferencing service via Skype and obviously taking all those precautionary measures that we are required to follow at this very difficult moment.



Ten days have now passed, but the situation has further worsened. In our areas (Bergamo and Brescia) people are dying in big numbers relentlessly and there are no more places in the cemeteries. Funerals cannot be celebrated. It’s a real war, we’re all locked in our houses because the enemy is invisible and is very very strong.

IMA is still open, even if it is with reduced staff. I go from home to office and from office to home.

We are trying to do what Government is suggesting us to do, but at the same time we need to continue our business and it is really tough as we have a lot of pending orders to deliver which are bound to L/C payment form and of course if we are not able to deliver these orders on time we will lose them or they will be cancelled by customers.

In fact, we have already faced cancellation of confirmed order recently.

In particular a customer from Pakistan, through our agent, has informed us to hold its order which was already already in production because of this uncertainty. It’s not only a matter of Italy. Now all the world is affected and lock down is the only solution we have to fight against this monster.

This is a general situation, we can survive this month but at the end of March, after we have produced and delivered all the existing orders, then our business will be stopped because no new orders are arriving and all our sales team locked in their houses with no possibilities to move and to promote the business.

Also from the next week a lot of our suppliers are ready to close their business for one or 2 weeks or maybe more. This also will affect our business. Express courier that usually make fast services are stopped. In this week only two of them are operating and granting us delivery of spare parts. China is through with the war and is restarting business however Italy is in the middle of the fight and peak is not arrived yet.

Let’s see. We must just wait and stay home to keep us safe. Then, when all is passed, we will think about how to start again our business!!!