

webinar

Navigating Through The Covid-19 Pandemic: The New Challenge To CEOs And Senior Executives

Wednesday
1st April, 2020 5:30PM EAT

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Panelists



CPA Edwin Makori
CEO, ICPAK



CPA Nancy Muhoya
East Africa Cluster Leader
& Kenya Country Managing
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FCPA Fernandes Barasa
CEO, KETRACO



FCPA Dr. Nicholas Letting
CEO, KASNEB



CPA Joshua Oigara
CEO, KCB Group

ICPAK invites you to a one-hour webinar where CEOs will share their experiences in navigating through this crisis in which each single day poses new challenges to them.

We recognise that this pandemic has had a significant impact on the business environment in Kenya and the world in totality. The recently announced massive quarantines, social distancing measures and travel restrictions has resulted to unanticipated reduction in consumer and business spending across the global markets.

As businesses continue to lose revenues, the natural response to the slowdown has been to cut down on operational costs and capital investment all through the recovery period. Business leaders are now focussing more on creating corporate agility through investment in digital technologies that provide the needed flexibility in product offering amid the ever-changing business

environment.

Business leaders are now tasked to come up with innovative yet unique solutions as no business can learn from each other. The pandemic is temporary but the measure of successful companies in the post COVID-19 period will be defined by the quality of decisions that the CEOs will take during this difficult period.

Agenda

1. Introduction and key highlights on the current and unfolding situation in Kenya
2. Panel discussion on the impact of COVID-19 to organizations, the economy and key issues relating to business continuity and strategy
3. Q & A