

Business News In Brief

Businesses need to brace for Post-COVID – Cox

The Region's business community is being encouraged to engage in detailed strategic planning in an effort to prioritize recovery opportunities in their re-opening strategies. Speaking at an FAO sponsored webinar under the theme "Enabling agricultural investment in the Caribbean for an effective response and post-COVID-19 recovery" on Thursday, CARICOM's Assistant Secretary-General Joseph Cox pointed out that regionally, there is no food shortage but a misalignment of supply and demand which is compounded by a dysfunctional price mechanism. According to Cox, businesses should develop detailed relaunch maps, which would allow for very granular assessments of their production process and overall supply chain. This he argues would also guide marketing and sales endeavours to help to determine a recovery timeline for each product line and also aid in reviving demand. Cox argues that emphasis must be placed on securing the supply chain to facilitate strategic procurement, which will increase confidence and minimize disruptions. He also suggested that businesses focus on developing both a baseline scenario for reopening their enterprise and an alternative scenario in the event of renewed contagion and market disruption. According to Cox, there is need for the strengthening of our ability to anticipate and meet demand and establish a phased recovery process while interrogating and tweaking the value chain at every step. ([FAO](#))

Sandals Resorts tipped to re-open June 1

Sandals Resorts International, one of the Caribbean's largest hotel chains, seems set to reopen some of its hotels as early as June. Sandals Resorts in Jamaica, Antigua, St Lucia, Grenada and Barbados will reportedly open on June 4th, and Sandals Resorts in The Bahamas will open on July 1st. The reopening will depend on those destinations' choosing to reopen their borders by those dates and also on how quickly key source markets like the United States, Canada and the United Kingdom begin to send travelers. ([CJ](#))

CARICOM Business is a weekly newsletter produced by the Directorate of Trade & Economic Integration.

Editorial Manager: Joseph Cox ;

Email: tei.info@caricom.org