



IMPACT OF COVID 19 ON THE PERSONAL PROTECTIVE EQUIPMENT MARKET

**Quick Look into Strategies That will Help
You to Address the Complexities in This
Market.**

HERE'S WHAT TO EXPECT

- **Introduction**
 - **What are the implications of government policies on the production process in the personal protective equipment market that is in its fifth gear to fight the impact of COVID 19?**
 - **Strategies to Restore Supply Chain Despite the Negative Implications of Government Policies on the Personal Protective Equipment Market**
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INTRODUCTION

The unprecedented impact of COVID 19 has sent supply chain shock waves across the personal protective equipment market. The growing shortage of a range of critical personal protective equipment such as sanitizers, medical masks, gloves, ventilators is propelling the risk of contamination of the common mass and is leaving the healthcare practitioners ill-equipped to attend to the infected patients. While enterprises in the personal protective equipment are on a war footing to respond to the exponentially growing demand for protective gear, an increase in the instances of supply chain disruptions is adding to their woes. Rigidity in government policies pertaining to the import and exports of essential medical components is choking the supply source and is propelling the chances of supply chain disruptions in the personal protective equipment market.

IMPLICATION # 1 OF GOVERNMENT POLICIES ON THE PRODUCTION PROCESS IN THE PERSONAL PROTECTIVE EQUIPMENT MARKET THAT IS IN ITS FIFTH GEAR TO FIGHT THE IMPACT OF COVID 19

Government's highhandedness in levying tariffs

China is among the nations that account for over 30% of personal protective products and was in loggerheads with the US over trade disputes until the impact of COVID 19 compelled both the nations to shift their priorities. Even though the Trump administration has reportedly considered a 90-day deferral of certain duty payments of a range of medical products imported from China, it did not relent to the request of taking back Section 301 tariffs on a wider range of personal protective equipment imported from China. The administration's refusal for wider scopes of tariff exemptions is propelling the price as well as creating supply shortages of materials in the personal protective equipment market.


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IMPLICATION # 2 OF GOVERNMENT POLICIES ON THE PRODUCTION PROCESS IN THE PERSONAL PROTECTIVE EQUIPMENT MARKET THAT IS IN ITS FIFTH GEAR TO FIGHT THE IMPACT OF COVID 19

Exports restrictions imposed by the government in response to the impact of COVID 19

Seen as a breach of the basic principle of the GATT 1947 agreement, governments across more than 50 countries have imposed restrictions on the export of medical components and equipment to avert situations of a supply crunch in their countries. Meanwhile, countries, who are heavily reliant on the medical imports are witnessing a severe supply crunch in the regional personal protective equipment markets. Protective equipment and respirators are some of the protective equipment types that are currently restricted to be exported from some of the EU member states which are seen as an aftermath of the impact of COVID 19 on the civilization.

A vertical red bar on the left side of the page contains a microscopic image of a virus, likely COVID-19, showing its characteristic spiky surface.

IMPLICATION # 3 OF GOVERNMENT POLICIES ON THE PRODUCTION PROCESS IN THE PERSONAL PROTECTIVE EQUIPMENT MARKET THAT IS IN ITS FIFTH GEAR TO FIGHT THE IMPACT OF COVID 19

Regulatory red-tape in granting market entry of personal protective equipment to combat the impact of COVID 19

A range of medical equipment such as medical masks, gloves, protective clothing that are categorized as types of personal protective equipment has to go through rigorous assessment processes to enter into the market. In view of the emergency situation, conformation to such lengthy procedures decelerates the momentum of the production of medical equipment that is critical for medical assistance to hospitalized patients infected by the virus.

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STRATEGIES TO RESTORE SUPPLY CHAIN DESPITE THE NEGATIVE IMPLICATIONS OF GOVERNMENT POLICIES ON THE PERSONAL PROTECTIVE EQUIPMENT MARKET

While changes in the relationship equation will prompt governments across countries to launch retaliatory measures to bring closures to their disputes, markets will continue to be the scapegoats of the international strife. Exports and imports are one of the essential supply channels that are intrinsic for the momentum of the production processes across markets. In the face of the worsening impact of COVID on the personal protective equipment market and the negative implications of government policies that are impacting the supply source in this market, it has become a dire necessity to focus on sourcing strategies that will help minimize supply chain disruptions even during pandemic situations.

STRATEGY # 1 TO RESTORE SUPPLY CHAIN DESPITE THE NEGATIVE IMPLICATIONS OF GOVERNMENT POLICIES ON THE PERSONAL PROTECTIVE EQUIPMENT MARKET

Selection of ideal distribution channel

Considering the limited supply channels as an aftermath of the impact of COVID 19, it is ideal for buyers to procure through e-commerce (supplier's website). This will enable an offshore buyer to procure devices directly. However, in this procurement model for the personal protective equipment market, the buyer bears a portion of the logistics charges. Buyers should ascertain the prominence of suppliers' distribution network. This will bear testimony to their ability to offer supply assurance even during situations of emergency.

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STRATEGY # 2 TO RESTORE SUPPLY CHAIN DESPITE THE NEGATIVE IMPLICATIONS OF GOVERNMENT POLICIES ON THE PERSONAL PROTECTIVE EQUIPMENT MARKET

Source from global suppliers with local distribution networks

To simplify the supply chain and save costs related to logistics, buyers are advised to engage with global suppliers who have local distribution networks. This helps buyers cut down on delivery timelines during the procurement of equipment.

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STRATEGY # 3 TO RESTORE SUPPLY CHAIN DESPITE THE NEGATIVE IMPLICATIONS OF GOVERNMENT POLICIES ON THE PERSONAL PROTECTIVE EQUIPMENT MARKET

Suppliers should follow VMI programs

VMI has become one of the best ways to reduce inventory costs and ensure a continuous supply. In the personal protective equipment market, the buyer should engage with suppliers who provide efficient inventory management solutions, such as JIT, that help to reduce inventory maintenance and storage costs.

STRATEGY # 4 TO RESTORE SUPPLY CHAIN DESPITE THE NEGATIVE IMPLICATIONS OF GOVERNMENT POLICIES ON THE PERSONAL PROTECTIVE EQUIPMENT MARKET

Product portfolio

Buyers should assess the product portfolio of suppliers prior to engagement. A large portfolio will provide buyers access to a wide range of products under one supplier. This consolidation of supply sources will not promote supply assurances but also help buyers to negotiate discounts based on volumes.

STRATEGY # 5 TO RESTORE SUPPLY CHAIN DESPITE THE NEGATIVE IMPLICATIONS OF GOVERNMENT POLICIES ON THE PERSONAL PROTECTIVE EQUIPMENT MARKET

Engage with suppliers that can meet demand variations

The current pandemic impact of COVID 19 has resulted in a demand surge for protective equipment that is getting extremely difficult to cater to. This has reinstated the necessity to engage with suppliers who have sufficient spare production capacity to meet any ad hoc variations in product demand. This will, in turn, enable buyers to reduce procurement time in such cases, that would otherwise be required for selecting a new supplier and check adherence of its products to quality and regulatory norms

Want to secure your business from the future market uncertainties

WE CAN HELP YOU

STRATEGY # 6 TO RESTORE SUPPLY CHAIN DESPITE THE NEGATIVE IMPLICATIONS OF GOVERNMENT POLICIES ON THE PERSONAL PROTECTIVE EQUIPMENT MARKET

Assess the level of risk management measure implementation of suppliers

There is no doubting the fact that supply chain disruption will continue to be imposing in the personal protective equipment market and is recognized as a strategic risk that can herald serious business downtime. This makes it imperative for buyers to assess the level of adoption of risk management measures by suppliers to predict and mitigate any potential supply risks. Suppliers are expected to leverage supply chain management powered by cutting-edge technologies such as AI, big data and machine learning to have real-time visibility to strategize and risk mitigation measures.

**WE CAN HELP YOU WITH
MORE INSIGHTS INTO HOW
LONG-TERM SUPPLY
ASSURANCE WILL HELP YOU
TO COMBAT BUSINESS RISKS
IN REAL-TIME CAUSED BY
THE IMPACT OF COVID 19 IN
THE PERSONAL PROTECTIVE
EQUIPMENT MARKET**

**EXPLORE OUR DIGITAL PROCUREMENT
PLATFORM**

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