



Building Resilience for Sustainable Growth An Integrated Approach to Crisis Management

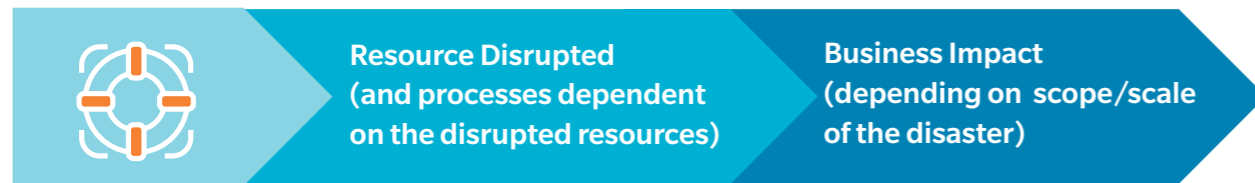
Understanding the Risk Landscape 2019 *

THE 5 RISKS OF GREATEST CONCERN FOR DOING BUSINESS GLOBALLY	THE 5 RISKS OF GREATEST CONCERN FOR DOING BUSINESS IN EGYPT
1 Fiscal Crises	1 Energy Price Shock
2 Cyber-attacks	2 Unemployment/ Underemployment
3 Energy Shock	3 Misuse of Technologies
4 Unemployment/ Underemployment	4 Asset Bubble
5 Failure of National Governance	5 Unmanageable Inflation

* Regional Risks for Doing Business 2019, World Economic Forum

Business impact if Risks Materialize

Ever evolving risks can severely impact every element of the business.



Business Resilience: Good Practices for Managing Threats

- Be pro-active - not reactive.
- Formalized processes and plans.
- Communications strategies - External and internal.
- Training and awareness.
- Overall response structure - corporate to site.
- Alignment and linkages between programs, plans, teams.
- Ongoing collaboration with external stakeholders.
- Drills and exercises.

Benefits of Effective Crisis Management



Why Crisis Management?

By mitigating potential risks, organizations can reduce costs and build resilience for sustainable growth. However, failures can arise unexpectedly and cause serious consequences, therefore organizations should develop a crisis management plan in order to pro-actively manage the challenge. Should a crisis occur, you should have:



- Complete understanding of the structure, roles and responsibilities of your response.
- Senior management prepared to make decisions and act responsibly.
- Confidence that the crisis management teams and procedures are tested and therefore robust and fit for purpose.
- Reputational impact minimized.

Transforming a Catastrophe Incident into an Opportunity

Marsh Risk Consulting has the solution for your organization.



The Marsh Risk Consulting Team

We have an experienced and multi-disciplinary team



GLOBAL REACH: We are a team of 800 professionally and technically qualified risk consultants based in over 40 countries.



MENA TEAM: Access to our local Marsh Risk Consulting professionals to ensure close working relationships with your team that enable us to develop customized solutions that can be integrated into your broader risk management strategy.



DEEP INDUSTRY EXPERTISE: Our team's professional experience includes: management consultants, cyber expertise, risk engineers, lawyers, forensic accountants, loss adjusters, health and safety, inspectors and civil, mechanical and chemical engineers.



ADVANCED ANALYTICS: Proprietary data and innovative tools to identify and qualify your risks.



COLLABORATIVE APPROACH: Close working relationships with your team that enable us to develop customized solutions that can be integrated into your broader risk management strategy.



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