

IIA Singapore Executive Director, Ms Goh Puay Cheh shared her views on “What early lessons can be drawn so far about efforts to contain the novel coronavirus epidemic?”, which was published in The Business Times on 17 February 2020.

"While lessons could be drawn about the novel coronavirus epidemic, it is still an ongoing global fight against considerable unknowns and uncertainties.

Like a cybersecurity threat, this epidemic is a clear and present crisis. We must invest in ways to prepare for, respond to and recover from any business interruptions. Businesses must be ready to activate their business continuity plans at varying levels of operational capacity. During such trying times, the key considerations are to maintain operational agility and keep communications channels open with employees and stakeholders.

As a community, we must stay calm and carry on with our lives. Cooperate and be socially responsible. With this mindset - openness, cooperation, readiness, we can overcome the crisis and respond effectively to any eventuality."