



# **Covid-19 Panorama in Mexico: Perspective and Strategies of the Paint and Coatings Industry**



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# 1. Preface

Mexico has gone through radical changes that led us to exploring different areas, which allowed continuous efforts by the Association and all those who are part of it, so we can joint efforts and work that are the result of union and support of our partners.

As a result of an intense communication between the main representatives of the industry and taking the leadership to act without waiting any government support, it has been possible to stand out in this full report advice and service based on a key communication of all their practices and needs.

In this document we reported with detail all the work efforts, in which we development the ANAFAPYT stance, the creation of a government inspections Manual in Work Centers, communication strategies, advice, approach with different companies, government and institutions, among others.

Following the unexpected changes that pandemic has brought, the opportunity to work on a protocol come up as an immediate response of action for Mexico, it's associates and collaborators.

For Mexico and the Association, it is a crucial moment in which we must have the responsibility to support the efforts with solid solutions, that impact and guide towards the stability that we pretend to achieved as an industry to improve social and economic sustainability. For this reason, it is hoped that all the dedication added in these practices will be openly heard and being part of the foundation for our future recovery.

This report is for all the people involved in this sector, who want to know more about all the work that has been carried out during actions due to all the extraordinary events that take place in this moments, and to inform the methodology that has been realized through ANAFAPYT in partnership with all its associates.





## 2. Letter from our Chairman

# ANAFAPYT

Dear colleagues and members:

We are experiencing an unprecedented global health crisis, but by collaborating with our partners, federal and state health authorities, business chambers and representatives of related industries, we have addressed the challenges by developing meaningful efforts that have produced solutions to contain the economic and social impact on everyone in the paint and coatings industry.

For ANAFAPYT, it is of utmost importance to support our partners, manufacturers and consumers. Therefore, we have established actions within the organization's strategies that shield the association to which we proudly belong through a solid methodology as a response to the health contingency caused by the Covid-19.

We will continue to work focused on our main mission which is to safeguard the well-being and health of all our collaborators and to work under the principles that have allowed us to accompany our members during these 75 years.

The following report presents the panorama that we Mexicans are facing as well as the particular vicissitudes of our country, along with the contributions that ANAFAPYT has made as a central axis of representation:

1. Context in Mexico
2. ANAFAPYT Strategy
3. Partnerships
4. Communication

We are proud to be a proactive organization that complies and abides by the sanitary measures established by the authorities in the face of the Coronavirus contingency, prioritizing the necessary hygiene protocols to continue with the operations that contribute to the supply chain as part of the list of essential activities.

We reaffirm ANAFAPYT's commitment to face the challenges together and take the opportunities that arise for the benefit of the entire paint and coating industry, always welcoming the contributions and solidarity of each one of you, which allow us to build a strong and distinguished industry.



## Víctor Leal

Chairman  
Asociación Nacional de Fabricantes de Pinturas y Tintas (ANAFAPYT)



## 3 Background / Covid-19 in Mexico





# 3. Background / Covid-19 in Mexico

## 1. OFFICIAL STATEMENTS AND ORDERS OF EMERGENCY FROM THE GOVERNMENT

### 1 Phase 2 of COVID-19 is declared on March 24th.

- In the presence of the President of Mexico, Andrés Manuel López Obrador, the Ministry of Health declared the beginning of Phase 2 of the Covid-19 contingency (community transmission).
- Therefore, existing measures will be strengthened, and new actions will be implemented in order to reduce transmission among the population.

### 2 As an extraordinary measure, from March 30 to April 30, 2020, the suspension of non-essential activities was implemented. <sup>1</sup>

- The agreement with the list of essential and non-essential activities is released. <sup>2</sup>

### 3 An action guide for workplaces in the face of COVID-19 is published on April 1, 2020 <sup>3</sup>

- The Ministry of Finance and Public Credit (SHCP) seeks to accelerate the purchase of medicines and therefore launches a series of “fast track” bids to acquire products related to Covid-19. All purchases on this matter are by direct assignment. <sup>4</sup>

### 4 April 16, 2020: Mexico's proposal for self-distancing, 'Jornada Nacional de Sana Distancia, is extended until May 30.

- Hugo López-Gatell, Sub secretary of Health, explained the measure was taken jointly with the scientific group to reduce the dissemination of Covid-19.
- In municipalities with low or no transmission, it is recommended that health security measures be upheld until May 17. <sup>5</sup>

#### Source:

1 <https://www.gob.mx/salud/prensa/095-inicia-fase-2-por-coronavirus-Covid-19>

2 [https://www.dof.gob.mx/nota\\_detalle.php?codigo=5591372&fecha=08/04/2020](https://www.dof.gob.mx/nota_detalle.php?codigo=5591372&fecha=08/04/2020)

3 [https://www.gob.mx/cms/uploads/attachment/file/545494/GUIA\\_DE\\_ACCIO\\_N\\_PARA\\_LOS\\_CENTROS\\_DE\\_TRABAJO\\_ANTE\\_EL\\_Covid-19\\_04\\_2020.pdf.pdf](https://www.gob.mx/cms/uploads/attachment/file/545494/GUIA_DE_ACCIO_N_PARA_LOS_CENTROS_DE_TRABAJO_ANTE_EL_Covid-19_04_2020.pdf.pdf)

4 <https://www.eleconomista.com.mx/economia/Hacienda-apresura-la-compra-de-medicinas-por-la-posibilidad-de-una-emergencia-de-coronavirus-Covid-19-20200311-0087.html>

5 <https://elfinanciero.com.mx/salud/se-propondra-extender-aislamiento-social-en-mexico-hasta-el-30-de-mayo?fbclid=IwAR1qZZt7dfU-gUgBH030-Lj3nWnocVviQvQPdul5SsQjaDo22P5rWrVcdUW0>



# 3. Background / Covid-19 in Mexico

## 2. ESSENTIAL INDUSTRY AND LEGAL ARGUMENTS TO CONTINUE OPERATIONS

**1** **March 31, 2020, Ministry of Health presents the activities considered essential.**

- Among the essential activities are those that preserve and maintain critical infrastructure. <sup>1</sup>

**2** **On April 4, 2020, the ANAFAPYT announces that, as an essential activity, the paint industry will continue to operate in compliance with the measures proposed by the Ministry of Health in view of the contingency of Covid-19.**

- The association explained that the paint industry is involved in essential activities such as hospital and medical infrastructure, chemical industry and hardware stores.
- Likewise, it highlighted that the industry helps in the maintenance and repair of critical infrastructure that ensures the production and distribution of critical services. <sup>2</sup>



Source:

<sup>1</sup> <https://www.eleconomista.com.mx/politica/Cuales-son-las-actividades-esenciales-que-no-pararan-en-la-contingencia-del-Covid-19-20200331-0061.html>

<sup>2</sup> <https://www.milenio.com/negocios/industria-pinturas-continua-operando-pese-coronavirus>



# 3. Background / Covid-19 in Mexico

## 3. SUPPORT FOR THE RETAIL PAINT SECTOR

**1** On March 20, 2020, the government of Jalisco announced an Economic Support Plan.

- The plan will have a \$1 billion pesos fund for micro, small and medium enterprises (MSMEs).

Similarly, self-employed people who are affected by the social isolation measures adopted in the state to address the pandemic by Covid-19 will benefit from it. <sup>1</sup>

**2** March 24, 2020, Mexico's President Andres Manuel Lopez Obrador announces interest-free loans and at very low rates for small businesses.

- The president reported that they will grant loans without interest or with very low rates to one million small businesses such as inns, taquerías, workshops and all small businesses that will be affected by the economic crisis of the coronavirus.

- He stressed that the most important thing is to look after our health. <sup>2</sup>

- Meanwhile, the Business Coordinating Council suggested strategies to ensure that MSMEs have sufficient liquidity, including payment to suppliers for no more than 30 days, "Adopting a MSMEs", advance purchases from small establishments, among others. <sup>3</sup>



Source:

1 <https://www.eleconomista.com.mx/estados/Jalisco-destinara-1000-millones-de-pesos-a-plan-economico-emergente-por-Covid-19-20200320-0068.html>

2 <https://www.eleconomista.com.mx/politica/AMLO-anuncia-creditos-sin-intereses-y-con-tasas-muy-bajas-para-pequenos-negocios-20200324-0053.html>

3 <http://www.cce.org.mx/recomendaciones-para-empresas-ante-Covid-19/>



# 3. Background / Covid-19 in Mexico

## 4. PRODUCTION AND DELIVERY PRACTICES

**1** April 7, 2020, in an interview with the spokesperson of the association GS1 Mexico, he shared some outstanding measures for warehouse logistics and product delivery companies:



Use of protective masks and disposable gloves.



Provide employees with anti-bacterial gel dispensers.



Divide warehouse activities by separating areas that are in contact with the external environment such as goods reception and shipping.



Where possible, organize staff into separate shifts and do not change their schedules; do not give staff the opportunity to change their shifts.



During shifts, workers must not exchange tools such as forklifts, carts, bar code scanners, handheld devices and handsets to create shipping documents.



Wash your hands with soap and water after each contact. <sup>1</sup>



It is possible to create two shifts so that the people working in each shift never meet, even during change of shifts.



Operators in charge of receiving and sending goods, as well as drivers, should wear appropriate protective masks and disposable gloves when exchanging documents and/or products.

Source:

<sup>1</sup> <https://www.revistamasseguridad.com.mx/mejores-practicas-para-reducir-riesgo-de-Covid-19-logistica-proteccion/>



# 3. Background / Covid-19 in Mexico

## 5. REGULATORY RELIEF

### 1 March 31, 2020, Extraordinary inspections by COVID-19, by Federal Inspectors.

- Criteria applicable for the development of extraordinary inspections derived from the declaration of health emergency due to force majeure, regarding the epidemic of disease generated by the sars-cov2 virus (Covid-19).<sup>1</sup>
- The inspection orders must be issued in accordance with the provisions of Article 28, Section I of the RGITAS (General Regulation of Workplace Inspection and Sanctions Implementation) with the character of extraordinary in matters of Health and Hygiene.
- The companies to be inspected by the Representative Office and the General Directorate of Federal Labour Inspection must be:
  - Those where it is known by any means that there are possible breaches of labor standards.
  - Those that by means of complaint or claim workers are operating in conditions that put their health at risk due to exposure to Covid-19.
  - The possible scenarios can be in workplaces of essential and non-essential activities.

### 2 On April 6, 2020, the operation guidelines to participate in the institutional action for the support of businesses established in Benito Juárez Municipality are announced in the Official Gazette of Mexico City.<sup>2</sup>

- The Mayor of Benito Juárez, Mr. Santiago Taboada Cortina, issues and releases the notice in support of those affected by the health emergency resulting from Covid-19.
  - The intention is to provide economic support to a thousand individuals with business activity, individuals under the regime of fiscal incorporation or legal entities or SMEs.
  - They must have their economic unit within the Benito Juárez territorial demarcation.
- Sums:
- Unit amount per person or percentage of the action to be supported or subsidized: 5,000.00 (five thousand pesos 00/100 M.N.)
  - Frequency of administration or periodicity of the beneficiaries: One-time delivery in fiscal year 2020.
  - Individuals who meet the requirements and wish to participate must send the documentation indicated in the Operating Guidelines to the Mayor's Office website.<sup>3</sup>



DIARIO OFICIAL  
DE LA FEDERACION

Source:

1 <https://www.ccmexico.com.mx/es/noticias/1269-criterios-aplicables-para-el-desarrollo-de-inspecciones><https://alcaldiabenitojuarez.gob.mx/>

2 <https://www.ccmexico.com.mx/es/juridico/99-gaceta-oficial-del-distrito-federal/1270-lineamientos-de-operacion-para-apoyos-a-negocios-establecidos-en-alcaldia-benito-juarez>

3 <https://alcaldiabenitojuarez.gob.mx/>



# 3. Background / Covid-19 in Mexico

## 6. SUPPLY CHAIN SUPPORT EFFORTS

- 1** **March 17, 2020**, Industrial Chambers propose recommendations to mitigate the impact of Covid-19. <sup>1</sup>  
**CONCAMIN (Mexican Chamber of Commerce and Industry):**

The **5 points** to overcome the situation:

1. Choosing Mexican-made products
2. A Program to Reactivate Infrastructure Construction Based on What is Done in Mexico.
3. Generating Certainty in Strategic Sectors in the Face of the Current Situation.
4. An Agreement to Preserve Employment and Strengthen the Internal Market.
5. Formation of a High-Level Group.

### • Recommendations

for businesses:

1. Organize to act against Covid-19, being fundamental to have a multidisciplinary team, test the continuity plans, base their actions on hard data and verifiable facts.
2. Keep employees and work environments safe. Employees and the communities where they work will seek guidance and communications on how to proceed and secure their sources of employment.
3. Protect the continuity of business operations. The complexity lies in identifying critical suppliers and components, legal and financial implications, scenario analysis and effective communication.

Source:

<sup>1</sup> <https://www.mms-mexico.com/noticias/post/camaras-industriales-proponen-recomendaciones-para-mitigar-impacto-del-Covid-19>



# 3. Background / Covid-19 in Mexico

## 6. SUPPLY CHAIN SUPPORT EFFORTS

**2** March 17, 2020, Industrial Chambers propose recommendations to mitigate the impact of Covid-19. <sup>1</sup>

### CAINTRA (Nuevo Leon's Chamber of Transformation Industry):

- Recommendations for a safe and responsible work environment:
- Get information to act regarding Covid-19: Have the necessary information to be able to react in the situations that may arise, always through official sources, as well as having preventive information.
- Develop an action protocol: It is essential to have a protocol that has been tested in a real simulation before.
- Business continuity: To provide a framework for building resilience and the capacity to respond effectively to the economic impact of the existing health situation.



Source:

<sup>1</sup> <https://www.mms-mexico.com/noticias/post/camaras-industriales-proponen-recomendaciones-para-mitigar-impacto-del-Covid-19>



# 3. Background / Covid-19 in Mexico

## 6. SUPPLY CHAIN SUPPORT EFFORTS

### 3 March 30, 2020, How to keep supply chains operating for the benefit of the consumer in these times of crisis. <sup>1</sup>

- Given this scenario, Soy Logistico Association developed a document with a series of key measures to keep supply chains working:

1. Make a written plan, in stages or scenarios (depending on the criticality of the risk) and adapt it as the crisis evolves.

2. Communication to provide clarity and certainty within and outside the company.

3. Safeguard the health of employees throughout the supply chain as a priority.

4. Apply best hygiene practices in facilities.

5. Sustain the productivity and positive energy of work teams.

6. Sustain the productivity and positive energy of work teams.

7. Adjustment of demand and purchase forecasts, considering the impact of variation in the exchange rate and an expected recession in the economy.

8. Redouble efforts to address the insecurity of transportation in transit.

9. Consider alternative suppliers, preferably local, to those who may suffer some interruption of their services.

10. Implement the Business Continuity Plan (BCP) or Disaster Recovery Plan (DRP) if available or develop them in a multidisciplinary manner within each company.



Source:

<sup>1</sup> <https://www.mms-mexico.com/noticias/post/camaras-industriales-proponen-recomendaciones-para-mitigar-impacto-del-Covid-19>



### 3. Background / Covid-19 in Mexico

#### 7. EMERGING PAINTS AND COATINGS SALES DATA AND/OR MARKET PROJECTIONS

**1** April 7, 2020, columnist Rogelio Varela announces that ANAFAPYT reports that paint manufacturers will continue in business by being included among the essential activities. <sup>1</sup>

- The paint manufacturers grouped in the ANAFAPYT, which is presided by Victor Leal, informed yesterday that this sector will continue to work in a responsible and safe way, having as a priority the welfare of its employees and society, as this industry is considered within the essential activities.



**“The idea is to make a common front with the Ministry of Health, but at the same time keep that business going.”**

**Víctor Leal,**  
Chairman ANAFAPYT

Source:

<sup>1</sup> <https://heraldodemexico.com.mx/opinion/credito-maestro-empresas-trabajadores-economia-mexico-Covid-19/>

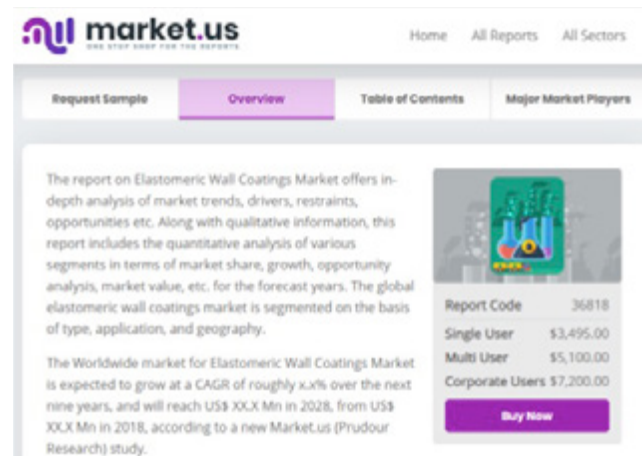


# 3. Background / Covid-19 in Mexico

## 7. EMERGING PAINTS AND COATINGS SALES DATA AND/OR MARKET PROJECTIONS

### 2 April 14, 2020, COVID-19 Impact on Elastomeric Wall Coatings; Market Analysis, Trends and Growth Opportunities 2020-2029.,<sup>1</sup>

- Specification of the key players in the Elastomeric Wall Coatings business, in a report developed by Market.us Research.
- It highlights the dramatic increase in verifiable research and evaluation in the Elastomer market.
- It predicts it will expand at a growth rate during the forecast years of 2020-2029.
- It gives the market share, development, patterns and forecast for the period 2020-2029.
- Among the businesses involved are:



The report on Elastomeric Wall Coatings Market offers in-depth analysis of market trends, drivers, restraints, opportunities etc. Along with qualitative information, this report includes the quantitative analysis of various segments in terms of market share, growth, opportunity analysis, market value, etc. for the forecast years. The global elastomeric wall coatings market is segmented on the basis of type, application, and geography.

The Worldwide market for Elastomeric Wall Coatings Market is expected to grow at a CAGR of roughly x.x% over the next nine years, and will reach US\$ XX.X Mn in 2028, from US\$ XX.X Mn in 2018, according to a new Market.us (Prudour Research) study.

Report Code	36818
Single User	\$3,495.00
Multi User	\$5,100.00
Corporate Users	\$7,200.00

[Buy Now](#)



.....

Source:

<sup>1</sup> <https://www.torretriangular.com/impacto-Covid-19-en-de-elastomero-de-revestimientos-de-pared-analisis-de-mercado-tendencias-y-oportunidades-de-crecimiento-2020-2029/>



# 3. Background / Covid-19 in Mexico

## 7. EMERGING PAINTS AND COATINGS SALES DATA AND/OR MARKET PROJECTIONS

**3** April 15, 2020, Impact of COVID-19 on Epoxy Resin Coatings Emerging Market Trends, Size, Condition and Forecast 2020-2029.<sup>1</sup>

- Specification of the key players in the Epoxy Resin Coatings business, in a report developed by Market.us Research.
- The market is predicted to expand at a growth rate from 2020 to 2029.
- Among the businesses involved are:



Source:

<sup>1</sup> <https://www.torretriangular.com/impacto-Covid-19-en-de-elastomero-de-revestimientos-de-pared-analisis-de-mercado-tendencias-y-oportunidades-de-crecimiento-2020-2029/>



# 3. Background / Covid-19 in Mexico

## 8. GOVERNMENT'S ECONOMIC STIMULUS OR INDUSTRY'S FINANCIAL SUPPORT EFFORTS

**1** April 18, 2020, economic support to be given by the city government in the face of the Covid-19 crisis.<sub>1</sub>

- Support for Small and Medium-sized Enterprises and the Social Development Fund was announced, but no specific support for companies in the sector was mentioned.

- Micro-entrepreneurs:

1. Micro enterprises will receive loans of \$10,000 pesos with 0% interest to be paid in 2 years.

- Social Development Fund:

1. Mexico City's government decided to increase the budget of the Social Development Fund by 200 million pesos, reaching a total of 500 million pesos for financing microenterprises.

2. The purpose of this project is to enable businesses to maintain their workforce: they were granted an amount of ten thousand pesos, with a payment term of 24 months.

**"MiPymes represent more than 40 percent of GDP and 80 percent of employees"**

**2** On April 20, 2020, Mexico City's government is already working on credits for people affected by the pandemic.<sub>2</sub>

- Among the financial aids are the following:

1. **Students** from public schools will receive 500 pesos in addition to the amount granted by the #MiBecaParaEmpezar program.

2. **Micro-entrepreneurs:** Micro enterprises will receive loans of \$10,000 pesos with 0% interest to be paid in 2 years.

3. **Unemployed:** 1,500 pesos a month for two months will be granted to more than 35,000 people through unemployment assistance.

4. **Indigenous population:** An amount of 10 million pesos will be allocated to support vulnerable people such as indigenous artisans.

- The program of municipalities to support vulnerable families and micro-businesses, called Mercomuna, a social assistance program that will be implemented in the Magdalena Contreras and three other municipalities that are participating with the support of Mexico City's government, will be carried out.

Source:

1 <https://heraldodemexico.com.mx/cdmx/coronavirus-cdmx-apoyo-economico-como-tramitar-estudiantes-microempresarios-seguro-desempleo/>

2 <https://www.radioformula.com.mx/noticias/20200420/creditos-personales-personas-fisicas-gobierno-federal-Covid-19-coronavirus-2020/>

3 <https://heraldodemexico.com.mx/cdmx/coronavirus-cdmx-apoyo-economico-como-tramitar-estudiantes-microempresarios-seguro-desempleo/>

4 <https://www.radioformula.com.mx/noticias/20200420/creditos-personales-personas-fisicas-gobierno-federal-Covid-19-coronavirus-2020/>



# 3. Background / Covid-19 in Mexico

## 8. GOVERNMENT'S ECONOMIC STIMULUS OR INDUSTRY'S FINANCIAL SUPPORT EFFORTS

**3** May, 5 2020, support of 100 thousand million pesos in credits.

- For the country's economic recovery, it will be distributed 100 thousand million pesos in loans for small family businesses, family credits, housing benefits and social programs. <sup>1</sup>



Source:

<sup>1</sup> <https://www.youtube.com/watch?v=PbTG5D-PAfw>



# 3. Background / Covid-19 in Mexico

## 9. CUSTOMS SITUATION AND BORDER CLOSURE

### 1 April 1, 2020, Main sectors of export-related manufacturing affected. <sup>1</sup>

- Automotive, auto parts, electrical and electronic; mechanical metal, furniture and product manufacturing, among others. <sup>2</sup>

- The shutdowns have been recorded in all six states bordering the United States, as well as in Guanajuato, Querétaro, San Luis, Jalisco, Aguascalientes, Yucatán, and Campeche.

- 45%** of the companies in 13 states of the country, including the border states, are experiencing a lack of inputs from Asia, while 28% have had delays in the fulfillment of their contracts. <sup>3</sup>

- 20%** of the companies have made technical stoppages and 18% have stopped their production line completely.

- Only **42%** of Immex (Maquiladora and Manufacturing Export Industry) companies in Nuevo Leon, continue working in the state. While the remaining 58 percent (378), have temporarily stopped operating or are in technical shutdown. <sup>4</sup>

- Essential activities - Agroindustry: agricultural, fishing and livestock production, was considered as an essential activity for the economy so it will continue to operate until April 30th with the necessary health restrictions. <sup>5</sup>

### 2 April 20, The Department of Homeland Security announces extension.

- The Department announces an extension of mutual agreement with Mexico and Canada to close their common borders for another 30 days due to the COVID-19 pandemic. <sup>6</sup>

Source:

1 <https://www.eleconomista.com.mx/empresas/Coparmex-urge-reactivar-industrias-ante-el-Covid-19-en-riesgo-cancelaciones-de-pedidos-20200420-0055.htm>

2 <https://expansion.mx/economia/2020/03/16/industriales-apuestan-hecho-mexico-ante-coronavirus>

3 <https://www.estafeta.com/Articulos-Blog/2020/Como-van-los-sectores-en-Mexico>

4 <https://www.milenio.com/negocios/coronavirus-50-empresas-immex-pararon-labores-index-nl>

5 <https://expreso.press/2020/04/01/agroindustria-mexicana-incrementa-en-exportaciones-ante-Covid-19/>

6 <https://www.sandiegouniontribune.com/en-espanol/noticias/bc/articulo/2020-04-20/gobierno-de-eua-alarga-otros-30-dias-el-cierre-de-fronteras-con-mexico-y-canada>



# 4 INSTITUTIONAL STRATEGY ANAFAPYT





# 4. Institutional Strategy

## 4.1 CRISIS AND CONTAINMENT COMMITTEE

- 1 Constitution of a multidisciplinary commission for the analysis and advance of the pandemic and its impact on the industry.
- 2 The members are management and board members of ANAFAPYT for efficient decision-making.
- 3 Proposal of tasks and evaluations for the support and representation of the associates.
- 4 Necessary technological channels were implemented for the efficiency and execution of the ANAFAPYT strategy:
  - Zoom Platform
  - WhatsApp Committee
  - Partners Mailing





# 4. Institutional Strategy

## 4.2 ANAFAPYT STANCE

1

Within the framework of the pandemic situation in Mexico, the stance of ANAFAPYT was developed as a structural tool that gathers the ethical guidelines that define us and in observance of the official provisions, thus ensuring the welfare and development of the industry and society.

2

The strategic guidelines of ANAFAPYT's position are:

1. Complying with and promoting the measures established by the Federal Government.
2. Positioning of the industry with essential activity in the country.
3. Operation prioritizing the welfare of all our employees and the general public.
4. Emphasis on high standards and sanitary precautions at all points of sale of our associates, production plants, offices and distributors.





# 4. Institutional Strategy

## 4.3 LEGAL COUNSELING AND ACCOMPANIMENT

- 1 Advice and legal grounds to continue with the operations of our associates and according to the ANAFAPYT Position.
- 2 Among the essential activities are those that preserve and maintain critical infrastructure.
- 3 ANAFAPYT publishes its official statement where it informs that:
  - Since this is a necessary industry for essential activities, we will continue to operate in compliance with the measures proposed by the Ministry of Health in the face of the Covid-19 coronavirus contingency.
  - The association explained that the paint industry is involved in essential activities such as:
    1. Hospital and medical infrastructure
    2. Chemical and hardware industry.
    3. Maintenance and repair of critical infrastructure that ensures the production and distribution of essential services.
- 4 Creation of a manual for Extraordinary Inspections, with the necessary guidelines and recommendations for our associates.





# 4. Institutional Strategy

## 4.4 RESCHEDULING EVENTS

1

In compliance with the provisions of the health authorities regarding the postponement of events of more than 10 people, the decision was taken to postpone two of the association's most important events to be held in 2020:

- Jornadas Técnicas 2020 – Guadalajara
- ANAFAPYT 2020 Convention

2

Formal and immediate communication was made to associates, suppliers and collaborators involved in each of the events.

3

As a reinforcement, we had a campaign in our digital channels to give additional diffusion.





# 5 STRATEGIC PARTNERSHIPS





# 5. Strategic Partnerships

## 5.1 GOVERNMENT

**1** Outreach to government authorities for the strengthening of industry and development in compliance with the law.

**2** Proposal for collaboration in the production of antibacterial gel in collaboration with Mr. Zoé A. Robledo, General Director of the Mexican Institute of Social Security:

**1.** Letter of Intent for IMSS Director (April 4).

**2.** Letter of Intent for the Ministry of Economic Development of Mexico City (April 6).

**3.** The Secretary is taking the matter to the Office of the President (April 7).

**4.** The progress of the preparations is in the hands of the members of the Council:

- Formulas: Alejandro Morones, Santiago Fuentes, Arius Zuñiga.

- Production capacity: Jorge Hijuelos.

- Packaging and labeling: Marcelo Herrera.



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CIUDAD DE MÉXICO






# 5. Strategic Partnerships

## 5.1 GOVERNMENT

- Letter of Partnership Intent for IMSS Director

**ANAFAPYT S.A.**  
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ANAFAPYT

Ciudad de México, abril 03 de 2020.

**Mtro. Zoé A. Robledo**  
Director General del Instituto Mexicano del Seguro Social  
Gobierno de México  
Presente.

**Asunto:** Respetuosa solicitud de integrantes del gremio de pinturas y tintas, asociados de la Asociación Nacional de Fabricantes de Pinturas y Tintas (ANAFAPYT), para colaborar con la producción de gel **antibacterial** como apoyo ante la contingencia sanitaria en México.

Estimado Maestro Robledo:

Fundada en 1944, ANAFAPYT es la organización que agrupa en México, a los fabricantes de pinturas, recubrimientos en general, tintas para impresión y productos relacionados, con el propósito de fomentar el progreso y la competitividad de la industria, agrupando a más del 80% de la producción nacional de pinturas y recubrimientos.

Somos una industria íntegra y unida, preocupada por la salud de la población respondiendo a las acciones establecidas por las autoridades frente a la contingencia ocasionada por la pandemia generada por el virus SARS-CoV2.

Extendemos nuestro reconocimiento al Gobierno Federal, particularmente al Presidente Andrés Manuel López Obrador, por la estrategia de contención en nuestro país frente a la pandemia ocasionada por el virus COVID-19, particularmente por su encomiable apoyo mediante la donación de los 11 millones de litros de alcohol necesario para la fabricación de gel **antibacterial**. De igual forma destacamos que buscamos enaltecer y apoyar el arduo trabajo que realizan todas las unidades de medicina familiar y clínicas del Instituto Mexicano del Seguro Social a todo el personal que colabora en la dependencia por su valiosa participación en este proyecto, mismas que deseamos beneficiar con el donativo de estos insumos sanitarios enfocándonos en todas aquellas que se encuentran ubicadas en la cercanía de nuestras fábricas.

Actualmente vivimos una crisis sanitaria sin precedentes, por lo que buscamos trabajar de manera conjunta y activa con un acto de solidaridad por parte de la industria de pinturas y tintas ante la propagación acelerada del virus COVID-19 en nuestro país y las subsecuentes consecuencias, representantes del gremio deseamos sumarnos a la iniciativa de la fabricación de gel **antibacterial** y solicitamos de su apoyo para el abastecimiento de alcohol, y ponemos a su disposición las plantas para maquilar la producción de gel desinfectante que coadyuvan al bienestar de la población de México, los cuales puedan posteriormente distribuirse a instituciones públicas de salud que contribuyan a combatir directamente la propagación del mismo.

Las compañías que ya han manifestado su completo interés en unir esfuerzos con la industria azucarera, poniendo a disposición recursos para la producción de gel **antibacterial** para su fabricación y sin costo alguno son: **Asela, Cosboca, Systecol**, México, S.A. de C.V., Compañía Sherwin Williams, HI-TRA S.A. de C.V., Pinturas Acuario, Pinturas Berel, S.A. de C.V., PPG-Comex,

Pinturas **Bepex, Sayer, Lack Mexicana, Mapla**, Química **Marel, Jassajum**, S.A. de C.V., Pinturas La Sultana, S.A. de C.V., Pinturas **El Necedo**, S.A. de C.V., **Köker**, S.A. de C.V. y las ciudades en las cuales serían efectivas por proximidad estas acciones sería en: Ciudad de México, Nuevo León, Jalisco, Querétaro y Quintana Roo.

Por esa razón y a través de este medio, hacemos un respetuoso exhorto para colaborar y participar en este importante proyecto, que consideramos robustecerá los esfuerzos del gobierno al hacer la donación del alcohol como insumo indispensable, para la posterior fabricación y maquila del gel **antibacterial**, como un trabajo conjunto en respuesta a la emergencia sanitaria.

Agradecemos su consideración y sin más por el momento esperamos vernos favorecidos con nuestra petición, quedamos a sus órdenes deseando sea el inicio de una estrecha colaboración.

Con el aprecio de los empresarios, y de la industria, reciba nuestro más sincero reconocimiento y afecto.

**Respetuosamente,**

**Víctor Leal**  
Presidente ANAFAPYT



# 5. Strategic Partnerships

## 5.2 CHAMBERS

1

Continuous and collaborative work with chambers related to the trade to contain the economic and social impact of the pandemic situation:



Mexican Chamber of  
Commerce and Industry  
(CONCAMIN)



National Chamber of the  
Transformation Industry  
(CANACINTRA)



National Chamber of the  
Housing Development  
and Promotion Industry  
(CANADEVI)



Mexican Chamber of the  
Construction Industry (CMIC)



Council of Chambers and  
Business Associations  
of the State of Mexico  
(CONCAEM)



National Chemical  
Industry Association  
(ANIQ)





# 5. Strategic Partnerships

## 5.2 CHAMBERS

2

Operations: Attention to ongoing projects of essential activities as a chemical sector in collaboration with the National Chemical Industry Association (ANIQ).

· **Support for ANIQ's press releases:**

- ANIQ- Secretary Dr. Graciela Marquez.pdf (March 25)
- ANIQ - Concamin Lic. Francisco Cervantes.pdf (March 25)
- ANIQ - Office of the President (March 27)

· **DOF (Official Gazette) Tuesday, March 31, 2020. DOF Covid-19 31-03-2020.pdf:**

- Official Announcement ANAFAPYT. (April 6)

· **Two videoconference with Fadlala Akabani Hneide, Secretary of Economic Development of Mexico City:**

- He understood the position of our industry as an essential sector.
- He has had no complaints from society and there have been no reports of video surveillance installed in Mexico City.
- He found our request reasonable and will confirm it with his legal department.

· **Potential closure of operations.**





# 5. Strategic Partnerships

## 5.3 BUSINESS

1

Synergies with the business sector for specific actions that help our associates and society in general:

- Contact with 3M's marketing management for the purchase of N95 masks, for the protection of our more than 45,000 collaborators in their work.





# 5. Strategic Partnerships

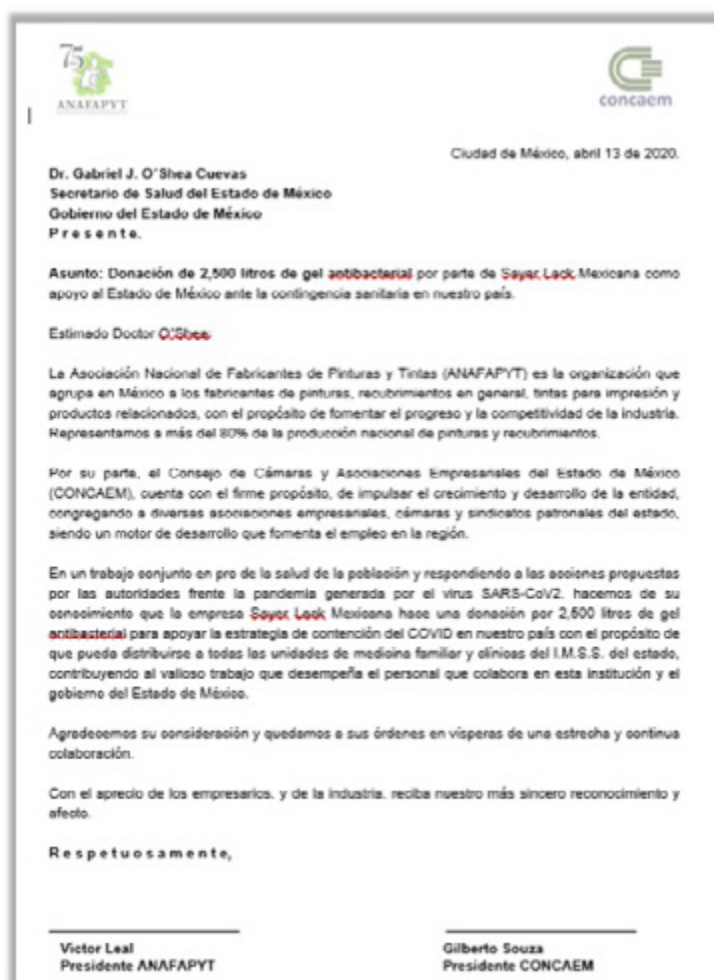
## 5.3 BUSINESS

Synergies with the business sector for specific actions that help our associates and society in general:



1. Sayer Lack Mexicana donated 2,500 liters of antibacterial gel for its distribution to all family medicine units and clinics of the I.M.S.S. of the State of Mexico:

- Grupo Sayer, S-W, 5,000 liters for Mexico City (120 ml, ½ liter).
- S-W 2,000 liters for the State of Mexico (120 ml presentation).





# 5. Strategic Partnerships

## 5.3 BUSINESS

Synergies with the business sector for specific actions that help our associates and society in general:

1. Univar Solutions, General Director, Fernando Macedo and the CRO, Sergio Toledo made a donation of 10,000 liters of alcohol for the manufacture of antibacterial gel.
2. This donation will be through ANAFAPYT and it will be taken to Medican Units.





# 5. Strategic Partnerships

## 5.3 BUSINESS

Donation of 14, 285 liters of antibacterial gel at the Central de Abastos in Mexico City

Working together with Univar Solutions, Grupo Sayer and ANAFAPYT.





# 5. Strategic Partnerships

## 5.4 “ANAFAPYT FIRST RECOVERY FORUM 2020-2021”

### Background:

ANAFAPYT has built linkage channels and multidisciplinary work with the main companies in related sectors, such as construction, chemical, automotive, to promote joint strategies for the economic recovery and the industrial sustainability.

1. Strategic actions are developed under four lines of work: health, social support, operations and economic recovery.
2. The “ANAFAPYT first Recovery Forum 2020-2021” has the main goal of bringing together the most important representatives of the country’s coatings, construction, automotive and chemical industries, to share experiences, challenges and strategic recommendations to encourage the development of this sector.



# Forbes

- The First ANAFAPYT Forum will count with the participation of the Editorial Director of Forbes Latam Magazine Roberto Aguilar as guest moderator.



**Roberto Aguilar**  
@robertoah

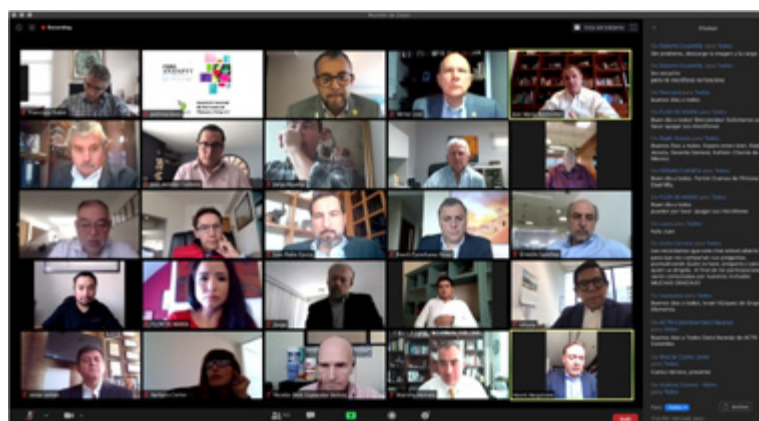
Tuve la oportunidad de moderar este relevante encuentro que demuestra que las industrias en México consolidan un frente común ante la crisis. “Empresas ayudando a empresas”  
Gracias por la invitación  
[@AnafapytOficial](#)  
[@ANiQuimica](#)  
[@CANACINTRAMex](#)



# 5. Strategic Partnerships

## 5.4 “ANAFAPYT FIRST RECOVERY FORUM 2020-2021”

The Forum gathered together more than 175 personalities and executives from different industries such as automotive, construction, coatings, inks, among others; In addition the representatives of the main industrial chambers of our country such as ANIQ, CANACINTRA, Canadevi, Concamin and SAE joined, it also had the participation of eight of the main media.





# 5. Strategic Partnerships

## 5.4 "ANAFAPYT FIRST RECOVERY FORUM 2020-2021"

### La Razón

Journalist with more than 10 years of experience and one of the main business columnists in Mexico, writer and collaborator in Azteca 13 and ADN 40.

Ángeles Aguilar's column is published every day in Diario La Razón, a newspaper with national circulation.

Print Edition: 89,634

WEB: 23,186

16  
La Razón • LUNES 11 DE MAYO 2020

• PUNTO Y APARTE

**Parca celebración de madres y tarjetas vencen a efectivo**

aguiar.thomas.3@gmail.com Por Ángeles Aguilar

**Ángel de amor ...** Ayer se celebró el día de las madres, fecha en la que se homenajea a 2 billones de mujeres que en el mundo colman los corazones de los pequeñines.

De igual forma, en México 35 millones de féminas tienen hijos. De ahí que dicho día sea el segundo de mayor relevancia para el consumo, sólo después de Navidad.

En general, 93% de los mexicanos celebra a mamá. No obstante, de acuerdo con la firma de mercadeo Kantar, al mando de Mauricio Martínez, en este cabizbajo 2020, un 40% de los hogares no conmemoró la fecha...

**Cada quien en su casa y Dios en la de todos...** Lo anterior representará importantes pérdidas para los 14 rubros de mayor consumo en esta temporada. Sólo en 2019 la derrama en esta fecha rondó los 47 mil millones de pesos.

De igual forma, para los restaurantes esta fiesta aportaba cerca de mil 500 millones de pesos. Lógico si consideramos que el festejo solía ser en torno a la comida. En promedio 38%

de las familias mexicanas visitaban algún restaurante, cifra que contrasta con el 29% que pidió servicio a domicilio en esta ocasión.

Por su parte, 48% puso a prueba la sazón familiar con comida casera.

Si bien respetar las reglas de sana distancia representó una profunda tristeza para 42% de los mexicanos, 40% obedeció y celebró a mamá de manera remota, ya sea por teléfono o videoconferencia.

Como quiera 7 de cada 10 hizo caso omiso del llamado a cuidarse y visitó su casa materna ¡Qué necesidad!...

**Regalo a mamá...** Por su parte, 28% de los mexicanos mandó un regalo directo a mamá, mediante sistemas de paquetería, mientras que 1% no regaló nada esta vez.

Los obsequios favoritos fueron ropa y calzado, aunque pasaron del 70% al 44% de las preferencias, por su parte las flores quedaron en segundo sitio con 39% de las respuestas, seguido por perfumes y chocolates, ambos con 32%.

En promedio el desembolso para el 10 de mayo rondó los mil 300 pesos, similar al del año pasado. Sin embargo, los canales de compra cambiaron.

Puntualmente la informalidad sufrió un golpe, pues sólo 10% compró por esa vía, 11% eligió apps de envíos de regalos y el resto utilizó las páginas de tiendas de autoservicio, departamentales y especializadas online.

En ese contexto, 39% usó tarjeta de débito para pagar, 28% de crédito y el efectivo, la madre de todas las formas de cobro quedó en tercer término con un 24% de las transacciones...

**FIRMAS DE PINTURA POR PLAN DE REACTIVACIÓN**

**Una manita de pintura...** Como resultado de la actual coyuntura un rubro que se ha visto afectado es el de pinturas y tintas, que se agrupa en la ANAFAPYT, que preside Víctor Leal.

Al detalle, en sectores vinculados con la industria automotriz o la construcción se ven caídas de hasta el 90% ligadas a la baja en la producción de esas actividades.

En ese sentido, los especialistas del color urgen por ser reconocidos como proveedores esenciales en los vínculos comerciales con EII, el pago oportuno de los contratos gubernamentales, así como asegurar las cadenas de suministro de químicos que dependen en buena medida de Pemex. Como ve trazan estrategia de reactivación...

Twitter: @Soy\_AngelesA



## 5.4 “ANAFAPYT FIRST RECOVERY FORUM 2020-2021”

# MILENIO

National newspaper distributed in the 32 states of the Republic.

Milenio is one of the most influential newspapers nationwide and is positioned as one of the best newspapers in the country.

Audience: 42,686





## 6 COMMUNICATION STRATEGY





# 6. Communication Strategy

## 6.1 INTERNAL

**1** Internal Communication on the actions implemented by ANAFAPYT and its official position to more than **1,200** collaborators, partners, and allies.

**Comunicado Interno**  
Victor Leal, Presidente

**Industria de pinturas y tintas, preparada ante la contingencia por la pandemia mundial por Covid-19**

Estimados colaboradores, colegas y distinguidos asociados:

Quisiera compartirles algunos temas de suma relevancia para cada uno de nosotros, dada la situación de contingencia que vivimos a nivel mundial.

En primera instancia, me gustaría reafirmar que somos una industria que está preparada para hacer lo correspondiente ante la contingencia ocasionada por el Covid-19, apoyando a nuestros colaboradores, sus familias y a la sociedad durante la crisis sanitaria; al continuar con las labores de fabricación, distribución de pinturas y recubrimientos que son esenciales para la infraestructura crítica: necesaria para la respuesta ante el Covid-19.

Como sabemos, la industria de pinturas y recubrimientos es esencial para la primera línea de respuesta al coronavirus, brindando apoyo directo e indirecto en los sistemas de atención médica, hospitales, defensas, alimentos, higiene, agricultura, energía, obras públicas y tecnología de la información, entre otros.

La ANAFAPYT y todos los que tenemos el honor de colaborar en el gremio, estamos absolutamente comprometidos con el trabajo que nos compete para enfrentar esta crisis, siendo nuestras aportaciones, piezas esenciales para componentes que deben recubrirse, protegerse y garantizar un óptimo funcionamiento de herramientas como ventiladores, partes de equipo médico o monitores, ropa protectora, respiradores y por supuesto gel antibacterial.

Las pinturas y recubrimientos arquitectónicos son utilizados para la protección y el mantenimiento general de edificios residenciales, comerciales, institucionales e industriales como hospitales e instalaciones de atención médica, en ese sentido, la impermeabilización de edificaciones de concreto es crucial para salvaguardar las actividades de dichos complejos, ya que se previene la acumulación de hongos y moho, organismos relacionados con enfermedades respiratorias, que son cuidados esenciales más aún en estos momentos donde el cuidado de la salud es vital.

Como una industria unida y colaborativa, reafirmamos que la ANAFAPYT en conjunto con todos ustedes, colaboradores y asociados, continuaremos con el seguimiento estricto a las indicaciones de la Secretaría de Salud, como lo es la incorporación de acciones de la sana distancia, medidas de higiene o trabajo desde casa, para lograr con éxito una mayor seguridad de todos y superar los impactos de la contingencia.

Es así como la Asociación Nacional de Fabricantes de Pinturas y Tintas (ANAFAPYT), reiteramos nuestro compromiso para reforzar la seguridad y proteger la salud de los trabajadores de la industria, colaboradores y clientes en respuesta al Covid-19.

Orales por su ímpetu, entereza, dedicación y profesionalismo haciendo lo sea necesario para la fabricación de productos esenciales para las actividades productivas fundamentales, para que juntos sigamos trabajando arduamente en el presente, pintando un futuro para México.

Manténganse seguros cuidando su salud y la de sus seres queridos.

17 de marzo de 2020

**Mensaje importante a nuestros asociados y colaboradores**

Estimados todos:

Mientras continuamos monitoreando de cerca la situación actual relacionada con el COVID-19, consideramos importante compartir una actualización con ustedes.

Nuestra prioridad es salvaguardar el bienestar de nuestros colaboradores, empleados y asociados dentro de nuestra organización, esforzándonos por cumplir las indicaciones de las autoridades sanitarias mientras continuamos con nuestras labores diarias de manera efectiva.

A medida que el impacto del coronavirus ha sido evidente en nuestro país, en ANAFAPYT, hemos comenzado a tomar medidas de prevención para proteger a nuestros empleados y asociados incluyendo el posponer eventos y reuniones externas, así como protocolos de higiene.

Las medidas que se han tomado en estos días incluyen:

**Eventos**


- Se pospusieron todos los eventos en los que participaran más de 10 personas
- Después de una minuciosa evaluación, nos vimos en la necesidad de posponer el evento de incluyendo Jornadas Técnicas planeadas para abril en Guadalajara, Jalisco además de la Convención ANAFAPYT 2020 programada para septiembre del presente año.

**Corporativo**

- Incluimos la distancia social como una medida más de prevención.
- Se trabaja desde casa compartiendo de forma regular actualizaciones.
- Contamos con una guardia realizada por Mario Martínez como atención general y Héctor Vargas del área de cobranza.
- Estamos utilizando la tecnología como un aliado para evitar reuniones físicas en la medida de lo posible a través de aplicaciones de mensajería y video llamadas.
- Se restringieron todos los viajes aéreos, por lo que se trabajará de manera virtual.

Nos encontramos en momentos difíciles en los que apreciamos su comprensión y continuaremos disponibles en todo momento con una comunicación clara y transparente. Les pedimos no duden en contactarnos si tienen alguna duda o pregunta.

Agradecemos su apoyo y los invitamos a seguir las instrucciones de las autoridades, a cuidarse y cuidar a los nuestros.

  
Atentamente,  
Marcelo Herrera  
V.P. Comunicaciones



# 6. Communication Strategy

## 6.1 INTERNAL

1

Immediate implementation of hygiene protocols and healthy distance amongst the Association's collaborators:

- Home office.
- Special schedules for on-call staff.
- Private transport support.

2

ZOOM Platform to continue our operations and service to members.





# 6. Communication Strategy

## 6.2 MEDIA

1

Development of a communication and public relations strategy to strengthen the association's reputation.

2

Media shielding of the main communication channels in this conjunctural crisis.

3

Implementing the Media Intelligence department which will provide information to the Association daily:

- Global economic situation and monitoring of the Covid-19 pandemic.
- Daily monitoring of industry related issues.
- Daily monitoring in portals of Guadalajara in follow-up to Covid-19.
- Research on key messages from official authorities in Mexico in follow-up to the pandemic.
- Monitoring of updates published on the Official Gazette (DOF).
- Monitoring of the morning conference of President Andrés Manuel López Obrador.
- Key Messages from President Andres Manuel Lopez Obrador's quarterly report and economic plan.





## 6.2 MEDIA

**4** Press Release ANAFAPYT: Press release to announce the recommendations and positions that the association, as representative of the industry, will be taking during this stage of the public health situation.

- 5** Creation of institutional materials for media contact:

- Comunicado de Prensa
- 
- ## La industria de petiscos artesanales en Lima (APET), optimizará su funcionamiento gracias al bienestar de sus colaboradores y su sociedad
- La Asociación Nacional de Industrias de Petiscos y Trazas (ANIPET) es una asociación de personas y emprendimientos con el objetivo de mejorar las condiciones laborales y sociales, contribuir al funcionamiento productivo de la industria y del país en colaboración con el público en general.
- Gracias a ello, el 14 de abril de 2020, la **Asociación Nacional de Industrias de Petiscos y Trazas (ANIPET)**, así como la industria representada por la Secretaría de Trabajo, se comprometió por su presidente municipal, general por el Covid-19, para continuar todos los días, hasta que la industria de petiscos artesanales en Lima (APET) pueda volver a operar normalmente y contribuir al bienestar de sus colaboradores y su sociedad.
- La industria de petiscos artesanales en actividades esenciales, como son: el alimento, servicios y protección, productos industriales, infraestructura y tecnología, industria cultural y recreativa, actividades sociales y otras, para el funcionamiento regular de la economía, lo que asegura la producción, distribución de servicios indispensables, que nos ayuda a colaborar con la cadena de suministro y desarrollo industrial esencial en el país, la empresa fabricante de petiscos y productos artesanales, mediante el funcionamiento productivo, el bienestar de todos los trabajadores de la industria y el público en general.
- Desarrollar las acciones de los Miembros de la industria asociados a la **ANIPET**, como son: planes productivos, seguros y distribución de repuestos de las acciones esenciales de los sectores del 1 al 10, realizar el monitoreo de la ANIPET durante todo el proceso de la industria y proporcionar servicios y productos de calidad, tales como: el uso de grandes, trajes especiales, mascarillas, gel antibacterial, higiene de una manera segura, empalme, cables, y energía a través, mediante un asesoramiento y monitoreo al operador, regular los estándares, además, el propósito central de brindar el cumplimiento de todas las estrategias productivas, asegurando los servicios brindados en todas las actividades del trabajo de la industria.
- La industria (ANIPET) así como una industria activa en el país, a través de acciones coordinadas con la industria, asegura un trabajo seguro en la industria y colaboración con el público de la industria (ANIPET), optimizará sus operaciones con los sectores (ANIPET) de la industria y el público en general.
- Para conocer los impactos de la contingencia en la región o la categoría nacional (ANIPET) de la industria por la Secretaría de Trabajo, **ANIPET** optimizará sus operaciones con la industria, así como la industria (ANIPET) de la industria y el público en general.
- En las cosas que la **Asociación Nacional de Industrias de Petiscos y Trazas (ANIPET)** representa la industria del sector de petiscos, productos de consumo y gestión de colaboración esencial para las actividades de la industria y el público en general.
- ### ¿Qué es ANIPET?
- Fundada en 2010, **ANIPET** es un instrumento que agrupa entidades, a las Naciones de petiscos, industria artesanal y productos de consumo, para el desarrollo de la industria y el público en general. Agrupada en la ANIPET de la industria de petiscos artesanales en Lima (APET) para mejorar la productividad, el funcionamiento productivo, el bienestar de todos los trabajadores de la industria y el público en general, así como la industria (ANIPET) de la industria y el público en general.
- La industria (ANIPET) así como una industria activa en el país, a través de acciones coordinadas con la industria, asegura un trabajo seguro en la industria y colaboración con el público de la industria (ANIPET), optimizará sus operaciones con los sectores (ANIPET) de la industria y el público en general.
- Más información:
- [info@extrateia.com](mailto:info@extrateia.com)
- [www.extrateia.com](http://www.extrateia.com)
- 
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ANAPAPT


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**MESESAS CLAVE – PORTADA ANAPAPT Coda 18**

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**PROTECCIÓN Y SEGURIDAD**

- En la ANAPAPT hemos actuado de manera rigurosa, responsable e inmediata, las medidas propuestas por la Secretaría de Salud.
- La industria de pinturas y acabamientos continuamos adheridos a los lineamientos de la Secretaría de Salud, como la reciente extensión de la Cuarentena social al SE de mayo, incorporamos con nuestro país, poniendo al día de nuestros colaboradores.
- Ante la contingencia generada por Covid-19 la ANAPAPT y nuestros asociados, cedimos el Inventario de nuestros colaboradores y de la sociedad.
- El cumplimiento de los mandatos establecidos por la Secretaría de Salud es una prioridad fundamental para la ANAPAPT y nuestros asociados.
- Parte de los objetivos de la ANAPAPT es dar país, protección de seguridad, tanto en:
  - o En las plantas de venta de los fabricantes de pinturas asociados a la ANAPAPT.
  - o En las plantas productoras, oficinas y distribuidoras.
- En la ANAPAPT hacemos énfasis en los altos estándares, precauciones sanitarias y protocolos de higiene.
- Nuestros asociados priorizan el bienestar de todos sus colaboradores y del público en general.
- En la ANAPAPT congresamos e innovamos una industria sólida y viable.
- Mantener informados a los socios de ANAPAPT a través de fuentes idóneas es indispensable para la asociación.
- Todos los asociados de ANAPAPT impulsan las acciones establecidas en el acuerdo del 22 de marzo de 2020 publicado en el DOF.
- Parte de los protocolos de higiene que seguimos en la ANAPAPT y nuestros asociados están al día de puentes, viajes especiales, mascarillas, gel antibacterial, evitar de salir demasiado entre amigos, clientes, y amigos a domicilio, siguiendo las recomendaciones y promoviendo el uso de mascarillas.
- En la ANAPAPT procuramos ofrecer a los colaboradores apoyo adicional como transporte privado, incorporando continuamente una medida especial por el Consejo de Salud Pública.
- La industria de pinturas es sólida y responsable, por lo que los asociados de ANAPAPT continuamos en apego a los acuerdos y estipulaciones que dicta el Consejo de Salud Pública General.



**ACTIVIDADES GENERALES**

- Reforzamos que la industria de plásticos participe en actividades esenciales como lo son la industria química y ferroviaria.
- En un parte de los **desarrollos** comerciales del país, las empresas fabricantes de plásticos y recubrimientos afines, **debemos continuar colaborando** con la cadena de suministros.
- Cabe destacar que el **grupo representado por la ANAPAT** participa en el **alcance, selección y procedencia** petrolero, **clandestinos, infraestructura hospitalaria y médica**.
- Los **vehículos y distribuidores** de recubrimientos en ANAPAT **desempeñamos actividades necesarias** para el **mantenimiento y reparación** de la **infraestructura vial** y **edificios** que **asegura la producción y distribución** de materiales **indispensables**.
- La **industria de plásticos y recubrimientos** **realizamos actividades esenciales** en el país **con relación directa con la cadena de suministros**.
- Las **actividades económicas esenciales** son las **consideradas de vital importancia** para el **funcionamiento óptimo del país**:
  - Durante la **pandemia del coronavirus**
  - En cualquier **crisis** **emergencia sanitaria**.
- Las **empresas comerciales** en la ANAPAT **son esenciales** dentro de la **industria química y ferroviaria**.
- Los **servicios esenciales** a ANAPAT **constituyen un importante giro** que tiene la **labor de fabricar y distribuir plásticos y recubrimientos** que son **esenciales para la infraestructura crítica**.
- Los **plásticos y recubrimientos** **participamos en las soluciones de respuesta ante el COVID-19**.
- Los **productos generados** de la **industria de plásticos y recubrimientos** **se utilizan en todo tipo de superficies**, como **lubricantes para transportar gasolina**, **gas** y **agua**.
- Las **empresas representadas por ANAPAT** **brindan servicios** para **recubrimientos de materiales necesarios para evitar la generación de residuos** y **por lo tanto la salud de los pacientes**.
- De la **industria de los recubrimientos** **tenemos** **vehículos y distribuidores representados por ANAPAT** **para el proceso de recubrimientos parciales y** **armados que los protegen de la intemperie**.
- **Indicamos** **toda** **nuestra voluntad** **sob** **prestar** **que los recubrimientos elaborados por** **industria representada por la ANAPAT**.

**CONCLUSIÓN**

- **Conformamos un comité multidisciplinario ANAPAT en apoyo a la campaña nacional Quedate en Casa elaborada por la Secretaría de Salud.**
- **La comisión de trabajo ANAPAT** **asistió al desarrollo e implementación de la campaña nacional Quedate en Casa en el transporte**, **no** **hacemos** **para dar** **a conocer** **en línea**.
- **Quedate en Casa en el transporte** **en las iniciativas** **propuestas que la ANAPAT** **ha** **realizado** **con los** **sectores de todo el país**.
- El **objetivo principal** **de la campaña** **de ANAPAT** **Quedate en Casa en el transporte**, **es** **reforzar** **el** **compromiso** **de las autoridades** **a** **promover** **en sus hogares**.

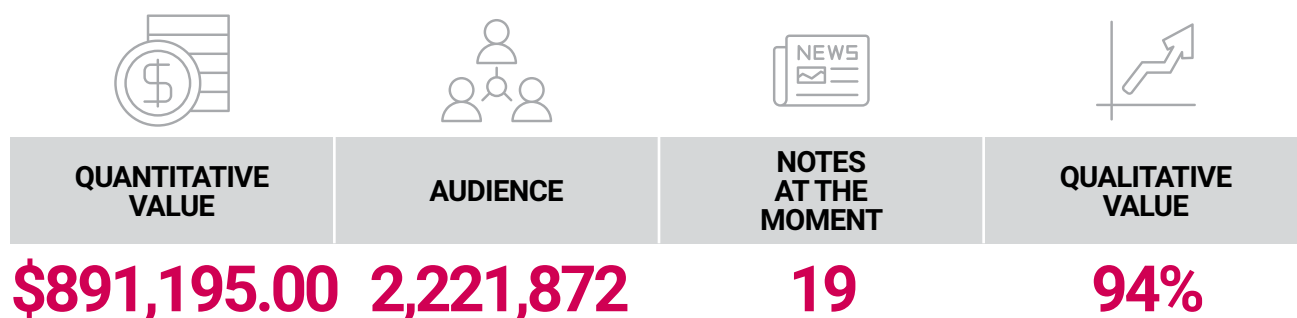


# 6. Communication Strategy

## 6.2 MEDIA

- 6** Distribution and follow-up of the press release sent to the media strengthened the Association's reputation in the face of the contingency period.

Results:



- 7** Presence in high impact media, reputation in business and industry and national reach:



Newspaper with the highest circulation and digital presence in Mexico.

**MILENIO**

Newspaper of national relevance with local reputation in the 32 states of the Republic.



Recently relaunched multimedia project with widely recognized voices and writers.

**MUNDO  
EJECUTIVO**

Business magazine with more than 20 years in the market.

**CHIQUINI**

Alfonso Chiquini, opinion leader in the automotive industry.



# 6. Communication Strategy

## 6.2 MEDIA

8

Key publications

- Newspaper with the highest circulation in the country
- Key Messages
- Name of organization on the title
- Organization-specific content





# 6. Communication Strategy

## 6.2 MEDIA

8

### Key publications

- Newspaper of national relevance with coverage in the 32 states of the Republic.
- Its website has one of the highest rates of visitors per month in the country.
- Presence of key messages.
- Reference to the organization.





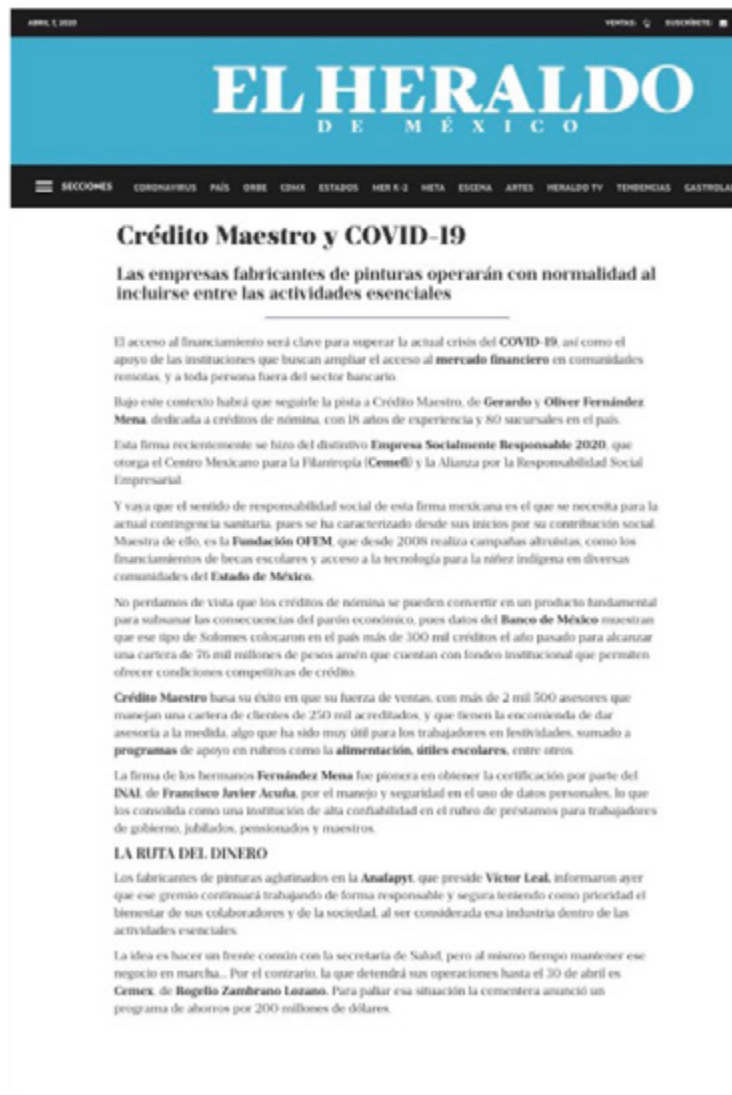
# 6. Communication Strategy

## 6.2 MEDIA

8

### Key publications

- Column by Rogelio Varela, with over 30 years of experience.
- Presence of key messages.
- Nationwide reach.
- Reference to the Chairman of the Association.
- Fastest-growing newspaper.





# 6. Communication Strategy

## 6.2 MEDIA

8

### Key publications

- Site for influential national decision-makers.
- Spokesperson's Photograph (Chairman ANAFAPYT).
- It has a UMV of over 150,000.
- Presence of key messages.
- Reference to the organization.
- Content read monthly by over 500,000 business and opinion leaders.





# 6. Communication Strategy

## 6.2 MEDIA

8

Key publications

NEGOCIO  
transporte

ia **indicador**  
automotriz

**NEGOCIO transporte** Viernes 17 de Abril de 2020

**PULSO | Permanece sólida industria de pinturas: ANAFAPYT**  
April 7, 2020 | Noticias

**100% RECUBRIMIENTO**  
Renta con TAP. Soluciones de transporte de carga de cualquier tamaño.  
¡Planes flexibles hechos a la medida!  
☎ 01 800 908 6700

Accompáñanos en los **lanzamientos** de las producciones de autobuses, camioneros, tractocamiones y motores más **importantes** del mundo.

**CONTÁCTANOS**  
☎ 690 6000

**XIX FORO NACIONAL**  
del Transporte de Vehículos  
del 9 al 11 de Julio,  
HOTEL REYES, CDMX, MEXICO  
www.atac.mx/foro

**HANKOOK**  
driving emotion

La Asociación Nacional de Fabricantes de Pinturas y Tonos (ANAFAPYT), acaba de impulsar las medidas propuestas por la Secretaría de Salud ante el Covid-19, para continuar labores de manera responsable. Los miembros representantes de la industria de pinturas se unen en un mismo frente, como una industria sólida y cuidando el bienestar de sus colaboradores y de sociedad.

La industria de pinturas participa en actividades esenciales, como son: el abasto, servicios y promotoría, protección ciudadana, infraestructura hospitalaria y médica, industria química y ferretería, actividades para el mantenimiento y reparación de la infraestructura crítica que asegura la producción y distribución de servicios indispensables, ya que deben continuar colaborando con la cadena de suministro. Al desarrollar actividades esenciales en el país, las empresas fabricantes de pintura y recubrimientos deben continuar en funcionamiento priorizando el bienestar de todos sus integrantes y del público en general.

Tanto los puntos de venta de los fabricantes de pintura asociados a ANAFAPYT, como sus plantas productoras, oficinas y distribuidoras, replicarán las acciones establecidas en el acuerdo del 31 de marzo de 2020 publicado en el DOF, haciendo énfasis en los ámbitos esenciales y producciones sanitarias y promotorías de higiene, tales como el uso de guantes, mascarillas, desinfectantes, jabones, entre otros, evitando el uso de guantes, trajes especiales, mascarillas, gel antibacterial, medidas de sana distancia entre empleados, clientes, y entregas a domicilio, evitando así aglomeraciones y promoviendo el resguardo domiciliario. Además, en la medida de lo posible se trata de brindar a los colaboradores apoyo de transporte privado, evitando continuamente salir en cada medida estipulada por el Consejo de Seguridad Nacional.

La industria ANAFAPYT no solo es una industria sólida y de unión, nuestros asociados continúan con dichas acciones siempre en apoyo a los acuerdos y obligaciones que dicta el Consejo de Seguridad Nacional, reforzando nuestros compromisos con México, como el señor Luis, presidente de ANAFAPYT.

Para superar los impactos de la contingencia y en respuesta a la campaña nacional #QuedateEnCasa impulsada por la Secretaría de Salud, la ANAFAPYT conforma una comisión de trabajo para el diseño, desarrollo e implementación de la campaña #QuedateEnCasaProtegiendo, de primer lanzamiento, para reducir la transmisión de las actividades a permanecer en sus hogares, a través de diversas actividades para reducir el tráfico.

En acciones de Asociación Nacional de Fabricantes de Pinturas y Tonos (ANAFAPYT) refuerza la voluntad del gremio de pinturas, mostrando el compromiso y espíritu de colaboración esenciales para las actividades productivas fundamentales de México.

**ia** **indicador**  
automotriz

**Industria de pinturas seguirá operando**  
BY PROTECCIÓN CIVIL Y TRABAJO, ASÍ COMO A COMERCIO Y

La Asociación Nacional de Fabricantes de Pinturas y Tonos (ANAFAPYT), acaba de impulsar las medidas propuestas por la Secretaría de Salud ante el Covid-19, para continuar labores de manera responsable. Al desarrollar actividades esenciales en el país, las empresas del ramo contribuirán en funcionamiento priorizando el bienestar de todos sus integrantes y del público en general.

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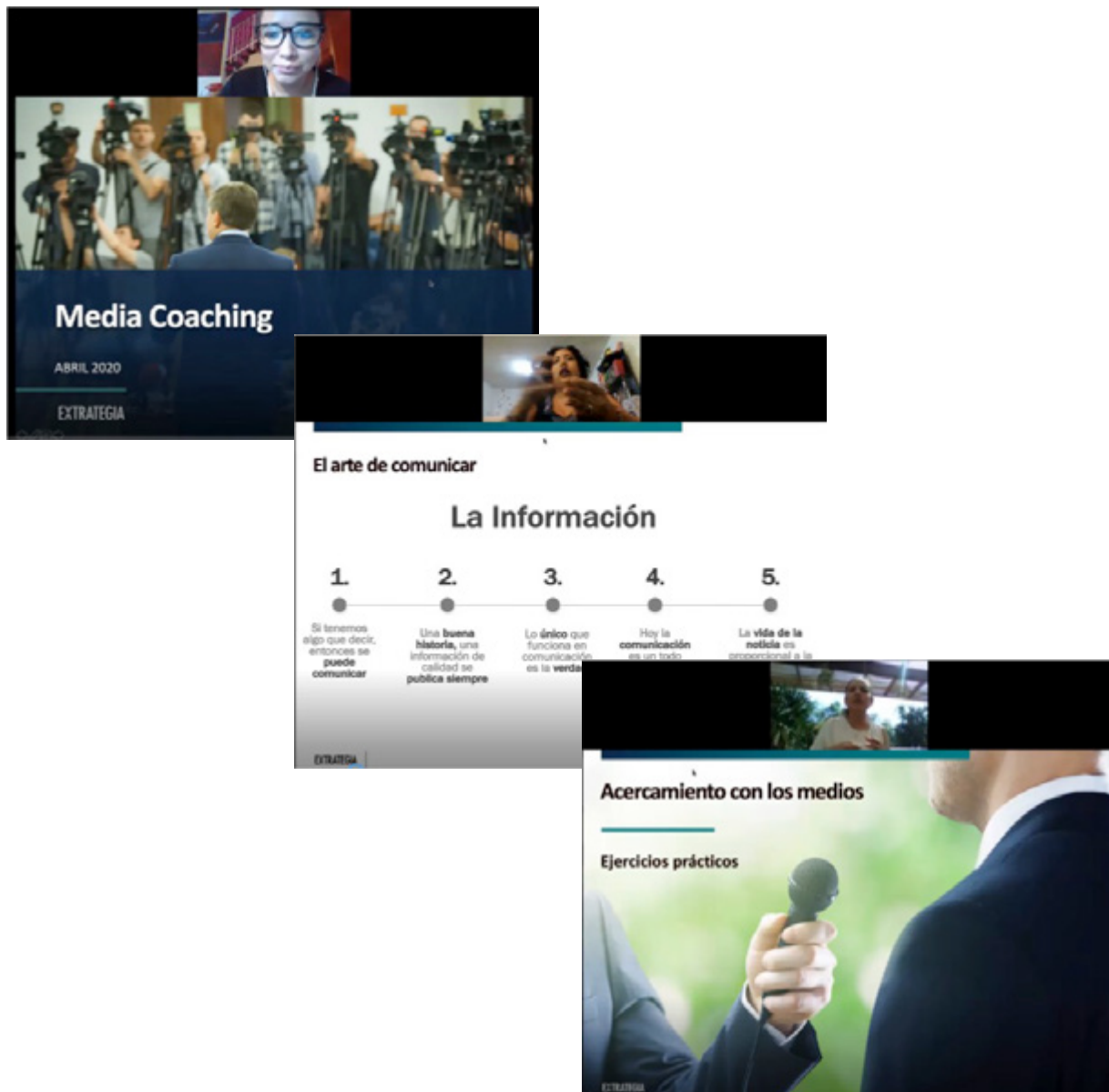
# 6. Estrategia de Comunicación

## 6.2 MEDIA

9

Media Coaching:

- Training for the official spokesperson Eng. Marcelo Herrera, VP of Communications to prepare him for interviews with the media.
- The program consisted of a theoretical part on the context of the media and journalists and a practical part conducted by a guest journalist.





# 6. Communication Strategy

## 6.2 MEDIA

A leading journalist and columnist conducted in-depth radio and distance interview simulations with the spokesperson.

### ROGELIO VARELA

He has a degree in Communication Sciences from UNAM. He has written for various newspapers and magazines since 1984. Within the financial sector, he has worked in the analysis department of the Stock Exchange Operator and in the news agencies Reuters and Dow Jones. Currently, he is a business and finance columnist for Columna Corporativo, and collaborates with El Heraldo de México, Grupo Imagen and Canal 40.



**Journalist  
with more  
than 30 years  
of experience  
in mass media**



# 6. Communication Strategy

## 6.2 MEDIA

10

Ongoing activities:

- Virtual Journalists' Council (April) - Media shielding with opinion leaders to present the case, positions and generate opportunities.

The spokespersons will be directors of ANAFAPYT, CANACINTRA and other organizations that are part of the initiative.

- Interviews with media partners to build a positive message around the industry. (April-May)

Business media

General media

Industry and channel

- Propuesta de medios para consejo de periodistas y entrevistas.



**FORTUNE**



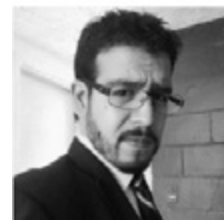
**La Razón**

**MILENIO**

**La Jornada**

**El Financiero**

**NTX**  
NOTIMEX





# 6. Communication Strategy

## 6.3 DIGITAL AND SOCIAL MEDIA

- A communication strategy for ANAFAPYT's digital channels was developed.
  - The position and actions that the association is taking in favor of the industry in the face of health contingencies were expressed in social media.
  - This line of communication was standardized in all channels, adding also our ANAFAPYT ambassadors in all our social networks.
  - The strategy considered different official messages as well as visual and audiovisual materials for a better engagement and positive sentiment from our community:
1. Posting the letter that states our position.
  2. Video statement, which managed to communicate our actions in an emotional and concrete way.
  3. Special content grid to communicate the position.
  4. Banners for the covers of our different social networks to unify them.
  5. Sending a mailing to partners with a package of downloadable content for them to replicate in their sale points and personal channels.
  6. Development of copy for advisors and associates.





# 6. Communication Strategy

## 6.3 DIGITAL AND SOCIAL MEDIA

- The letter with our stance was published with an outstanding performance, a reach of over 900 users and an interaction average of 13%, considered high.





# 6. Communication Strategy

## 6.3 DIGITAL AND SOCIAL MEDIA

- Samuel Troice (Pinturas Acuario) who designed and shared his graphic materials for our digital channels:



Date of publishing:  
April 8, 2020

- An illustrative video was made in which the Association reinforces its commitment to the entire industry and to the country.
- This video was published on social networks, and a mailing was made to all members and advisors so that they could share it on all their digital platforms.
- Paints play a fundamental role, since they contribute to the painting process in hospitals, signage and other elements of great importance during this healthcare emergency.





# 6. Communication Strategy

## 6.3 DIGITAL AND SOCIAL MEDIA



- An illustrative compilation video was made to share different messages of support from multiple CEO's and paint manufacturers to show the real union of this sector in hard times.
- This is an initiative promoted by Héctor Manuel Ávila, from PIRAVI company and CEO of the Mexican Institute of Technicians in Paints and Inks of Guadalajara (IMTPYT).





# 6. Communication Strategy

## 6.3 DIGITAL AND SOCIAL MEDIA

- #QuédateEnCasaYPintaTuHogar Campaign: A multi-media and multi-channel strategy was developed to involve the general public in ANAFAPYT's initiative to promote the willingness to stay at home.
- Leveraging on the idea of painting one's home at home as a recreational activity and a way of spending time with one's family, we developed all the elements to be communicated.
- In addition, the materials produced were made available to members so that they could use them in their digital channels and points of operation.





# 6. Communication Strategy

## 6.3 DIGITAL AND SOCIAL MEDIA

- Likewise, a series of publications were introduced in the monthly contents to publicize the campaign **#QuédateEnCasaYPintaTuHogar**

Social Networks/ Campaign

## #QuédateEnCasaYPintaTuHogar

Date of publishing:  
10, 15, 21, 27, April 2020



**#QuédateEnCasa  
y Pinta Tu Hogar**

*Como escoger el  
mejor color*



Áreas privadas	Se recomienda usar <b>colores pastel</b> , ya que son colores que <b>ayudan a relajarse y repararse</b> cuando se está pasando tiempo en estas áreas.
 <b>RECAMARAS</b> <b>ESPACIOS DE TRABAJO</b> <b>ÁREAS DE TV</b>	<b>AZUL / VERDE / MORADO / AMARILLO</b>
Áreas de servicio	Si te gustan los <b>colores vivos</b> , se recomienda usarlos estos lugares ya que <b>ayudan a levantar el ánimo y abrir el apetito</b> dando un toque divertido.
 <b>COCINA</b> <b>LAVANDERÍA</b>	<b>VERDE FUERTE / NARANJA / AZUL</b>
Áreas sociales	Se sugiere usar <b>colores neutros y tierra</b> para las paredes proyectando calidez. <b>Contrastar con muebles y tapetes</b> dando vida a los espacios.
 <b>SALA</b>	<b>GRIS / BLANCO / MARFIL</b>

[www.anafapyt.org.mx](http://www.anafapyt.org.mx) ASOCIACIÓN NACIONAL DE FABRICANTES DE PINTURAS Y TINTAS



# 6. Communication Strategy

## 6.3 DIGITAL AND SOCIAL MEDIA

- Creation of infographics to support the campaign **#QuédateEnCasaYPintaTuHogar**:





# 6. Communication Strategy

## 6.3 DIGITAL AND SOCIAL MEDIA

- #QuédateEnCasaYPintaTuHogar release campaign on social media.
- Different companies joined to the release campaign, even not affiliated ones.





# 7 SYNTHESIS AND REFERENCES: GLOBAL REPORT





# Global report ANAFAPYT-WCC

Update Date:

May 12, 2020

Pregunta español	Question	Country	Answers	Answers Official links: federal or major state / province / department.
Essential Industry: Manufacturing	Is paint manufacture an essential economic activity/industry?	México	Yes, "Ministry of Health presents the activities considered essential. These activities include those that conserve and maintain critical infrastructure." "ANAFAPYT explained that the paint industry participates in essential activities, such as infrastructure Hospital and medical, chemical industry and hardware stores. On April 4 in an official position, ANAFAPYT, in conjunction with manufacturing and supplier partners, hold and promotes the health measures established by the Federal Government in the contingency caused by the global pandemic due to (COVID-19) in act of strict responsibly and in accordance with the Law.	<a href="https://www.dof.gob.mx/-nota_detalle.php?codigo=5590914&amp;fecha=31/03/2020">https://www.dof.gob.mx/-nota_detalle.php?codigo=5590914&amp;fecha=31/03/2020</a>  <a href="https://www.milenio.com/negocios/industria-pinturas-continua-operando-pese-coronavirus">https://www.milenio.com/negocios/industria-pinturas-continua-operando-pese-coronavirus</a>  <a href="https://www.linkedin.com/feed/update/urn:li:activity:6652743068946616320">https://www.linkedin.com/feed/update/urn:li:activity:6652743068946616320</a>
Essential industry: painting sale in specialized stores	Is the sale of paint in dedicated paint stores essential economic activity/industry?	México	Yes, "Likewise, ANAFAPYT highlighted that the industry helps in the maintenance and repair of critical infrastructure that ensures the production and distribution of essential services."	<a href="https://www.dof.gob.mx/-nota_detalle.php?codigo=5590914&amp;fecha=31/03/2020">https://www.dof.gob.mx/-nota_detalle.php?codigo=5590914&amp;fecha=31/03/2020</a>  <a href="https://www.milenio.com/negocios/industria-pinturas-continua-operando-pese-coronavirus">https://www.milenio.com/negocios/industria-pinturas-continua-operando-pese-coronavirus</a>
Did your Association intercede with the government for the essential industry designation?	Did your Association advocate for essential status? ESSENTIAL INDUSTRY and ADVOCACY arguments for continued operations	México	No, since we are considered essential according to business item 325 - Chemical Industry according to the National Institute of Statistics and Geography (INEGI)	<a href="https://www.inegi.org.mx/app/scian/">https://www.inegi.org.mx/app/scian/</a>



# Global report ANAFAPYT-WCC

Pregunta español	Question	Country	Answers	Answers Official links: federal or major state / province / department.
What arguments did they use?	What arguments were used to support the claim?	México	<p>"The strategic lines of the ANAFAPYT stance are:</p> <ul style="list-style-type: none"> <li>• We reinforce that the paint industry participates in essential activities such as the chemical industry and hardware stores. Complying with and promoting the measures established by the Federal Government.</li> <li>• Positioning of the industry with essential activity in the country.</li> <li>• Operation prioritizing the welfare of all our employees and the general public.</li> <li>• Emphasis on high standards and sanitary precautions at all points of sale of our associates, production plants, offices and distributors.</li> </ul> <p>All ANAFAPYT associates reapply the actions established in the agreement of March 31, 2020 published in the DOF.</p>	<a href="https://www.anafapyt.com/pagina/index.php?sec=comunicado_anafapyt">https://www.anafapyt.com/pagina/index.php?sec=comunicado_anafapyt</a>
Are major cities in quarantined? In confinement?	Are major cities in your country under quarantine? Lockdown?	México	<p>Yes they are in quarantine taking the measures that the government indicated "Being an industry necessary for essential activities, we will continue operate with the measures proposed by the Ministry of Health in the coronavirus contingency"</p> <p>"Immediate activation of hygiene and healthy distance protocols in collaborator with the Association:</p> <ul style="list-style-type: none"> <li>• Home office.</li> <li>• Special schedules for on-call staff.</li> <li>• Private transport support.</li> </ul>	<a href="https://www.anafapyt.com/pagina/index.php?sec=comunicado_anafapyt">https://www.anafapyt.com/pagina/index.php?sec=comunicado_anafapyt</a>



# Global report ANAFAPYT-WCC

Pregunta español	Question	Country	Answers	Answers Official links: federal or major state / province / department.
Is this state on the rise? Decrease?	Is this situation intensifying? easing?	México	<p>On the rise and currently in Phase 3 of the contingency. "Jornada Nacional Sana Distancia extends until May 30. Hugo López-Gatell, Sub secretary of Health, explained the measure was taken jointly with the scientific group to reduce the dissemination of Covid-19.</p> <p>Covid-19 Mexico Daily report (May 12, 2020):</p> <ul style="list-style-type: none"> <li>• Mexico has 36,327 accumulated confirmed cases, 20,991 suspects and 8,288 active. There are 3,573 positive deaths and 224 COVID-19 suspects in the country.</li> <li>• The entities with the highest disease burden are Mexico City, Baja California, the State of Mexico, Sinaloa and Tabasco.</li> </ul>	<p><a href="https://elfinanciero.com.mx/salud/se-propon-dra-extender-aislamiento-social-en-mexico-hasta-el-30-de-mayo?fbclid=IwAR1qZZt7dfU-gUgBH030-Lj3nWnocVviQvQPdul5SqjaDo22P5rWrVcdUW0">https://elfinanciero.com.mx/salud/se-propon-dra-extender-aislamiento-social-en-mexico-hasta-el-30-de-mayo?fbclid=IwAR1qZZt7dfU-gUgBH030-Lj3nWnocVviQvQPdul5SqjaDo22P5rWrVcdUW0</a></p> <p><a href="https://www.youtube.com/watch?v=l2zAW7-Cb8Ds">https://www.youtube.com/watch?v=l2zAW7-Cb8Ds</a></p>
Borders: Are they open to people? (Date of entry into force of the measure)	Borders: Are your country's borders open to the transit of people? (Effective date)	México	<p>April 20, 2020 – "The Department announces an extension of mutual agreement with Mexico and Canada to close their common borders for another 30 days due to the COVID-19 pandemic."</p>	<p><a href="https://www.sandiegouniontribune.com/en-espanol/noticias/b-c/articulo/2020-04-20/gobierno-de-eua-alarga-otros-30-dias-el-cierre-de-fronteras-con-mexico-y-canada">https://www.sandiegouniontribune.com/en-espanol/noticias/b-c/articulo/2020-04-20/gobierno-de-eua-alarga-otros-30-dias-el-cierre-de-fronteras-con-mexico-y-canada</a></p>
Borders: Are they open to import / export supplies for the paint industry?	Borders: Are your country's borders open to import/export of supplies used in the paint industry?	México	<p>The manual does not specify if it doesn't contain general information on the manufacturing sector of products that are exported:</p> <p>- April 1, 2020 – "Main sectors of export-related manufacturing affected.1".</p> <p>"Automotive, auto parts, electrical and electronic; mechanical metal, furniture and product manufacturing,</p>	<p><a href="https://expansion.mx/economia/2020/03/16/industriales-apuestan-hecho-mexico-ante-coronavirus">https://expansion.mx/economia/2020/03/16/industriales-apuestan-hecho-mexico-ante-coronavirus</a></p>



# Global report ANAFAPYT-WCC

Pregunta español	Question	Country	Answers	Answers Official links: federal or major state / province / department.
			among others" "The shutdowns have been recorded in all six states bordering the United States, as well as in Guanajuato, Querétaro, San Luis, Jalisco, Aguascalientes, Yucatán, and Campeche."	<a href="https://www.eleconomista.com.mx/empresas/Coparmex-urge-reactivar-industrias-ante-el-Covid-19-en-riesgo-cancelaciones-de-pedidos-20200420-0055.htm">https://www.eleconomista.com.mx/empresas/Coparmex-urge-reactivar-industrias-ante-el-Covid-19-en-riesgo-cancelaciones-de-pedidos-20200420-0055.htm</a>
Which are the best practices to achieve production, distribution, sale, avoiding contagion?	Safe production and product delivery practices	México	<ul style="list-style-type: none"> <li>• Use of protective masks and disposable gloves.</li> <li>• Provide employees with anti-bacterial gel dispensers.</li> <li>• Divide warehouse activities by separating areas that are in contact with the external environment such as goods reception and shipping.</li> <li>• Where possible, organize staff into separate shifts and do not change their schedules; do not give staff the opportunity to change their shifts.</li> <li>• During shifts, workers must not exchange tools.</li> <li>• Wash your hands with soap and water after each contact.</li> </ul>	<a href="https://www.sandiegouniontribune.com/en-espanol/noticias/bc/articulo/2020-04-20/gobierno-de-eua-alarga-otros-30-dias-el-cierre-de-fronteras-con-mexico-y-canada">https://www.sandiegouniontribune.com/en-espanol/noticias/bc/articulo/2020-04-20/gobierno-de-eua-alarga-otros-30-dias-el-cierre-de-fronteras-con-mexico-y-canada</a>
¿ Which is the estimated impact on paint sales? Any market projections?	Emerging PAINT AND COATINGS SALES DATA and/or market projections	México	"There is a growth forecast during the years 2020-2029 for "global market for Epoxy Resin Coatings and for global market for Elastomeric Wall Coatings of the major players in the business".	<a href="https://www.torretriangular.com/impacto-Covid-19-en-de-elastomero-de-revestimientos-de-pared-analisis-de-mercado-tendencias-y-oportunidades-de-crecimiento-2020-2029/">https://www.torretriangular.com/impacto-Covid-19-en-de-elastomero-de-revestimientos-de-pared-analisis-de-mercado-tendencias-y-oportunidades-de-crecimiento-2020-2029/</a>
Will your government offer industry support for recovery?	Will your national government offer aid or support to industry for economic recovery?	México	No, "Support for small and medium enterprises and the Social Development Fund was announced, but no specific support for enterprises in the sector was mentioned".	<a href="https://heraldodemexico.com.mx/cdmx/coronavirus-cdmx-apoyo-economico-como-tramitar-estudiantes-microempresarios-seguro-desempleo/">https://heraldodemexico.com.mx/cdmx/coronavirus-cdmx-apoyo-economico-como-tramitar-estudiantes-microempresarios-seguro-desempleo/</a>



# Global report ANAFAPYT-WCC

Pregunta español	Question	Country	Answers	Answers Official links: federal or major state / province / department.
			<p>Daily presidential conference:</p> <p>May 5 - "For the economic recovery of the country, an average of 100 billion pesos will be dispersed in credits for small family businesses, family credits, housing and social programs, for the</p>	<a href="https://www.youtube.com/watch?v=PbTG5D-PAfw">https://www.youtube.com/watch?v=PbTG5D-PAfw</a>
Will your national government offer regulatory relief to industry for economic recovery?	Will your national government offer regulatory relief to industry for economic recovery?	México	It is not mentioned in the manual because the Government has not published anything about the sector.	
Who is eligible and what are the requirements?	Who is eligible and what are the requirements?	México	<p>The supports mentioned by the Government are the following:</p> <ul style="list-style-type: none"> <li>• Students: coming from public schools will receive 500 pesos in addition to the amount granted by the #MyBecaParaEmpezar program.</li> <li>• Micro-entrepreneurs: They will receive 10 thousand pesos credits with 0% interest to be paid in 2 years.</li> <li>-Unemployed people: Through the unemployment insurance, 1,500 pesos per month for two months will be granted to more than 35,000 people.</li> <li>• Indigenous people: An amount of 10 million pesos will be destined to support vulnerable people such as indigenous artisans.</li> </ul>	<a href="https://heraldodemexico.com.mx/cdmx/coronavirus-cdmx-apoyo-economico-como-tramitar-estudiantes-microempresarios-seguro-desempleo/">https://heraldodemexico.com.mx/cdmx/coronavirus-cdmx-apoyo-economico-como-tramitar-estudiantes-microempresarios-seguro-desempleo/</a>  <a href="https://www.radioformula.com.mx/noticias/20200420/credit-os-personales-personas-fisicas-gobierno-federal-Covid-19-coronavirus-2020/">https://www.radioformula.com.mx/noticias/20200420/credit-os-personales-personas-fisicas-gobierno-federal-Covid-19-coronavirus-2020/</a>



# Global report ANAFAPYT-WCC

Pregunta español	Question	Country	Answers	Answers Official links: federal or major state / province / department.
Has your Association implemented additional or complementary means of communication during the pandemic?	Has your Association implemented additional or complementary means of communication during the pandemic?	México	<ul style="list-style-type: none"> <li>• ANAFAPYT digital channel publications</li> <li>• Development of a communication and public relations strategy to strengthen the association's reputation</li> <li>• Media shielding in the main communication channels at this juncture such as El Universal, Milenio, El Heraldo de México, Mundo Ejecutivo, Alfonso Chiquini, Indicador Automotriz</li> <li>• Activation of the "Media Intelligence" department with daily sending of information to the associates.</li> <li>• Press releases, sending to media (business, industry, automotive and local media in the 32 states of the country).</li> </ul>	<a href="https://www.anafapyt.com/home/">https://www.anafapyt.com/home/</a>  <a href="https://www.instagram.com/anafapyt/">https://www.instagram.com/anafapyt/</a>  <a href="https://www.milenio.com/negocios/industria-pinturas-continua-operando-pese-coronavirus">https://www.milenio.com/negocios/industria-pinturas-continua-operando-pese-coronavirus</a>  <a href="https://www.eluniversal.com.mx/cartera/fabricantes-de-pinturas-siguen-en-funcionamiento">https://www.eluniversal.com.mx/cartera/fabricantes-de-pinturas-siguen-en-funcionamiento</a>  El Heraldo de México - columna ANAFAPYT  <a href="https://chiquini.mx/la-industria-de-la-pintura-sigue-en-pie/">https://chiquini.mx/la-industria-de-la-pintura-sigue-en-pie/</a>  <a href="https://mundoejecutivo.com.mx/economia-negocios/2020/04/06/anafapyt-continua-operando-con-responsabilidad/">https://mundoejecutivo.com.mx/economia-negocios/2020/04/06/anafapyt-continua-operando-con-responsabilidad/</a>
Choose as many as apply.	Choose as many as apply.			
<ul style="list-style-type: none"> <li>• Designated spokesperson</li> <li>• Social media strategy</li> <li>• WhatsApp group</li> <li>• Additional special content posted on your website?</li> </ul>	<ul style="list-style-type: none"> <li>• Designated spokesperson</li> <li>• Social media strategy</li> <li>• WhatsApp group</li> <li>• Additional special content posted on your website?</li> </ul>	México	All 4 actions were implemented:  1. Official spokesperson Eng. Marcelo Herrera, VP of Communication.  2. Specialized media coaching with our communication agency for spokesperson.  3. Development of support materials for spokesperson ANAFAPYT (Key messages, Q&A, spokesperson booklet, etc.)	<a href="https://www.anafapyt.com/home/">https://www.anafapyt.com/home/</a>  <a href="https://www.facebook.com/AnafapytOficial/">https://www.facebook.com/AnafapytOficial/</a>  <a href="https://www.instagram.com/anafapyt/">https://www.instagram.com/anafapyt/</a>



# Global report ANAFAPYT-WCC

Pregunta español	Question	Country	Answers	Answers Official links: federal or major state / province / department.
			<p>4. Communication through ANAFAPYT's social networks (Facebook, Instagram, LinkedIn), where the association's position and actions in favor of the industry in the face of health contingencies were captured in social media.</p> <p>5. WhatsApp Committee</p>	
Communication strategies in social media, content on web page	Communication strategies in social networks, content on web page	México		
<p>1. ESSENTIAL INDUSTRY and ADVOCACY arguments for continued operation</p> <p>2. PAINT RETAIL SECTOR SUPPORT INFORMATION</p> <p>3. SAFE PRODUCTION AND PRODUCT DELIVERY practices</p> <p>4. Any REGULATORY RELIEF activities</p> <p>5. SUPPLY CHAIN support efforts</p> <p>6. Emerging PAINT AND COATINGS SALES DATA and/or market projection</p>	<p>1. ESSENTIAL INDUSTRY and ADVOCACY arguments for continued operation</p> <p>2. PAINT RETAIL SECTOR SUPPORT INFORMATION</p> <p>3. SAFE PRODUCTION AND PRODUCT DELIVERY practices</p> <p>4. Any REGULATORY RELIEF activities</p> <p>5. SUPPLY CHAIN support efforts</p> <p>6. Emerging PAINT AND COATINGS SALES DATA and/or market projection</p>		<p>1. ANAFAPYT Press release</p> <p>2. The Manual contains a specific section for general government support.</p> <p>3. There is a series of measures that are recommended to production companies, delivery of products.</p> <p>4. It mentions the inspections that will be made by the authorities by subject of Covid-19.</p> <p>5. Industrial chambers propose recommendations to mitigate the impact of Covid-19 and how to keep supply chains operating for the benefit of the consumer in these times of crisis.</p> <p>6. There is a growth forecast during the years 2020-2029 for "global market for Epoxy Resin</p>	<p><a href="https://www.anafapyt.com/pagina/index.php?sec=comunicado_anafapyt">https://www.anafapyt.com/pagina/index.php?sec=comunicado_anafapyt</a></p> <p><a href="https://www.radioformula.com.mx/noticias/20200420/credit-os-personales-personas-fisicas-gobierno-federal-Covid-19-coronavirus-2020/">https://www.radioformula.com.mx/noticias/20200420/credit-os-personales-personas-fisicas-gobierno-federal-Covid-19-coronavirus-2020/</a></p> <p><a href="https://www.revistamasseguridad.com.mx/mejores-practicas-para-reducir-riesgo-de-Covid-19-logistica-proteccion/">https://www.revistamasseguridad.com.mx/mejores-practicas-para-reducir-riesgo-de-Covid-19-logistica-proteccion/</a></p> <p><a href="https://www.ccmexico.com.mx/es/noticias/1269-criterios-aplicables-para-el-desarrollo-de-inspeccioneshttps://alcaldiaenitojuarez.gob.mx/">https://www.ccmexico.com.mx/es/noticias/1269-criterios-aplicables-para-el-desarrollo-de-inspeccioneshttps://alcaldiaenitojuarez.gob.mx/</a></p>



Pregunta español	Question	Country	Answers	Answers Official links: federal or major state / province / department.
Any government ECONOMIC STIMULUS or industry financial support efforts	7. Any government ECONOMIC STIMULUS or industry financial support efforts		Elastomeric Wall Coatings of the main actors of the business".  7. The government has not published any support for the industry	<a href="https://www.mms-mexico.com/noticias/post/camaras-industriales-proponen-recomendaciones-para-mitigar-impacto-del-Covid-19">https://www.mms-mexico.com/noticias/post/camaras-industriales-proponen-recomendaciones-para-mitigar-impacto-del-Covid-19</a>  <a href="https://www.torrettriangular.com/impacto-Covid-19-en-de-elastomero-de-revestimientos-de-pared-analisis-de-mercado-tendencias-y-oportunidades-de-crecimiento-2020-2029/">https://www.torrettriangular.com/impacto-Covid-19-en-de-elastomero-de-revestimientos-de-pared-analisis-de-mercado-tendencias-y-oportunidades-de-crecimiento-2020-2029/</a>

## Informe Global ANAFAPYT-WCC



# BUSINESS CONTACTS



**Víctor Leal / Chairman**



**Marcelo E. Herrera Díaz / VP of Communications**



**Flor de Maria González Mariblanca / Public Relations and Marketing Manager**



**Baltazar Saldaña Colorado / Communication and Publications**





# LACS2021

ANAFAPYT  
LATIN AMERICAN  
COATINGS SHOW®

#LACS2021

July, **13-15.** 2021

**Mexico city**

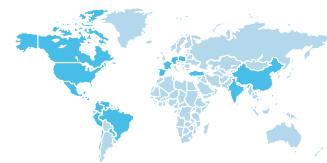
Centro Citibanamex

Latin American Coatings Show® offers this space full of opportunities to **leaders and discuss the latest developments in technologies, subjects raw, intermediate products for coatings and paints**, as well as laboratory and production equipment, test and measurement, applications and environmental protection.

**3** business  
days

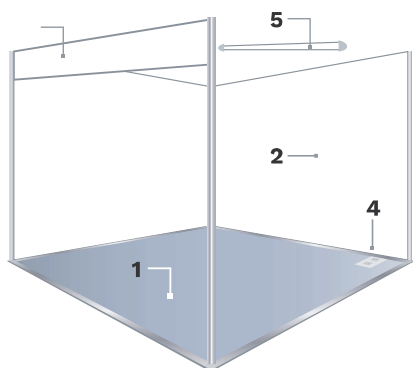
**7,425** m<sup>2</sup>  
exhibition

**4** rooms  
conference  
commercial



## Are you interested in participating in LACS 2021

**Basic stand.** Minimum size 9m<sup>2</sup>



1. Carpeted space
2. Divider screens
3. Sill with company name
4. 1000w electronic contact
5. Slim line lamp
6. Mention in the spouses catalog
7. Perimeter security

**Member**

**ANAFAPYT: \$250 USD**

**No member: \$500 USD**

**Costs plus IVA**

### Participating countries 2019

ALEMANIA  
ARGENTINA  
BÉLGICA  
BRASIL  
CANADÁ  
CHILE  
CHINA  
COLOMBIA  
COSTA RICA  
EL SALVADOR  
ESPAÑA  
ESTADOS UNIDOS  
FRANCIA  
GUATEMALA  
HOLANDA  
INDIA  
KOREA  
MÉXICO  
PERÚ  
POLONIA  
TURQUÍA  
URUGUAY

**Did you participate in LACS 2019 and are you interested grow or expand your space?**

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[www.anafapyt.org.mx](http://www.anafapyt.org.mx)

#PorUnaMejorIndustria



#Representation

#Innovation

#Normativity