

# Thesaurus

## COVID-19 & COMMERCE INTERNATIONAL

Base de connaissance sur l'évolution du commerce international  
et l'activité des entreprises pendant et post COVID-19

Ce Thesaurus est une ressource collective à disposition de tous et toutes pour alimenter la réflexion sur la manière dont le commerce international et l'activité des entreprises peut et doit s'adapter à la crise en cours. Il a été lancé le 6 avril 2020 dans le cadre des travaux du groupe de travail SOLUTIONS EXPORT regroupant les principaux acteurs de l'écosystème exportateur français.

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# 1 - PLANS DE LUTTE CONTRE LA PANDEMIE / DE SORTIE DE CRISE (multilatéraux, nationaux)

## 1.1 Les initiatives globales et multilatérales

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### **3.4 Branding Pays**

### **3.5 Narratif et Pionniers**

## **4 - ECONOMIE : situation, évolution, prospective**

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## **5 - MARCHES, DEMANDE ET CONSOMMATEURS : situation, évolution, opportunités et risques**

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