摘 要

2019年12月至今，疫情已经传播三年了，在COVID-19的影响下，石药集团净利润年增长率呈断崖式下跌，从原先36%下跌至12.8%，由此可见疫情对石药集团影响巨大，本论文对石药集团受疫情影响的相关文献进行了分析，国内学者主要在企业视角对中国医药行业出口现状进行分析，国外学者主要从政府责任，全球经济大环境和出口限制方面分析COVID-19对出口的影响。目前突发公共卫生事件与日俱增，但关于石药集团在应对突发公共卫生事件带来的影响的研究方面是很少的，本论文中通过分析COVID-19对石药集团的影响，并根据影响提出建议，建议石药集团应当建立适合自己的应对突发公共卫生的紧急预案，这个预案中包括前面分析中石药集团所受到的各种影响时的应对措施，通过这项预案来应对各类突发事件，这个预案可以为石药在各种环境下的稳健发展保驾护航，为集团的可持续发展提供理论指导。在通过对石药的分析中，我们可以得出目前经济大环境并不是很好，突发公共卫生事件频发，本论文不仅是为石药集团建立紧急预案提供理论建议，也为所有的企业提供了一个在应对突发公共卫生事件时企业如何发展规划的一个理论参考。

关键词：石药集团；新型冠状病毒；突发公共卫生事件；可持续发展

ABSTRACT

Since December 2019, the epidemic has spread for three years, under the influence of COVID-19, the annual growth rate of CSPC Group's net profit has fallen off a cliff, from the original 36% to 12.8%, which shows that the epidemic has a huge impact on CSPC Group, this paper analyzes the relevant literature of CSPC Group affected by the epidemic, domestic scholars mainly analyze the export status of China's pharmaceutical industry from the perspective of enterprises, and foreign scholars mainly from the government responsibility. Analysis of the global economic environment and export restrictions on the impact of COVID-19 on exports. At present, public health emergencies are increasing day by day, but there are few studies on the impact of CSPC in responding to public health emergencies, this paper analyzes the impact of COVID-19 on CSPC and makes recommendations based on the impact, suggesting that CSPC should establish its own emergency plan for responding to public health emergencies, which includes the previous analysis of the various impacts of CSPC Group, through this plan to deal with various emergencies. This plan can escort the steady development of CSPC in various environments and provide theoretical guidance for the sustainable development of the group. In the analysis of CSPC, we can conclude that the current economic environment is not very good, public health emergencies are frequent, this paper not only provides theoretical suggestions for CSPC Group to establish an emergency plan, but also provides a theoretical reference for all enterprises to develop and plan in response to public health emergencies.

Key words： CSPC;COVID-19;Public Health Emergency; Sustainable Development

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Chapter One Introduction

In 2020, the Wuhan Office of China broke out a malignant infectious disease, the original version of the virus spread rapidly, and the fatality rate is extremely high, and the source of infection is still unknown, the World Health Organization on January 30, 2020.The spread of the virus as a public health emergency. On February 11,2020, the World Health Organization named the virus "2019 coronary virus". In 2020, the National Health Commission issued a notice that the English name of "novel coronavirus pneumonia" was revised to"COVID-19"(COVID-19 will be replaced by COVID-19 in the following).

In order to cut off the source of infection from the source, China pressed the pause button, all walks of life paused, waiting for the government to press to start. This shutdown has a huge impact on all works of life, according to the statistics of China's National Bureau of Statistics, a total of 4 million small and medium-sized micro enterprises closed in the COVID-19, 13 million self-employed households were written off, the overall economic decline, the unemployment exceeded 70 million. As a large enterprise such as CSPC Pharmaceutical Group is also a big injury[Error! Reference source not found.],but from 2020 to 2022,CSPC Group's net profit growth has dropped to about 10%.In recent years, the global temperature has risen, glaciers melt, and more and more ancient viruses have been revived, so in the future, public health emergencies will increase year by year, if CSPC Pharmaceutical Group wants long-term sustainable development, it must have its own set of emergency plans for public health emergencies. This plan should be updated from time to time in case of emergency. Current question on "How are businesses responding to the impact of public health emergencies? "Through the analysis of the impact of CSPC in the face of public health emergencies, this paper finds a set of corresponding countermeasures, hoping to provide a reference solution for other enterprises when facing the same situation.

This paper will analyze the impact of the epidemic on CSPC from the extent to which the production, logistics, capital, employees and customers of CSPC are affected by the epidemic, and then find corresponding countermeasures according to the impact.

Chapter Two Introduction to CSPC’s Export Trade Situation Before and After COVID-19

2.1 Before the COVID-19

In the past few decades, Chinese medicine is with her new look to the world stage. With the transformation of Chinese manufacturing to Chinese creation, more and more Chinese pharmaceutical companies go abroad. Before the epidemic, in addition to the impact of the China-US Trade War, the prospects of China's pharmaceutical export trade are broad. More and more wisdom from China is accepted by the world. Acupuncture and other physiotherapy techniques, Chinese proprietary medicine, Chinese herbal medicine has also begun to be accepted by foreigners, more and more foreigners began to sigh the magic of Chinese medicine.In 2018, CSPC's total revenue for the year was HKD 21.029 billion, a year-on-year increase of 36%. In 2019, the total revenue for the year was HKD 22.103 billion, a year-on-year increase of 24.8% compared to the previous year.

2.2 After the COVID-19

With the arrival of the epidemic, there has also been a lot of prejudice and discrimination. Some countries have begun to refuse to import goods from China, thinking that these goods are infected with viruses. Some people will also resist traditional Chinese patent medicines and simple preparations, which will have a certain impact on China's drug export trade. Businesses will not buy goods if they cannot sell them. In 2020, the total revenue for the year was HKD 24.92 billion, a year-on-year increase of 12,80%. In 2021, the total revenue for the year was HKD 27.867 billion, a year-on-year increase of 11.70%. In 2022, the total revenue for the year was HKD 30.937 billion, a year-on-year increase of 8.70%.

Since COVID-19, the annual total revenue growth rate of CSPC has experienced a sharp decline from December 31,2019 to December 31,2020. The annual revenue growth rate of CSPC has been far lower than the annual growth rate before 2019.Looking back at the 2018 annual report. We can see that CSPC's total revenue growth rate in the whole year of 2018 was 36%. We can also see from the annual reports before 2018 that the revenue growth rate was also increasing every year. Therefore, CSPC has been greatly affected by the COVID-19.Let us analyze the possible reasons for the impact.

Chapter Three Impact of COVID-19 on CSPC

3.1 Impact on Production

We can see through data analysis that the annual revenue growth rate of CSPC from 2020 to 2022 is significantly lower than the annual revenue growth rate before 2019.speculate that the reason for this decrease in growth rate is due to the impact of the novel coronavirus. This following are the viewpoints of this paper.

3.1.1 Price Increases in Raw Materials

Since the pandemic, the prices have risen rapidly. Supply chain disruptions have led many companies to stop or reduce production.The supply of raw materials has decreased, driving up the price of raw materials. For example, some antibiotics against the new crown virus under the petrochemical group are affected by the epidemic in the market is a shortage of supply. Many hospitals lack drugs. In order to save people, the state from abroad high prices to collect all kinds of antibiotics to supply to major hospitals. Petrochemical group stepped up production. But the production of antibiotics raw materials shortage. Some bad businesses raise the price at the transaction location. Although originally there is room for profit. But if the price of raw materials rises, it is bound to cause a decrease in profits. There are also various types of medical devices are also in short supply, ventilators, defibrillators, suction machines, ECOM. These items are in huge demand, but the price of raw materials to produce these items is rising, so that the price of raw materials rises. The Raw material production in raw material producing countries is limited by the epidemic, resulting in reduced supply of raw materials and higher prices. Exchange rate fluctuations: The impact of the epidemic has led to unstable global economic conditions, and exchange rate fluctuations are frequent, which will increase the price of raw materials for enterprises importing raw materials. Speculation, during the epidemic. Some speculators saw the trend of rising raw material prices, and in order to obtain higher returns, they would adopt a large buying strategy, which pushed up the price of raw materials. In short, the epidemic has led to many uncertainties, which have brought instability to the raw material market, resulting in rising raw material prices.

3.1.2 Inability to Adjust Production Lines In a Timely Manner

The virus is unpredictable, and the symptomatic drugs needed are also changing at any time, such as *LianHuaQingWenJiaoNang(A traditional Chinese patent medicines and simple preparations that can treat the symptoms of COVID-19)* was once out of stock when the epidemic first opened, or after everyone had it, illegal merchants hoarded a large amount of *LianhuaQingwenJiaoNang* and could not get rid of it. So timely adjustment of the production line can avoid the occurrence of short supply or oversupply. The production line cannot be adjusted in time, the original production plan was shelved due to the epidemic, and the production line was mainly adjusted according to market demand during the epidemic, but the virus changes rapidly, the patient's symptoms are unpredictable, and the drugs corresponding to these symptoms are also different, if the production line is not adjusted in time, the drugs produced will not be able to meet the symptoms caused by the virus, and it will not be able to sell the accumulated drugs, and will not be able to catch up with the gap in market demand.

3.1.3 Difficulty Finding Alternative Suppliers After Supply Chain Disruptions

Supply chain is the main artery of the group's operation, if the supply chain is broken, it is impossible to produce products[Error! Reference source not found.23], but during the epidemic, such as the production of masks under the Petrochemical Group, on-woven fabrics are one of the important materials for the production of masks, during the epidemic mask demand is huge, there has been a bag of 10 masks in the market for 50 yuan, which can also see how much demand the major medical device companies have for raw materials such as non-woven fabrics, but many raw material suppliers are only prepared enough goods according to the estimated sales volume of the year. Due to the sudden arrival of the epidemic, the demand for raw materials at the upper level of the supply chain has surged, resulting in short supply, supply chain breakage, and under the current situation, the same type of suppliers are out of stock, so it is difficult to find alternative suppliers.

3.1.4 The Production Delays Due to Shutdowns

During the epidemic in response to the national epidemic prevention policy. Actively block the spread of the epidemic, all walks of life have begun to stop production and stop work adjustment. CSPC Pharmaceutical Group as the pharmaceutical industry is the main force to eliminate the virus. But stop production and work, employees can not arrive at the post in time for production labor, goods cannot reach the destination, the virus spreads rapidly, many infected people, close contacts are isolated, the group cannot guarantee that the infected people in a single group of employees are not available. So the employees due to virus isolation will affect the company's production. Especially some subsidiaries are in the hardest-hit areas, which will affect the company's production and sales progress.

3.2 Increased Logistics Cost

In terms of transportation costs, the epidemic has led to traffic control and logistics congestion. The transportation cost of goods has increased significantly, and the storage cost of goods has increased due to the epidemic being stuck in a certain place.

3.2.1 Disinfection Costs for Goods

Before the epidemic, the goods only need to follow the normal disinfection inspection process. But after the epidemic, due to the particularity of the new crown epidemic. The disinfection requirements for goods in transit have become particularly strict. Most of the drugs are transported at low temperatures, and the survival rate of the new crown virus in the low temperature environment is higher. So the transportation environment of the group in the transportation of drugs is extremely high, and the increase in transportation environment and disinfection requirements will also lead to higher transportation costs.

3.2.2 Increased Warehousing Pressure

During the epidemic, due to the suspension of goods or stagnation in the transportation of problems will lead to increased storage pressure, warehousing belongs to one of the links of logistics. This batch of goods due to the epidemic occupies the warehouse other goods cannot enter the warehouse storage. So that the logistics link will have problems, but under the epidemic, provinces, cities and countries have different epidemic prevention policies, which inevitably leads to the accumulation of goods in the warehouse. So, the surge in storage pressure under the epidemic, coupled with the huge demand for various anti-epidemic drugs, but also will put pressure on the warehouse.

3.3 Financial Pressure

During the epidemic, the group faced huge financial pressure, R&D, production, raw materials, logistics and other sectors have huge demand for funds, and if the problem of funds is not solved,it may even go bankrupt.

3.3.1 Low Capital Recovery Resulting in Decreased Revenue

Slow withdrawal of funds will reduce the liquidity of group funds, resulting in short-term cash flow shortages and making timely payments to suppliers, employees and creditors. Affect the group's business plan, the group usually estimates the return time of funds when formulating the business plan, if the return of funds is slow, it will affect the business plan of the enterprise, so that