

# The absence of public social protection systems and the risk for multinational enterprises

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# Health status of the population: a part of the business environment

- **Where is the middle class?**
- **Companies are watchful about their environment like:**
  - **political stability, quality of the transportation network, red tape level, education, etc. and of course**
  - **the health status of the population where they are located**

# Workers, consumers and state

## Economically speaking

- Workers' health status and productivity
- Productivity / wages rise
- Better purchasing power
- More sales for commercial companies

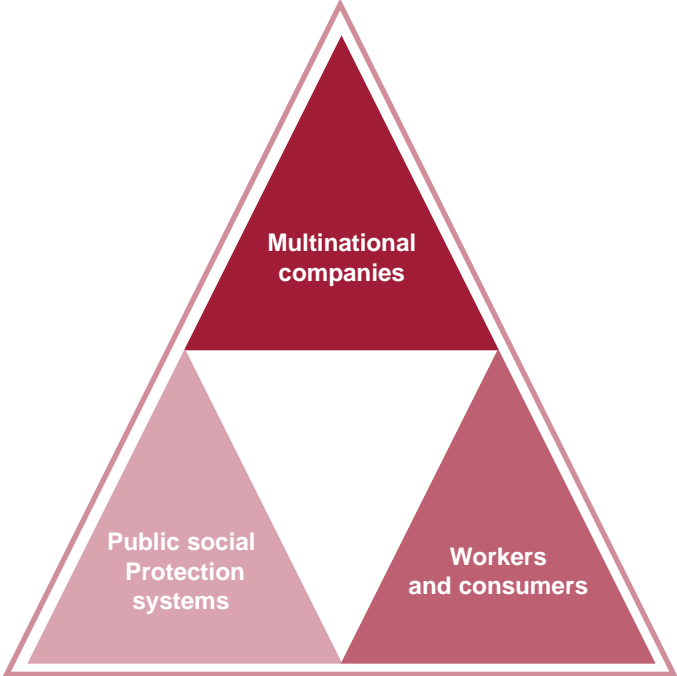
## Play local

- Big companies benefits 'package vs local companies
- How reducing the gap between international and local companies ?
- For a win-win situation

## From the state point of view

- Being business friendly
- States' competition
- Another win-win situation

# Creates added Value



# Conclusion

**To conclude, developing a public social protection system is one of the keys for a sustainable economic development (by fighting the poverty and developing the middle class) and the economic growth is one of the keys for financing a public social protection system. Multinational and local companies have their own roles and interests in this process.**



*The future starts here.*