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

- Multinational companies
- Public social Protection systems
- Workers and consumers
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.