



THE TICKER

SHOULD I STAY OR SHOULD I GO?

Businesses wrestle with responding to the war in Ukraine.

A decades-long tradition of increasingly free trade, with a minimum of barriers, has run into a wall of public indignation over the war in Ukraine, pushing many companies to take another look at their involvement in Russia.

Some businesses with ties to Russia are staying the course, at least for now. Reasons include a reluctance to abandon Russian employees and customers, the fear of losing access to the Russian market, and concerns over the complexities of abruptly shutting down large business operations.

But as of June 2022, almost 1,000 companies have

curtailed operations in Russia, according to the Yale Chief Executive Leadership Institute. **Nestlé** and **Uniqlo**, for example, initially planned to continue operations but reversed course after public pressure, largely through social media.

Other companies have taken a variety of actions, as these examples from consumer goods and retail companies demonstrate.

Some are scaling back operations.

- **Kraft Heinz** has suspended new investments in Russia, as well as Russian imports and exports. It also supports relief efforts related to the humanitarian crisis. >>>



964

Number of companies that have **withdrawn, suspended or scaled back business** operations in Russia since its invasion of Ukraine, as of June 15, 2022.

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