

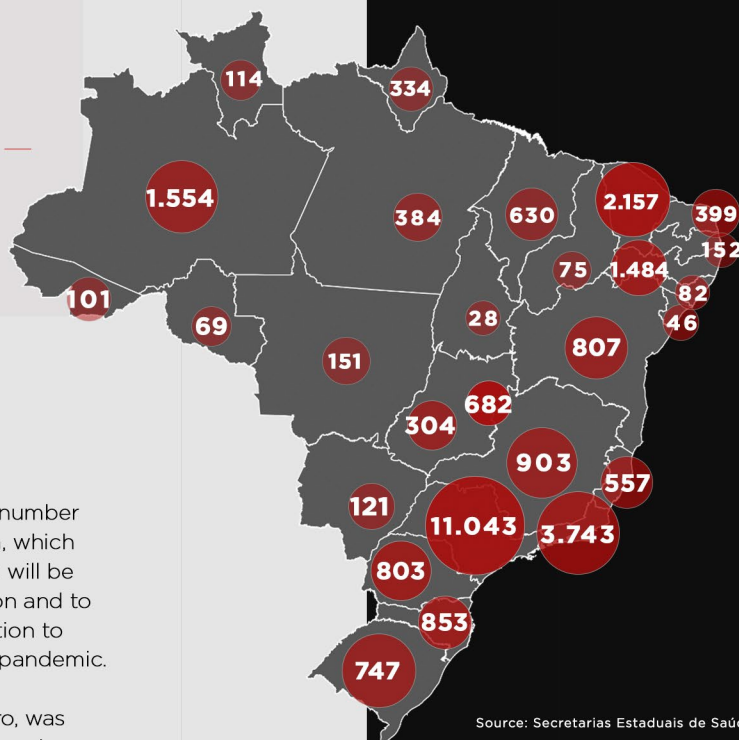
INFOMAPA

INFORMATION ABOUT THE MARKET

COVID-19

REGION	CONFIRMED	DEAD
WORLD	2.071.710	137.193
BRASIL	29.015	1.760
ARGENTINA	2.444	111
COLOMBIA	3.105	131
TURKEY	69.392	1.518

(*) updated at 7:35 a.m.



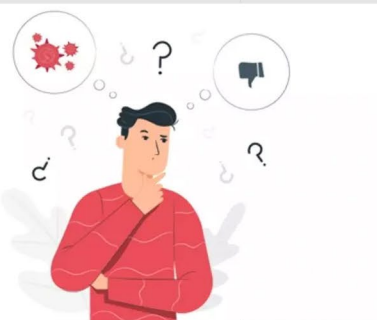
Source: Secretarias Estaduais de Saúde

Brazil reached the mark of 14,000 healed against COVID-19. The number marks the first time that the Ministry of Health discloses the data, which represent 55% of those infected. By measuring healed patients it will be possible to evaluate the degree of immunization of the population and to structure the relaxation plan of social isolation measures. In addition to evaluating the demand for beds in the health system during the pandemic.

The Oswaldo Cruz Foundation (Fiocruz), located in Rio de Janeiro, was designated by the World Health Organization (WHO) as a reference in research and testing for COVID-19 in the Americas. The institute, which was already a reference in Brazil, is working in cases of emergency, diagnosis of samples and training of teams for laboratory analysis. The foundation now supports middle- and low-income neighboring countries.

OPPORTUNITIES

The social distancing indicated as a means of security to combat the advance of the pandemic is already showing a change in people's behavior trends. In addition to the increasing number of viewers and the growth of cable TV subscriptions or streaming platforms, many companies are seeking the digital marketing service to begin a transformation process in order to adapt to the new reality of the market.



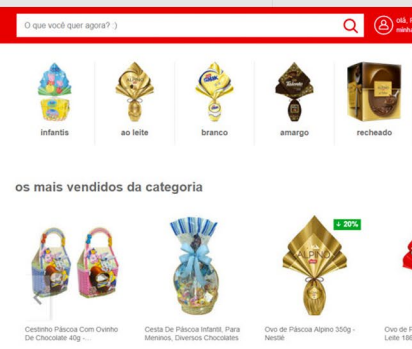
QUARANTINE NEWS

The Government of the State of São Paulo continues with restrictive measures for social isolation. But municipalities in the interior of the state have already begun the process of reopening trade and services. This is the case of the Piracicaba region, where hotels, bars and food trucks were allowed. Pindamonhangaba also allowed the opening of restaurants, fairs and construction material stores.



VANDRESSA PRETTO
 Director Cole Brasil

"We are offering a lot of services to alumni, clients and prospects, as well as courses, free and paid classes, and lives. Our services have been thought for this current moment, and we have had many positive feedbacks. We anticipate the resumption of face-to-face classes for the next month. I try to be optimistic, and I think new habits, solutions and behaviors will emerge. I've been researching and it's amazing, historically speaking, how many inventions were created during wars and crisis eras. In a way, this moment ends up separating "the wheat from the chaff". People with a mindset that includes flexibility, innovation and versatility will thrive."



GOOD NEWS

Oasis in the midst of a crisis

The crisis generated by the new coronavirus took over Easter, one of the most important dates of Brazilian retail segment, but the negative effects of the pandemic continue to pass away from the e-commerce sector. Total online shopping grew 18.5% this year, according to ebit report | Nielsen. Easter-related categories increased by 377% in 2020.

SUPER DR. TIPS

What do you need to know about cleaning your home? Cleaning is never too much and, in times of covid-19 pandemic, care needs to be redoubled. The guidance of pulmonologist Pedro Compasso, a physician at Super Dr. Integrated Health in Ponta Grossa (PR), is for people to clean their homes daily and use cleaning products released by Anvisa or sodium hypochlorite (bleach). Gel alcohol should be used to disinfect not only the hands, but various objects such as door handles and the internal parts of the vehicle (seat belt, gait, among others where there is contact).



SAVINGS TIME

We entered the dry season and with the lack of rain, the water reservoirs of large cities are presenting below normal rates. With a large part of the population at home, you have to ration. Check out tips:

1. Turn off the tap! When washing your hands, brushing your teeth and washing your face, close the tap to avoid wasting water. The savings are 12 liters, in houses, and up to 80 liters, in apartments.
2. Clean before washing! When washing the dishes, remove excess dirt from the plates, cutlery, pans and glasses. This will make the detergent and water action be more effective due to the smaller amount of waste.

CALENDAR

April 17

11 a.m. - **Foras de Série Papo Reto**, How to get credit for as small businesses.
Where: [@forasdeserie](#)

Do you have a nice activation and would like to promote it? Send information with date, format and time to include in the calendar thais@mapa360.com.br

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APROVEITE