

INFOMAPA

INFORMATION ABOUT THE MARKET

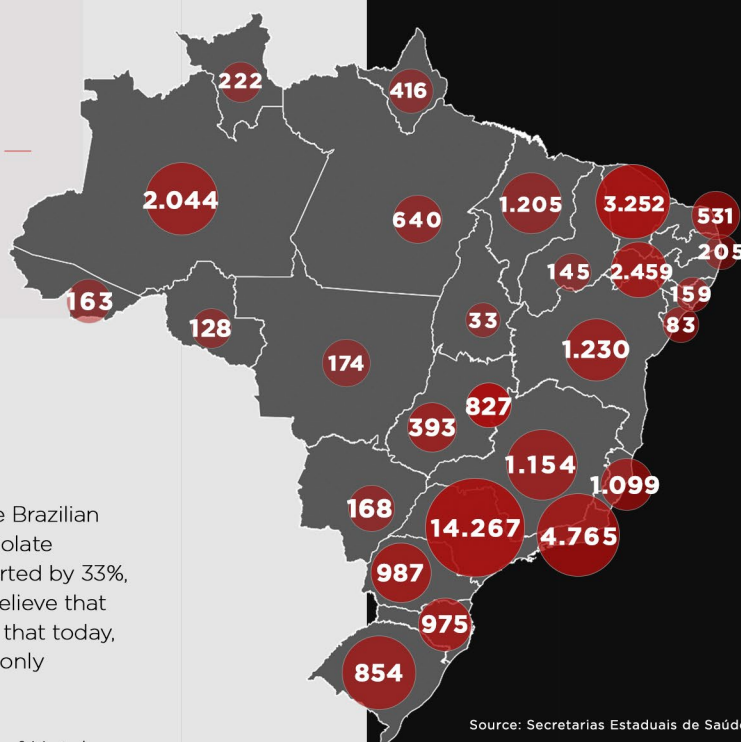
COVID-19

REGION	CONFIRMED	DEAD	CURED
WORLD	2.406.745	165.257	625.001
BRAZIL	39.144	2.484	14.026
ARGENTINA	2.941	134	708
COLOMBIA	3.792	179	711
TURKEY	86.306	2.017	11.976

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

Datafolha research, released last weekend, shows that 79% of the Brazilian population advocates some kind of punishment for those who violate isolation rules due to coronavirus in the country. Fines are supported by 33%, and verbal warnings has 43% support. Only 3% of respondents believe that prison would be the appropriate measure. It is worth mentioning that today, there is no impediment for people to go to the streets, there are only measures to keep only operation of essential trades.

The hotel sector is still on the lookout. A study by FOHB (Forum of Hotel Operators in Brazil) shows that 69% of them are closed. Most expect the resumption to take place from June (39%), while 21% estimate that the month of May already brings positive signs for the sector. The Southern region is the most affected, with 90% of hotels closed.



Source: Secretarias Estaduais de Saúde

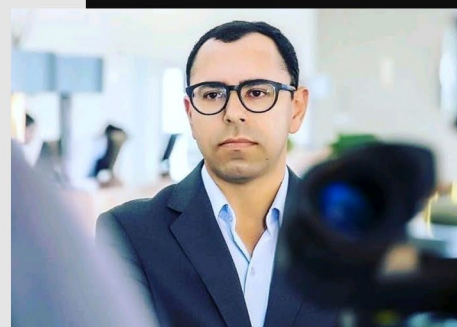


OPPORTUNITIES

Podcasts can be a good company on isolation days. Recently, Spotify, one of the most famous streaming platforms, reported that consumer habits have been changing during quarantine. Among the most popular podcast content are information about coronavirus, health and wellness themes, and children's content. And you, what topics do you like to hear?

QUARANTINE NEWS

The Government of Sergipe published a decree authorizing the reopening of hotels in the state. The business should operate only for lodging, being prohibited the use of leisure areas and auditoriums, as well as services such as bars and restaurants. The measure is a boost to hotels, since the Northeast region is the second most affected by the closures, with 72% of the doors closed.



NILSON BERNAL
Hospitality Management -
NCB Hotel Consulting

"The hotel industry is in the eye of the storm. There are many challenges at the moment, such as the relocation of labor, review of strategic planning and financial health, in addition to the implementation of contingency plan, crisis management committee, social responsibility, hygiene, security environment, and adaptation of functions in home office. The resumption will be slow, not just the reopening of the business. Everything will be a matter of logistics, adequacy and reinvention. It is necessary an analysis to understand consumer behavior in the medium and long term. It will be necessary to redo and relearn business, and embrace technology."



É SÉRIO
QUASE TODOS OS BURGERS POR 12 PILA



PEÇA O SEU NO **Rappi**



GOOD NEWS

Antiviral Remdesivir

The experimental antiviral remdesivir halted the progress of covid-19 in monkeys, according to a study by the National Institute of Allergies and Infectious Diseases of the United States. The test was performed in two groups composed of six monkeys that were infected with coronavirus. Among the animals that took the medicine, only one had difficulty breathing. Among those who did not take, all faced problems.



CURVE ANALYSIS

The curve of coronavirus cases continues to grow in Brazil. On Saturday alone (18), 300 deaths were counted. The main affected states (SP, RJ, CE and AM) speak of the collapse of the health system. Unlike Brazil, our Argentine neighbors have good results in the fight against the virus. Since March 20, President Alberto Fernández has implemented strict quarantine, postponed twice, with surveillance and patrols on roads and via tracking the movement of mobile phones. Deputy Health Minister Carla Vizzotti said social, preventive and mandatory isolation is having a positive impact on decreased movement of people, decreased transmission of the virus and flattening of the curve.

SAVINGS TIME

On the last day 17, Petrobras warned of the risk of shortage of cooking gas, if there is an increase in the tax on gasoline. In short, the tax increase implies the greater investment in ethanol, and its higher production. The consequence is the lower production of LPG (canister gas) and/or its import. Check out tips on how to save gas and avoid shortages in your home:

1. Try to cook with the pans capped, which helps to cook faster. And avoid opening the oven door to maintain the temperature.
2. Check the color of the flames. If they are orange or yellow, it may mean that the nozzles are not in the ideal position.

CALENDAR

April 20 a 24

1 p.m - Education Week 4.0
Free and 100% online event aimed at education entrepreneurs, managers, consultants, educators and IT professionals focused on education.
Where:
<https://www.igti.com.br/custom/semana-da-educacao-4-0/>

April 22

9 a.m - Webinar RCI Brasil and GR Group
Debate promoted by Adit Brasil with RCI Brasil, GR Group and guests.
Where: <https://adit.com.br/webinars/>
10 a.m - Live "Productivity in times of isolation"
Eduardo Murad talks with Helio Brito Jr and Olga Martinez Garcia
Where: TV ALAGEV - You Tube
5 p.m - Live ALAGEV and Evento-se events and their strategic role.
Where: @alagev.official

April 23

10 a.m - Webinar Data analysis in times of crisis
Cost cutting and revenue generation, application of data analysis techniques in your business
Where:
https://www.sympla.com.br/webinar-analise-de-dados-para-gestao-de-crise__828580

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thais@mapa360.com.br.

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