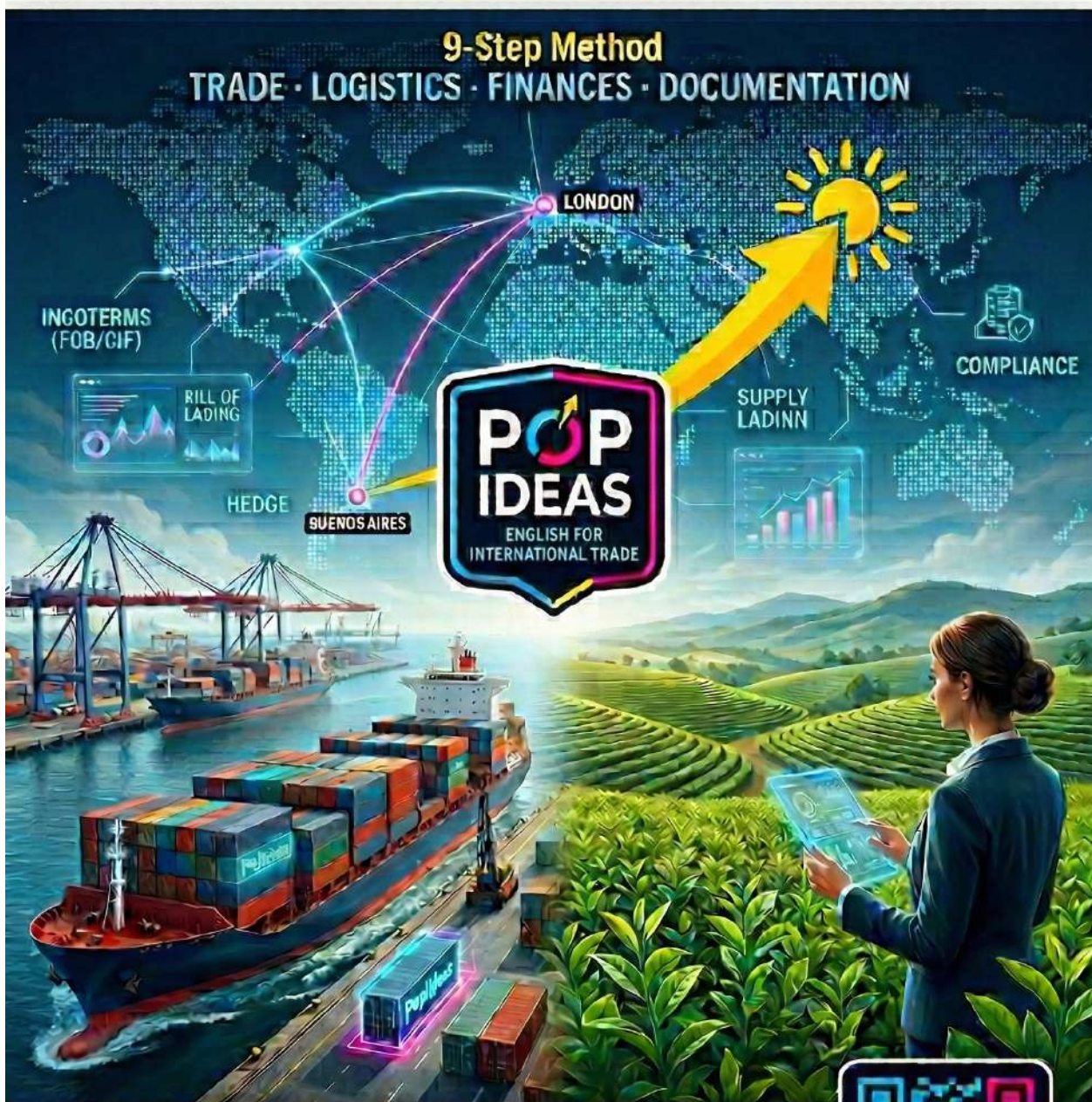


# THE EMERALD HARVEST: A GLOBAL VENTURE

Aprende Inglés Técnico Real con el Método POP-Ideas



Nivel A2 - B1 | 8 Clases | 1 Mes | Método de 9 Pasos

- ✓ Aprende vocabulario técnico específico
- ✓ Entrená con cuentos y casos reales
- ✓ Simplificá conceptos con tus propias palabras



## ¿Cómo usar este material?

Este es un material de **entrenamiento autodidacta**. No hay un orden rígido, pero sí una secuencia recomendada para aprovechar cada recurso al máximo.



### ■ VIDEO DE ENTRENAMIENTO — ACCEDÉ ANTES DE EMPEZAR

Escaneá el QR o accedé al link:

[https://youtu.be/9XFYAEF1ZC8?si=gtFAXdqVmW8\\_bWvM](https://youtu.be/9XFYAEF1ZC8?si=gtFAXdqVmW8_bWvM)

■ Escuchá en 0.75x y repetí en voz alta. Así funciona el shadowing.

### PASO 1 — Leé el texto narrativo completo

Antes de trabajar el vocabulario, leé toda la historia de Matías de corrido. No te detengas a buscar cada palabra. El objetivo es entender el contexto general.

### PASO 2 — Segunda lectura: marcá el vocabulario técnico

Releé el texto y subrayá cada término técnico en negrita. Si tenés el PDF impreso, usá un marcador. Si es digital, usá la función de resaltado.

### PASO 3 — Escuchá y repetí — Shadowing

Escuchá el video con el texto a la vista. Repetí en voz alta siguiendo el ritmo del hablante. Esta técnica —llamada **shadowing**— es clave para internalizar la pronunciación y la cadencia del inglés técnico.

### PASO 4 — Bajá la velocidad si es necesario

En cualquier reproductor podés reducir la velocidad al **75%** o **85%**. Esto no cambia el contenido — solo te da más tiempo para procesar cada término.

### PASO 5 — Aplicá los 9 pasos a cada término

Por cada término técnico del glosario, seguí la secuencia completa del Método de Profundización Léxica. No saltes pasos: cada uno construye sobre el anterior.

### PASO 6 — Anotá en tu propio glosario

Llevá un cuaderno o archivo digital con tus propias definiciones, ejemplos y colocaciones. Escribir en tus propias palabras acelera la incorporación del vocabulario.

### PASO 7 — Hacé las actividades de producción

# The Emerald Harvest: A Global Venture

## Historia de exportación + vocabulario técnico aplicado - Caso real: yerba mate de Misiones a Londres



### ■ ESCUCHÁ EL AUDIO ANTES DE LEER

Escaneá el QR o accedé al link:

[https://youtu.be/9XFYAEF1ZC8?si=gtFAXdqVmW8\\_bWvM](https://youtu.be/9XFYAEF1ZC8?si=gtFAXdqVmW8_bWvM)

■ Hacé una primera escucha sin leer. Luego leé junto al audio en 0.75x.

### GUÍA DE LECTURA - Cómo trabajar este texto

- **Primera lectura:** leé de corrido, sin detenerte. Entendé la historia.
- **Segunda lectura:** subrayá cada término técnico en negrita.
- **Tercera lectura (opcional):** leé en voz alta junto al audio.
- **Aplicá los 9 pasos** a los términos que más te cuesten.
- **Al terminar:** explicá la historia con tus propias palabras usando 10+ términos técnicos.

Matías stood in the rolling hills of Misiones, Argentina, envisioning his organic yerba mate on shelves in London. He began his **procurement** journey by meeting with Aelar, a local **supplier** known for sustainable farming and ethical harvesting. In the competitive world of **global trade**, Matías knew that sourcing high-quality **goods** was the essential foundation for a successful **export venture**.

Back in the city, Matías worked with Valeria, his finance lead, to prepare for a major negotiation with a British distributor. They reviewed every **quotation** meticulously, demanding a full **cost breakdown** to understand the **profit margins**. To encourage a long-term partnership, Valeria suggested they offer a volume-based **rebate** for the first three **shipments** to incentivize the buyer.

"We must choose our **Incoterms** wisely," Valeria advised during their strategy session. They debated between **FOB** and **CIF**, knowing the choice would dictate who held the **liability** and **risk** during the long ocean crossing. Every decision was calculated to protect their capital from the unpredictable nature of the sea and the complexities of **international logistics**.

Matías was concerned about the volatile **exchange rates** between the Peso and the Pound, which posed a significant **financial risk**. To manage this, he and Valeria contacted their bank to set up a **hedge**. By securing a **currency hedge**, they locked in a favorable rate, ensuring the company's stability regardless of sudden market fluctuations.

Once the contracts were signed, Matías issued the final **invoice** to their buyer. They confirmed the receipt of the initial **payment** via **wire transfer** and processed a **bank draft** for the remaining balance. The **documentation** was extensive, but Valeria ensured every permit and **export license** was perfectly filed and ready for inspection.

The first **shipment** was finally ready for the **port**. Valeria met with Velo, their expert **freight forwarder**, to oversee the loading of the **cargo**. They discussed the rising **freight** costs and confirmed that the massive shipment was securely packed into ventilated **containers** to protect the yerba mate during the journey.

As the ship entered international transport, Matías tracked its progress across the Atlantic. Velo secured the **Bill of Lading**, the vital document that named their British partner as the official **consignee**. Matías checked the vessel's coordinates daily, ensuring their precious cargo stayed on schedule for its arrival in the United Kingdom.

Upon reaching the United Kingdom, the cargo faced the scrutiny of **customs**. Valeria coordinated with a local customs officer to ensure total **compliance** with European food safety standards. They paid the required **tariff** and settled all **duties** and **import duties** to prevent any delays at the border.

The **commercial operation** was a resounding success. Matías operated as the primary **wholesaler**, supplying the product to Mercer, a major health-food **retailer**. With a flawless **delivery** and **distribution** network in place, the "Emerald Harvest" mate became a sensation — proving that a well-managed **supply chain** can

bridge the world.

# Glosario completo del curso

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## COMERCIO Y NEGOCIACIÓN

- Global trade
- Export venture
- Negotiation
- Quotation
- Cost breakdown
- Profit margins
- Rebate

## ACTORES CLAVE

- Supplier
- Procurement
- Buyer
- Distributor
- Wholesaler
- Retailer

## LOGÍSTICA

- Shipment
- Freight
- Freight forwarder
- Cargo
- Containers
- Port
- International transport

## INCOTERMS Y RIESGO

- Incoterms
- FOB
- CIF
- Liability
- Risk
- Financial risk

## FINANZAS

- Exchange rates
- Hedge
- Currency hedge
- Invoice
- Payment
- Wire transfer
- Bank draft

## DOCUMENTACIÓN Y ADUANA

- Documentation
- Export license
- Permit
- Compliance
- Tariff
- Duties

- Bill of Lading

- Import duties

- Consignee

- Inspection

- Customs

### **CIERRE OPERACIONAL**

- Commercial operation

- Distribution

- Delivery

- Supply chain