



HEComp

Bridging the Gap Between Student
Competences and Working Life Needs

E-BOOK

INTRODUCTION TO INTERNATIONAL
PROJECTS - EXPORT OF YERBA MATE



Export of Yerba Mate

Countries: Brazil and Paraguay

Context

- **HEIs:** UNAE, UNIS, INATEL
- **Students involved:** 112
- **Period:** 2024

Project challenge

Internationalize Ka' a Yara's operations for the Brazilian market



Objective

- Develop a marketing strategy and a Practical Guide for the export process of products (yerba mate) from the Paraguayan company (Ka'a Yara) to Brazil.

INATEL



- **Teacher:** Carlos Francisco de Almeida C. Ribeiro
- **Subject:** Process Management
- **Course:** Production Engineering
- **Organization:** Ka'a Yara
- **Activity:**
 - Present possible improvements to Ka'a Yara production process.
 - Apply Business Process Management Notation (BPMN).

UNIS



- **Teacher:** Rafaela Correa, Lucas Prado & Alex Donzeti
- **Subject:** Extension Project
- **Course:** International Trade and Marketing
- **Organization:** Ka'a Yara
- **Activity:**
 - Study on the importation of yerba mate from Paraguay to Brazil
 - Marketing plan and Brazilian market study for Paraguayan yerba mate

UNAE



- **Teacher:** Liz Ecurra; Yanina Gerhard, Ivonne Vargas & Marcelino Venialgo
- **Subject:** Marketing Plan, International Marketing, Design, Organizational Structure and Organization, Systems, and Methods
- **Course:** Marketing; Hospitality and Tourism; Commercial Engineering, Business
- **Organization:** Ka'a Yara
- **Activity:**
 - Develop a strategic marketing plan for the export of Ka'a Yara yerba mate.
 - Conduct market research for the commercialization of Ka'a Yara yerba mate in the Brazilian market
 - Create an operations manual for the Ka'a Yara company
 - Diagnose Ka'a Yara's organizational structure in 2023





International Dimension

- Online meeting between UNIS and UNAE professors to align marketing strategy guidelines
- Interaction between UNIS and UNAE students to coordinate tasks and a final presentation via email, videoconferences, and WhatsApp groups
- Final project presentation session between Brazilian (UNIS) and Paraguayan (UNAE) students through a hybrid meeting for the representative of the Paraguayan company



Results

- The students successfully developed a marketing plan for the export of yerba mate.
- The students acquired skills focused on planning, adapting to changes required by partners, meeting deadlines, and developing strategies based on the work context.
- Knowledge of market analysis considering cultural differences.
- The proposal was accepted by the commercial partner. The strategy still needs to be developed to achieve exportability.

