



# Presentación en general

Contenido

Forma

Presentación



# 1) Contenido de la presentación

Tema y objetivo de la presentación

Grupo destinatario (conocimientos)

Información (fuentes)

Selección de información

Estructura de la presentación

Medios de la comunicación



## 2) Forma – transparencias

Letras grandes (por lo menos 16)

Contraste

Sin frases

Entre 5 y 7 puntos

Animación como apoyo

Máximo: 1 transparencia por minuto

Ortografía



Form - Lesbarkeit der Folien

Mögliche  
Rot/Grün-Blindheit  
beachten

11 / 31



# Chilean Exports

- Fresh fruit leads Chile's export mix - Chile emerges as major supplier of fresh fruit to world market due to ample natural resources, consumer demand for fresh fruit during winter season in U.S. and Europe, and incentives in agricultural policies of Chilean government, encouraging trend toward diversification of exports and development of nontraditional crops - U.S. Dept. of Agriculture, Economic Research Service Report
- Chile is among the developing economies taking advantage of these trends, pursuing a free market economy. This has allowed for diversification through the expansion of fruit production for export, especially to the U.S. and Western Europe. Chile has successfully diversified its agricultural sector to the extent that it is now a major fruit exporting nation. Many countries view Chile's diversification of agriculture as a model to be followed.
- Meanwhile, the U.S. remains the largest single market for Chile's fruit exports. However, increasing demand from the EC and Central and East European countries combined may eventually surpass exports to the U.S., spurring further growth in Chile's exports.
- If you've read this far, your eyes probably hurt and you've been reading this tedious long-winded text instead of listening to me. I'm insulted- can't you see I'm doing a presentation up here? Look at me! Congratulations, however, on having such good eyesight.



# 3) Presentación - conferencia

Tener nervios = normal

Acá practicamos

Presentación de ejemplo

Transparencias en papel

Sala y medio(s) listos

Hablar sin texto completo