### TRADEMARKS IN LATIN AMERICA:
Economic Impact in 10 Latin America and Caribbean Countries (LAC)

<table>
<thead>
<tr>
<th>Country</th>
<th>Population (Million)</th>
<th>Gross Domestic Product (GDP) (Billion)</th>
<th>Total Employment (workers)</th>
<th>Average Trademark Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>44.6</td>
<td>637.6</td>
<td>17.6</td>
<td>66,235</td>
</tr>
</tbody>
</table>

**IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY**

- **17 TRADEMARK-INTENSIVE SECTORS**
- **18% of the total workforce**
- **12% of the GDP**
- **11% of exports**
- **23% of imports**

**IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS**

- **19% average**
- **38% average**
- **48% average**

**IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE**

**Exports**

- **Average LAC exports 3%**
  - Argentina: 1%
  - Brazil: 1%
  - Chile: 1%
  - Colombia: 1%
  - Costa Rica: 1%
  - Dominican Republic: 1%
  - Guatemala: 1%
  - Mexico: 1%
  - Panama: 1%
  - Peru: 1%

**Imports**

- **Average LAC imports 3%**
  - Argentina: 5%
  - Brazil: 5%
  - Chile: 5%
  - Colombia: 5%
  - Costa Rica: 5%
  - Dominican Republic: 5%
  - Guatemala: 5%
  - Mexico: 5%
  - Panama: 5%
  - Peru: 5%

The statistics above are all sourced from the joint study by the Inter-American Association of Intellectual Property and the International Trademark Association on Trademarks in Latin America: Economic Impact in 10 Latin American and Caribbean Countries published in October 2019 © ASIPI and INTA. All rights reserved.