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

CHILE

POPULATION 18.6 MILLION
GROSS DOMESTIC PRODUCT (GDP) $277 BILLION
TOTAL EMPLOYMENT 7.8 MILLION (workers)
AVERAGE TRADEMARK REGISTRATION 26,821

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS

LAC 38% US 19% EU 48%

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY

17 TRADEMARK-INTENSIVE SECTORS
28 PERCENT of the total WORKFORCE
22 PERCENT of the GDP
12 PERCENT of EXPORTS
17 PERCENT of IMPORTS

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.

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