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

COLOMBIA

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY

19 TRADEMARK-INTENSIVE SECTORS
13 PERCENT of the total workforce
20 PERCENT of the GDP
10 PERCENT of EXPORTS
50 PERCENT of IMPORTS

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS

19% AVERAGE
38% AVERAGE
48% AVERAGE

IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE

AVERAGE LAC EXPORTS 19%
AVERAGE LAC IMPORTS 34%

Argentina 11%
Brazil 23%
Chile 12%
Colombia 10%
Costa Rica 14%
Dominican Republic 13%
Guatemala 13%
Mexico 26%
Panama 23%
Peru 22%

Argentina 50%
Brazil 30%
Costa Rica 30%
Dominican Republic 17%
Guatemala 17%
Mexico 45%
Panama 23%
Peru 37%

The statistics above are all sourced from the joint study by the InterAmerican 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.