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

For the complete report, visit www.asipi.org/biblioteca/download/impactstudy/ or www.inta.org/impactstudies

---

**Population (millions)**
- Argentina: 44.6
- Brazil: 209.2
- Chile: 18.6
- Colombia: 49.8
- Costa Rica: 5.0
- Dominican Republic: 10.3
- Guatemala: 17.3
- Mexico: 124.7
- Panama: 4.2
- Peru: 32.2

**Gross Domestic Product (GDP) (USD billions)**
- Argentina: 637.6
- Brazil: 2,055.1
- Chile: 277.0
- Colombia: 314.5
- Costa Rica: 58.3
- Dominican Republic: 76.1
- Guatemala: 75.6
- Mexico: 1,151.0
- Panama: 61.8
- Peru: 214.2

**Total Employment (in millions workers)**
- Argentina: 17.6
- Brazil: 86.2
- Chile: 7.8
- Colombia: 22.4
- Costa Rica: 2.0
- Dominican Republic: 4.4
- Guatemala: 6.1
- Mexico: 51.7
- Panama: 1.8
- Peru: 14.6

**Average Trademark Registration (from 2007–2017)**
- Argentina: 66,235
- Brazil: 79,572
- Chile: 26,821
- Colombia: 22,228
- Costa Rica: 8,951
- Dominican Republic: 8,465
- Guatemala: 7,925
- Mexico: 80,203
- Panama: 8,934
- Peru: 19,807

---

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

**Employ 35 Million People**

**Contribute 22 Percent of the GDP**

**Contribute 31 Percent of the Total Workforce**

**Contribute 34 Percent to International Trade**

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

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

---

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.