

# THE VALUE OF TRADEMARKS: SINGAPORE

Trademark-Intensive Industries Significantly Impact Economies

## Gross Domestic Product

The direct contribution of trademark-intensive industries equals

**50%** of GDP



## Exports

Trademark-intensive industries generate **60%** of exports



## Industries

Manufacturing, Retail, and Information/Communication are the

**top 3 industries**



## Employment

**29%** of workers are employed in trademark-intensive industries



**Trademarks promote freedom of choice and enable consumers to make quick, confident, and safe purchasing decisions.**



**Source:** © 2017 International Trademark Association, *The Economic Contribution of Trademark-Intensive Industries*. The figures are based on national survey data, national accounts data, and World Bank and OECD sources calculated by Frontier Economics.

The International Trademark Association (INTA) is the global association of trademark owners and professionals dedicated to supporting trademarks and related IP in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 trademark owners, professionals, and academics from more than 190 countries. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C., and representatives in Geneva and New Delhi. [www.inta.org](http://www.inta.org)