



INTA – UNCTAD Policy Dialogue

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Representative Africa, Middle East and IGOs**


INTA

- World's oldest and largest association of brand owners, (7,200 companies; 31,000 TM professionals).
- Dedicated to supporting trademarks and related intellectual property (IP) to foster consumer trust, economic growth, and innovation.
- AM/LM November 2020.
- Observer Status since 2019.
- Growing cooperation with UNCTAD.

Strategic Direction

- **Strategic Plan**
 - Promote the Value of Trademarks and Brands.
 - Reinforce Consumer Trust.
 - Embrace Innovation and Change.
- **Committees**
 - Most important asset is the talented and dedicated group of individuals who serve on our committees.
 - From advising on policy positions to creating resources and communicating on key issues, their expertise and contributions enhance our work—benefitting industry stakeholders and society.

Nexus IP and Economic Prosperity

- **IP** as a tool to boost and protect technology creation.
- **Trademarks** are more widely used than any other form of intellectual property, particularly by small and medium sized enterprises.
- **Value of trademarks** has been demonstrated through various brand rankings and in recent studies
 - [Brand Value Special Task Force Report](#)
 - [Trademarks in Latin America: A study of their economic impact in 10 countries in the region \(Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Guatemala, Mexico, Panama, and Peru\)](#) 

Value of TM

In the 10 countries studied, trademark intensive-sectors:

- Contributed **US \$766.6 billion** to the total GDP (22 percent average) of these countries.
- Employed **35 million workers** of the total workforce (18 percent average), which is larger than the size of the population of Peru.
- Paid wages up to **57 percent** more than non-trademark-intensive sectors.
- Contribute **31 percent** of exports and **34 percent** of imports, on average.



International
Trademark
Association