



ARGENTINA

TRADEMARKS IN LATIN AMERICA:

Economic Impact in 10 Latin America and Caribbean Countries (LAC)



POPULATION

44.6
MILLION



GROSS DOMESTIC PRODUCT (GDP)

\$ 637.6
BILLION

TOTAL EMPLOYMENT

17.6
MILLION
(workers)

AVERAGE
TRADEMARK REGISTRATION

66,235

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY

17

TRADEMARK-INTENSIVE
SECTORS

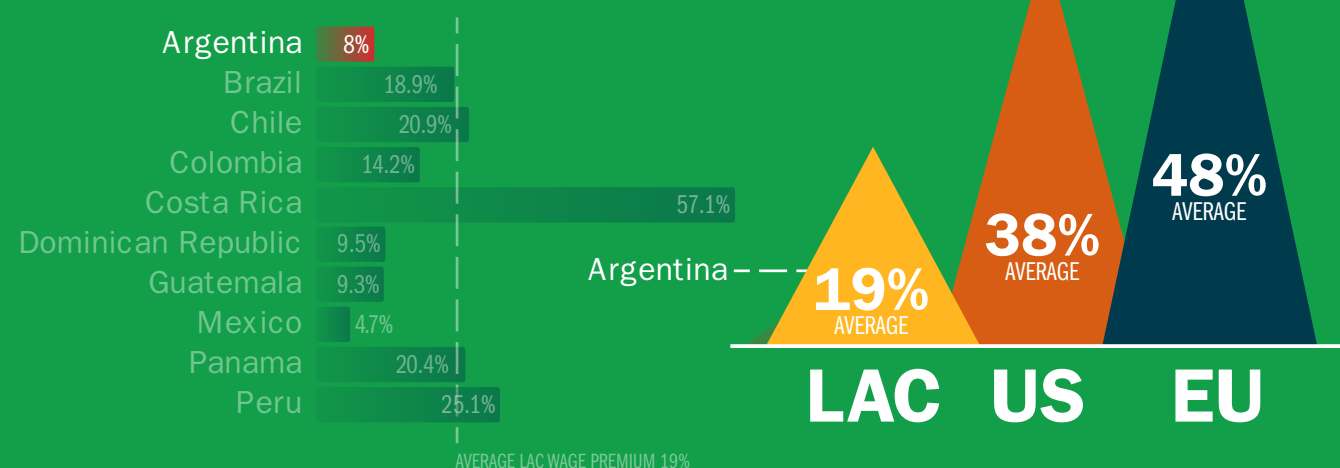
EMPLOY
18
PERCENT
of the total
WORKFORCE

CONTRIBUTE
12
PERCENT
of the GDP

CONTRIBUTE
11
PERCENT
of EXPORTS

CONTRIBUTE
23
PERCENT
of IMPORTS

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS



IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE

