



BRAZIL

TRADEMARKS IN LATIN AMERICA:

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



POPULATION

209.2
MILLION



GROSS DOMESTIC PRODUCT (GDP)

\$2,055.1
BILLION

TOTAL EMPLOYMENT

86.2
MILLION
(workers)

AVERAGE
TRADEMARK REGISTRATION

79,572

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY

18

TRADEMARK-INTENSIVE
SECTORS

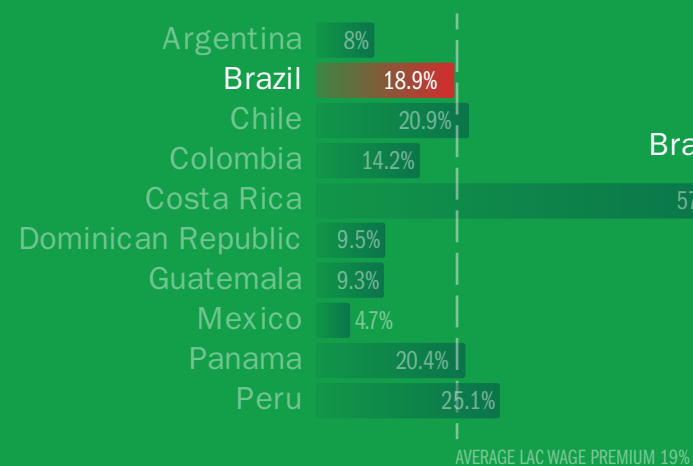
EMPLOY
15
PERCENT
of the total
WORKFORCE

CONTRIBUTE
14
PERCENT
of the GDP

CONTRIBUTE
23
PERCENT
of EXPORTS

CONTRIBUTE
50
PERCENT
of IMPORTS

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS



Brazil —

19%
AVERAGE

38%
AVERAGE

48%
AVERAGE

LAC

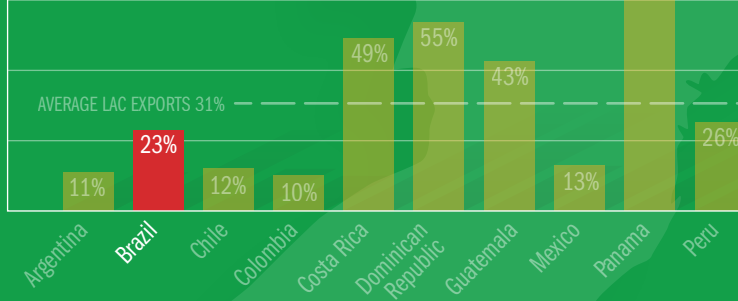
US

EU

IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE

100%
80%
60%
40%
20%
0%

EXPORTS



IMPORTS

