

CHILE

TRADEMARKS IN LATIN AMERICA:

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



POPULATION

18.6
MILLION



GROSS DOMESTIC PRODUCT (GDP)

277
BILLION

TOTAL EMPLOYMENT

7.8
MILLION
(workers)

AVERAGE
TRADEMARK REGISTRATION

26,821

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY

17

TRADEMARK-INTENSIVE
SECTORS

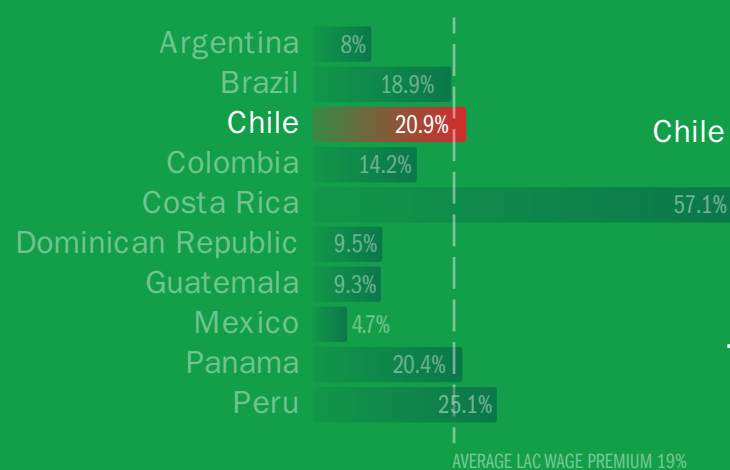
EMPLOY
28
PERCENT
of the total
WORKFORCE

CONTRIBUTE
22
PERCENT
of the GDP

CONTRIBUTE
12
PERCENT
of EXPORTS

CONTRIBUTE
17
PERCENT
of IMPORTS

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS



Chile — — —

19%
AVERAGE

38%
AVERAGE

48%
AVERAGE

LAC

US

EU

IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE

