



GUATEMALA

TRADEMARKS IN LATIN AMERICA:

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



POPULATION

17.3
MILLION



GROSS DOMESTIC PRODUCT (GDP)

75.6
BILLION

TOTAL EMPLOYMENT

6.1
MILLION
(workers)

AVERAGE
TRADEMARK REGISTRATION

7,925

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY

13

TRADEMARK-INTENSIVE
SECTORS

EMPLOY

3
PERCENT
of the total
WORKFORCE

CONTRIBUTE

34
PERCENT
of the GDP

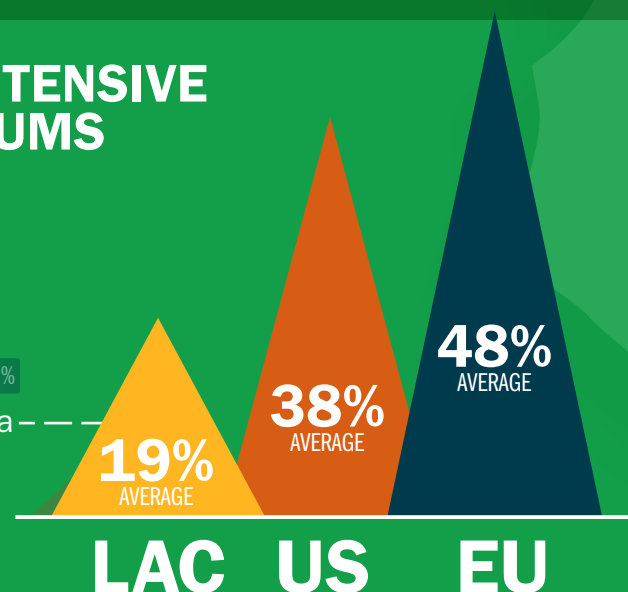
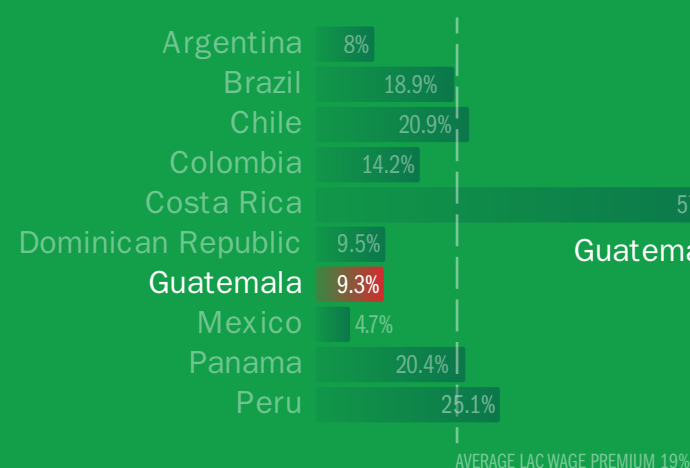
CONTRIBUTE

43
PERCENT
of EXPORTS

CONTRIBUTE

30
PERCENT
of IMPORTS

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS



IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE

