



MEXICO

TRADEMARKS IN LATIN AMERICA:

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



POPULATION

124.7
MILLION



GROSS DOMESTIC PRODUCT (GDP)

1,151
BILLION

TOTAL EMPLOYMENT

51.7
MILLION
(workers)

AVERAGE
TRADEMARK REGISTRATION

80,203

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY

19

TRADEMARK-INTENSIVE
SECTORS

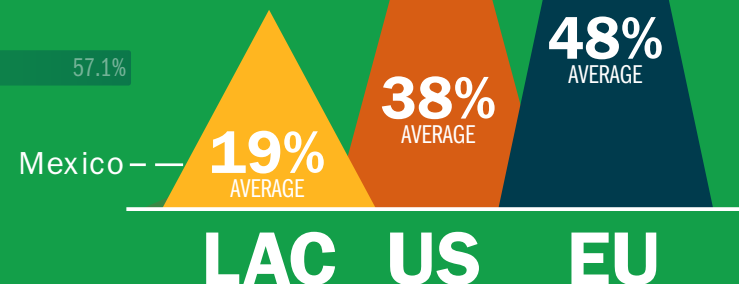
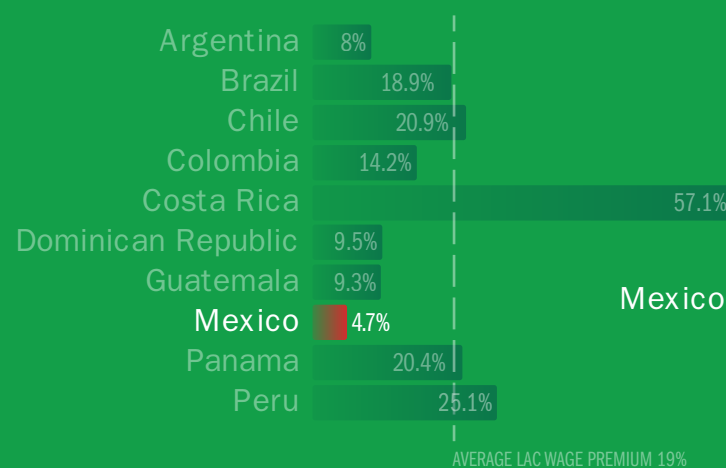
EMPLOY
20
PERCENT
of the total
WORKFORCE

CONTRIBUTE
15
PERCENT
of the GDP

CONTRIBUTE
13
PERCENT
of EXPORTS

CONTRIBUTE
17
PERCENT
of IMPORTS

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS



IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE

