

PRESS RELEASE
27/04/2022

**IP KEY: NEW DRIVE TO SUPPORT INTELLECTUAL PROPERTY RIGHTS
IN LATIN AMERICA**

- *The project will work in areas related to trade agreements between the EU and Latin America.*
- *It will also support the protection of trade marks, designs, geographical indications, plant varieties, patents and copyright throughout the region.*
- *In addition, the project will continue to support studies that confirm the economic benefits of intellectual property rights (IPR) for local economies.*

On 27 April, the official launch of the second phase of the [IP Key Latin America](#) project, funded by the European Union (EU) and managed by the European Intellectual Property Office (EUIPO), took place in Mexico City. The aim of this project is to increase intellectual property protection and enforcement throughout Latin America. The event was attended by the heads of the Latin American National Intellectual Property Offices, and by the EU's Ambassador to Mexico, Mr Gautier Mignot, and the IP Key II project leader, Carlos Azorín. The Mexican government was represented by Alfredo Rendón, Director General of the Mexican Institute of Industrial Property (IMPI).

IP Key Latin America will run for 3 years and will work in **areas related to trade agreements that have already been signed or that are under negotiation between the EU and Latin America. It will also work on improving the level of protection and the promotion of intellectual property rights for the benefit of businesses and the public.**

The project will focus on **Chile, Mexico, the Andean Community (Colombia, Ecuador, Peru), Central America (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama) and Mercosur (Argentina, Brazil, Paraguay, Uruguay)**. Actions planned for 2022 include: a study on the impact of intellectual property on the Brazilian economy, four seminars to strengthen the geographical indication system in Latin America, and a series of activities to strengthen the enforcement of intellectual property rights, such as seminars with customs authorities, among others.



The EU's Ambassador to Mexico, Gautier Mignot, said, 'The protection of intellectual and industrial property is an essential element for technological development, the promotion of investment and the growth of trade between our countries. The new phase of IP Key will help consolidate the results of many years of cooperation between the EU and Mexico, and Latin America in this area, with a particular focus on the effective enforcement of existing legislation and border controls against counterfeit and pirated products.'

Carlos Azorín, the IP Key Latin America II Project Leader, said, 'After the successful completion of the first phase of IP Key, the project returns with a new phase that will allow us to continue working, together with the authorities responsible for intellectual and industrial property in Latin America, to defend and promote the rights they represent.'

Why is an improvement in intellectual property rights in Latin America needed?

Intellectual property enforcement

The illegal circulation of counterfeit products remains a serious problem in Latin America. Some countries in the region encounter difficulties in implementing effective customs and online sales controls.

Trade marks and designs

Only four Latin American countries are party to the Madrid Protocol, while only Mexico is party to the Hague Protocol. These protocols enable companies and individuals to register their trade marks and designs, respectively, at international level. Non-membership of these systems is to the detriment of local industry, which has less protection in third countries.

Geographical indications

Geographical indications help local producers protect their businesses. They lead to higher returns and market expansion. As in the previous case, the International System of Geographical Indications (Lisbon) only has Mexico as a Latin American representative.

Patents

IP Key Latin America will also promote this form of intellectual property in order to support international patent standards, for the benefit of Latin American business people.

Plant varieties

Plant varieties are an essential element of free trade agreements with the EU. IP Key Latin America will promote the region's access to the International Convention for the Protection of New Varieties of Plants (UPOV 1991) for the benefit of Latin American farmers.



Copyright

Copyright is a very important part of trade between the EU and Latin America. IP Key Latin America will also support general government bodies in further developing this intellectual property component.

What contribution does intellectual property currently make to the economy in Latin America?

According to [studies carried out in the first phase of IP Key](#), IPR-intensive industries contribute to the local economies (employment, GDP and exports) of the following countries, thus confirming the economic benefits of intellectual property rights:

Employment (%)	México	Argentina	Perú	Chile	Uruguay	UE*
Trade mark intensive	16,7	13,7	30,8	25,3	17,9	21,7
Patent intensive	7,1	7,9	6,9	5,9	7,8	11,3
Design intensive	7,5	9,1	5,5	2	0,5	14,8
Copyright intensive		10		4,3	4,4	5,5
IPR intensive	20,5	24,5	33,2	27,5	23,5	29,4

GDP (%)	México	Argentina	Perú	Chile	Uruguay	TOTAL	UE*
Trade mark intensive	44,7	26,8	46	45,4	43,3	41,4	37,4
Patent intensive	23	13,5	23	8,4	22,8	19,3	17
Design intensive	19,2	15,1	10	2,9	0,6	14,8	16,9
Copyright intensive		15,3		6,3	4,3	3,9	6,6
IPR intensive	47,8	41,9	55	49,9	48,9	47,7	45,3



Exports of goods (%)	México	Argentina*	Perú	Chile	Uruguay
Trade mark intensive	54,6	37,4	49	71,3	40,4
Patent intensive	63,8	30,1	75	37,8	4
Design intensive	56,3	23,9	14	2,8	3,8
Copyright intensive		1,0		1,5	0,3
IPR intensive	74,7	56,4	84	73,3	44

For more information:

<https://ipkey.eu/en>



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