

### MAIN RESULT

The importance of brands in business activities is increasing considerably due to a high volume of competition between companies of national and foreign order.

Around 8.4 million brands or trademarks are registered around the world, according to the OMPI: World Intellectual Property Organization. China is the country with the highest concentration of trademark registrations, with 2.8 million, followed by the USA with five hundred thousand and seventeen (517.000) commercial registers. As far as Latin America is concerned, Brazil heads the count with one hundred and fifty nine thousand (159.000) brands followed by Mexico with one hundred and thirty one thousand (131.000) trademarks.

In Colombia around fourteen thousand brands are registered according to 2016 data from SIC, The Industry and Commerce Superintendence. The contribution from the department of Santander comes close to about three hundred and twelve brands, (312) placing Santander at position number fifth in national contexts.

One of the most dynamic sectors in the department of Santander are services, where publicity, business and food products stand out. Particularly food products related to coffee, sugar and cocoa. It is also worth pointing out the outstanding position the department of Santander has when it comes to the national production of tobacco.

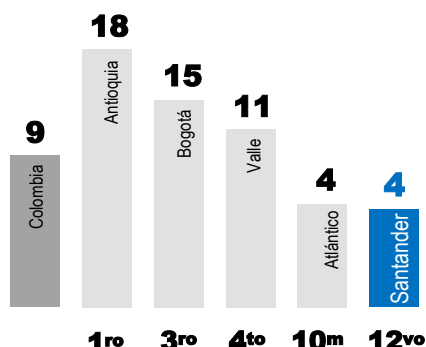
Recent statistics show that in the year 2016 a considerable number of trademarks were registered, which clearly demonstrates how the commercial or trade activities of the region are making a considerable effort to differentiate their products and services in an ever-globalizing market of foreign goods that are constantly entering local economies.

**Source:**  
SIC/ The Industry and Commerce Superintendence.  
OMPI/World Intellectual Property Organization.

#### Note:

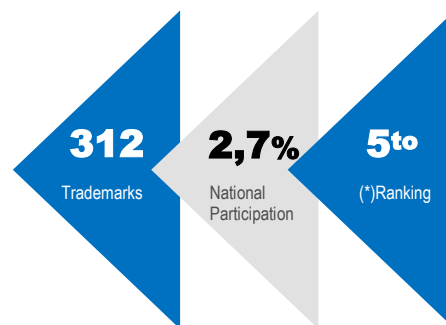
- The above figures displaying the number of trademark registrations relate to reports provided by the OMPI from the year 2015.
- The above indicators indicate or reflect the five most important economies of Colombia: The departments of Antioquia, Atlántico, Valle, Santander and the capital city of the country, Santa Fe de Bogotá.
- Other sectors of commercial activity include: Musical instruments, stationary, leather or similar materials, building materials, home appliances and toys.

### Brands per each 1.000 enterprises-year 2016



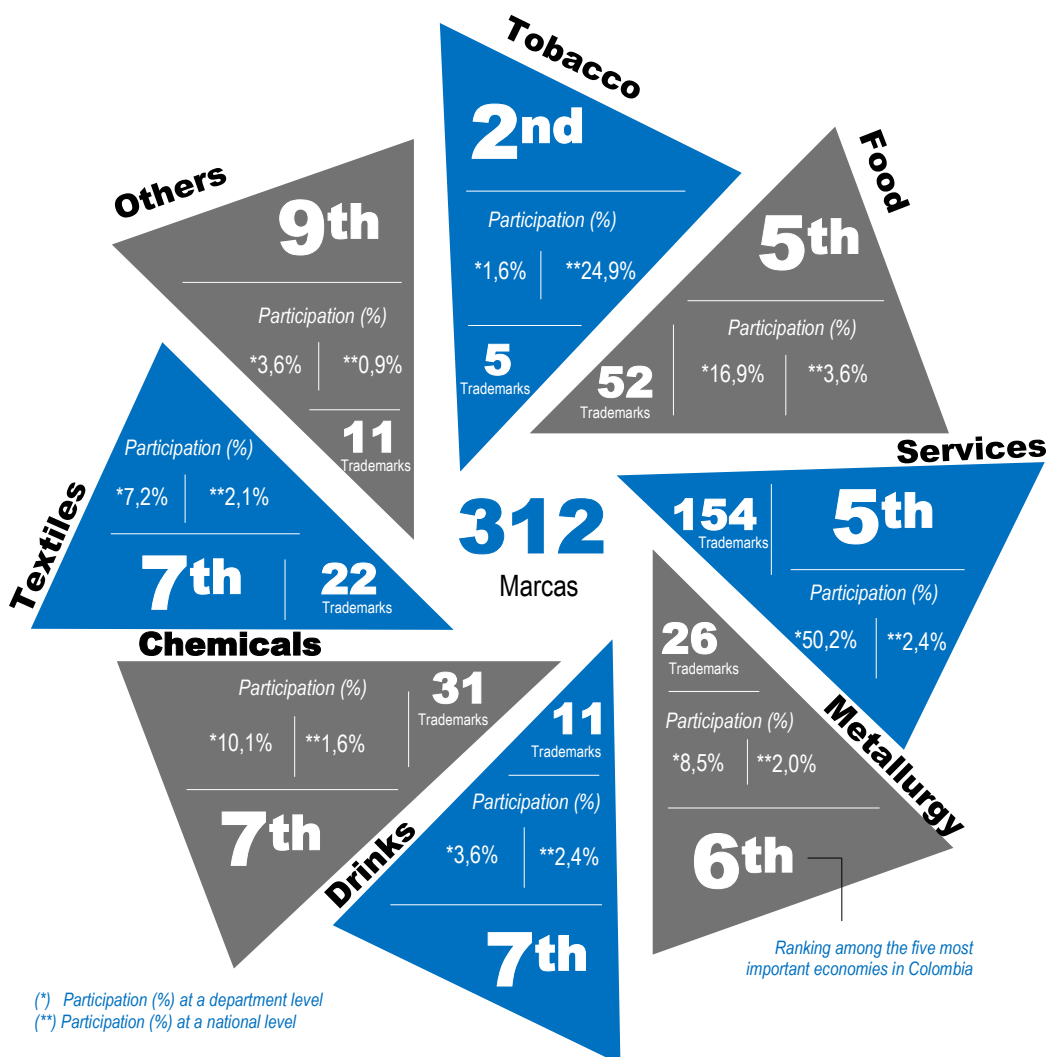
Note: The data of enterprises corresponds to the ones registered in the Chambers of Commerce in each department.

### Brands in Santander- year 2016



(\*) Ranking among 28 departments.

### Trademarks granted in Santander by sector



Ranking among the five most important economies in Colombia