



Mexico joined the Madrid System for the International Registration of Marks

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Mexico joined the Madrid System for the International Registration of Marks (Madrid system), with what it will be able to offer to the owners of brands an accessible, simplified and easy mechanism for the protection and management of his trademarks portfolio in the international level.

In this regard, on 19 November, the Secretary of the Economy of Mexico, Bruno Ferrari, accompanied by the Undersecretary of Foreign Trade, Francisco de Rosenzweig, and the Director General of the Mexican Institute of Industrial Property (IMPI), Rodrigo Roque, deposited his country's instrument of accession to the Madrid Protocol for the International Registration of Marks with the Director General of the World Intellectual Property Organization (WIPO), Francis Gurry.

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Mr. Gurry welcomed Mexico's accession, noting that "Mexico is the third country in the Latin American region to join the Madrid trademark filing system. He also pointed out that its accession to the Madrid Protocol will assist enterprises in Mexico that are seeking to expand their markets overseas. It will also assist WIPO in achieving its objective of transforming the Madrid System into a system with truly global reach."

On the other hand, Mr. Gurry congratulated Mexico's Institute of Industrial Property (IMPI), for putting in place state-of-the-art practices that are supported by a modern information technology infrastructure and by competent human resources. Mr. Gurry said that "Mexico's legal and institutional framework will guarantee the successful implementation of the Madrid Protocol in Mexico," noting that IMPI is among the top fifteen IP offices receiving the highest number of trademark applications worldwide.

The Secretary of the Economy, Bruno Ferrari said that "brand owners in Mexico stand to greatly benefit from the Madrid Protocol." He observed that Mexico has the highest value of exports in Latin America, 80% of which are manufactured goods. In relation to Mexico's GDP, it is the third largest exporter in the world of high tech products. It is also a G-20 economy with a trade volume of over 700 billion dollars in 2011. This increased by 20% between 2008 and 2011, in spite of the global economic downturn.

Minister Ferrari said that "Mexico has one of the largest networks of trade agreements in the world and it is also seeking to increase and diversify its trade associations. In this framework, the Madrid Protocol is a logical component which will strengthen the expanding trade policies implemented by the Mexican government. Since this extended network of trade agreements includes

many Latin American countries, Mexico trusts that many more countries of the region will soon join this very useful tool; particularly, as a means to foster regional and global economic growth, as it has been promoted by Mexico during its G-20 Presidency in 2012. With this decision the holders of the brands in Mexico will benefit enormously from the Madrid Protocol"

This year, the Philippines, Colombia, New Zealand and now Mexico have acceded to the Madrid system, resulting in a geographical expansion of the system; with it, the total number of members of the international system of brands promotes to 89.

It is worth to highlight that Mexico becomes the fourth Spanish speaking country in the Madrid system. Spanish was introduced as a working language of the Madrid system in 2004. This has facilitated the way for the expansion and consolidation of the Madrid system in the Latin American region.

The Madrid system is equally attractive to large businesses, as to small and medium-sized enterprises, which are the largest users of the system. 2011 saw the highest number of international trademark applications ever filed under the Madrid system, with 42,270 applications, or a 6.5 % increase compared to 2010. Moreover, from January to October, 2012, the number of international applications filed has increased by 4.4 per cent, compared to the same period last year.

For more information related to the Protocol of Madrid, please visit :

<http://www.wipo.int/madrid/en/>

Mexico's Total Trade in September (billion US\$)			
	2011	2012	%
Total	59.4	58.4	-1.8
Exports	28.8	29.3	1.8
Exports (excluding oil)	24.4	24.7	1.2
Imports	30.6	29.1	-5.1

Source: Banco de México

Mexico's Trade with EU and EFTA (million US\$)			
January - September	2011	2012	%
Exports to the EU	14,027.2	16,556.2	18.0
Imports from the EU	28,486.1	30,523.2	7.2
Exports to the EFTA	1,035.2	763.3	-26.3
Imports from the EFTA	1,254.6	1,288.4	2.7

Source: Banco de México

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5th Forum of Social Dialogue Mexico-UE

On 25 and 26 October was held in Brussels the V Forum of Dialogue between Civil Society and Institutions of the Mexican Government and the European Union (EU), which is organized every two years as a platform through which civil society engage in dialogue, and present constructive contributions and recommendations to enhance the Mexico-EU relations.

Along with the governments, European and Mexican civil society organizations also participate, such as NGOs, trade unions and representatives of the business, academic and scientific communities.

In this edition, the aim was to examine the prospects of relations between Mexico and the EU after more than twelve years of their Economic Partnership, Political Coordination and Cooperation (Global Agreement), and discuss proposals and recommendations on three main aspects: political and strategic partnership dialogue, economic and trade issues, and cooperation.

As for the economic and trade issues, an assessment was made on the Mexico - EU Free Trade Agreement (FTA) twelve years after its entry into force, stressing that both trade and investment flows have increased significantly (see [Trade Links July 2012](#)).

They also discussed the role of social economy in the context of EU-Mexico trade relations (especially in agriculture sector), the impact of the economic perspectives in the EU and Mexico on the bilateral economic and trade relations, as well as corporate social responsibility and labour rights in the framework of foreign direct investment.

It was also stressed that the EU invests in projects that promote social cohesion, inclusion, education, incrementation of SMEs participation, fosters environmental protection and fair trade.

Speaking about the economic prospects of the EU and Mexico as well as bilateral economic and trade relations, they highlighted the benefits of European business in-

vestment in Mexico, such as job creation, use of domestic inputs and quality of salaries.

In conclusion, all parties felt this was a Forum of transition towards a new, positive era. Mexico and the EU are confident that the dialogue with civil society in the framework of their relation will further deepen in the near future.

The next Forum will take place in Mexico in 2014.

For more information visit:

http://participacionsocial.sre.gob.mx/quinto_foro_mexue.php

http://eeas.europa.eu/delegations/mexico/eu_mexico/political_relations/political_relations_framework/index_en.htm



Plenary meeting of the 5th Forum of Social Dialogue Mexico-UE

Mexico's Economic Indicators

Inflation rate: 0.51% (October, 2012);
4.60 % (2012, annual)

Industrial Production: 2.4% (September 2012 / September 2011)
Manufacturing: 2.5%; **Construction:** 2.7%, **Mining:** 1.6%

Global Index of Economic Activity: 1.32% (Sep 2012 / Sep 2011)

Consumer Confidence Index: 94.9 pts. (October 2012)
4.3 percentage points (October 2012 / October 2011)

Open unemployment rate: 5.01 % (September, 2012) *Source: INEGI*

Mexico's Financial Indicators

Foreign exchange rate: 13.04 peso/dollar (November 21, 2012)

International reserves: \$162,271 million dollars (November 16, 2012)

Mexican stock market index (IPC): 41,668 (November 21, 2012)

Interest rate treasury bonds CETES 28 days:
4.28 % (November 22, 2012)

Source: Banco de Mexico

Mexico's Official Gazette Notices

- **01/10/2012** Resolution that accepts the request of the interested party and declares the initiation of the antidumping on imports of flat-rolled products of iron or non-alloy steel (cold-rolled) originating from the Republic of Korea regardless of the shipping country. (Mexican tariff items 7209.16.01, 7209.17.01, 7209.18.01, 7225.50.02, 7225.50.03, 7225.50.04, 7225.50.99).
- **16/10/2012** Agreement establishing merchandise classification for imports and exports subject to the authorization by the Ministry of Health.
- **23/10/2012** Final determination of the sunset review of the countervailing duty order imposed on imports of synthetic rubber poly-butadien-styrene in an emulsion originating from Brazil regardless of the shipping country (Mexican tariff item 4002.19.02).
- **25/10/2012** Final determination of the sunset review and ex officio revision of the countervailing duty order on mushrooms of the genus *Agaricus* originating from China and Chile regardless of the shipping country (Mexican tariff item 2003.10.01).

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- **16/10/2012 L282** Commission Implementing Regulation (EU) No 950/2012 of 15 October 2012 fixing the import duties in the cereals sector applicable from 16 October 2012
- **18/10/2012 L287** Council Decision of 24 September 2012 on the signing, on behalf of the Union, of the Agreement between the European Union and Canada on customs cooperation with respect to matters related to supply chain security
- **18/10/2012 L287** Commission Implementing Regulation (EU) No 959/2012 of 17 October 2012 on the issue of licences for the import of garlic in the subperiod from 1 December 2012 to 28 February 2013
- **20/10/2012 L290** Commission Implementing Decision of 18 October 2012 authorising the placing on the market of products containing, consisting of, or produced from genetically modified maize MIR162 (SYN-IR162-4) pursuant to Regulation (EC) No 1829/2003 of the European Parliament and of the Council (notified under document C(2012) 7198) (1)
- **23/10/2012 L293** Commission Regulation (EU) No 973/2012 of 22 October 2012 initiating an investigation concerning the possible circumvention of anti-dumping measures imposed by Council Regulation (EC) No 925/2009 on imports of certain aluminium foil originating in the People's Republic of China by imports of certain aluminium foil in rolls which are not annealed and of a width exceeding 650 mm originating in the People's Republic of China, and making such imports subject to registration
- **26/10/2012 L297** Council Implementing Regulation (EU) No 987/2012 of 22 October 2012 reimposing a definitive anti-dumping duty on imports of ironing boards originating in the People's Republic of China, manufactured by Zhejiang Harmonic Hardware Products Co. Ltd
- **31/10/2012 L303** Regulation (EU) No 978/2012 of the European Parliament and of the Council of 25 October 2012 applying a scheme of generalised tariff preferences and repealing Council Regulation (EC) No 732/2008

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