

THE GOVERNMENT OF GUATEMALA IS PROMOTING A PROJECT TO DEVELOP A COUNTRY BRAND

On March 14th of the current year, the Executive Body with the Ministry of Economy issued the Governmental Agreement number 49-2018, through which it was agreed to promote and develop the Country Brand.

Although, the Country Brand is a concept product from advertising and marketing, it is important to mention that it is born from one of the main obligations of the State, as it is to promote the economic development of the Nation, through the promotion of agricultural, livestock, industrial and tourism activities as established in article 119 of the Political Constitution of the Republic of Guatemala.

Therefore, the Country Brand aims to highlight characteristics and qualities of Guatemala, such as its culture, customs, traditions, geography, among others. The above to generate investment through tourism, increase the activities of exports and improve trade relationships and policies with other countries.

The entity in charge of coordinating the promotion and development of the Country Brand will be the Guatemalan Tourism Institute (INGUAT) in support of the Ministry of Economy and Ministry of Foreign Affairs. For this purpose, the Guatemalan Tourism Institute (INGUAT) is in the process of reactivating a technical table called "Nation Image" made up from public and private institutions.

In addition, a memorandum of understanding was signed with the Republic of Colombia, who through ProColombia will be supporting in offering its knowledge and experience acquired with its Country Brand, with which Colombia has positioned itself in the fifth Country Brand of most value in Latin America, which has a worth of US\$239,000 million¹.

The Agreement entered into force on March 16th of this year, and the following step will be the reactivation of the technical table and hiring experts to develop the Country Brand of Guatemala. Subsequently the Guatemalan Tourism Institute (INGUAT) will have to regulate the use.

If you are interested in obtaining more information about this matter, do not hesitate to contact us.



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¹ <https://www.larepublica.co/globoeconomia/colombia-es-la-quinta-marca-pais-mas-valorizada-en-america-latina-en-2017-2557443>