

PROTECTING YOUR IP IN THE RENEWABLE ENERGY SECTOR

www.latinamerica-ipr-helpdesk.eu

5 LANGUAGES

Confidential
3 Working days
Free



FIRST LINE
ASSISTANCE
FOR EU
SMEs ON
IP

WATCH OUT

Green Technologies can benefit from special mechanisms that expedite the processing of applications. This means less time to obtain the patent and the opportunity to start selling/licensing your technology sooner.

"In 2017, Global Investment on Solar energy attracted €142,2 billion, while wind energy investment totalled €95,2 billion".



Latin America is de facto in a transition to renewable energies. In 2017, Mexico and Brazil invested 6 billion euros, ranking among the top 10 investing countries in renewable energy.

Source: Bloomberg New Energy Finance (BNEF)

Source: Frankfurt School-UNEP Centre/BNEF. 2018

How do I protect my IPRs?

PATENTS

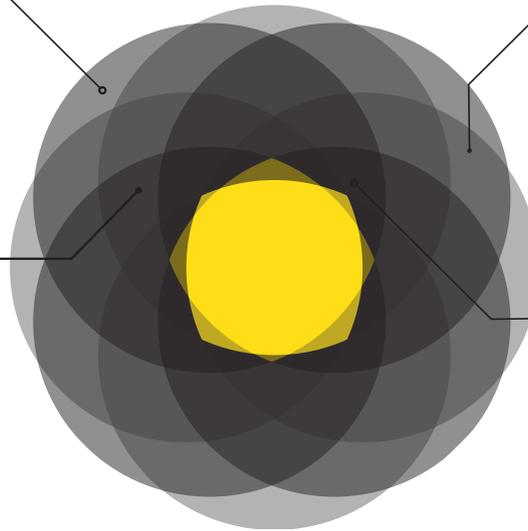
Obtain an exclusive right to exclude your competitors from commercially exploiting your invention. Protect a product or a process that provides a new way of doing something or offers a new technical solution to a technical problem.

UTILITY MODELS

Particularly suited for SMEs since they protect "minor" improvements and adaptations of existing products. They are commonly used for mechanical innovations.

TRADE SECRETS

Protect any confidential business information that provides you a competitive advantage by not disclosing it to the public. It is also a good choice for protecting non-patentable inventions.



TRADEMARKS

Distinctive signs will allow your clients and potential business partners to differentiate your products and services from other competitors.

Patent applications

Source: UN / Bloomberg

Brazil investment in renewable energy amounted to \$6 billion in 2016:

\$3,6 BN

Wind

\$2,1 BN

Solar

\$0,2 BN

Biofuels

\$0,1 BN

Small hydro

Investment from other Latin American countries in 2017:

MEXICO	\$6 billion	(Growth of 810% compared to 2016)
ARGENTINA	\$1,8 billion	(Growth of 777% compared to 2016)
CHILE	\$1,5 billion	
PERU	\$0,3 billion	
COSTA RICA	\$0,3 billion	
EL SALVADOR	\$0,27 billion	
DOMINICAN REPUBLIC	\$0,26 billion	

Source: UN environment/ Bloomberg

TARGETS IRENA, 2016; and El Comercio Peru, 2018



20%
of electricity
consumption by 2025



86%
of electricity
generation by 2024



20%
of electricity consumption will come
from renewable energy by 2025



90%
of energy demand will
be covered by renewable
energy by 2050



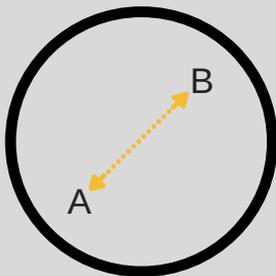
35%
Clean energy* share
of total electricity
generation by 2024



20%
of electricity consumption will come
from renewable energy by 2025

* "Clean energy" includes renewables, co-generation, nuclear energy, fossil fuels with CCS and "other low-carbon technologies"

3 Quick tips when doing business

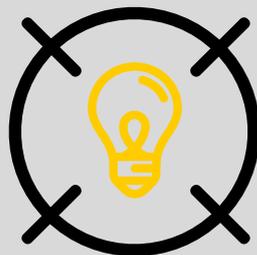


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1. Take time to assess an entry strategy: either on your own or with local/foreign companies (by signing joint ventures, technology transfer agreements, etc).

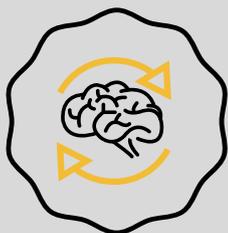
2

2. Identify and protect your creations/inventions properly: register your IPRs, carry out a "Freedom to Operate Analysis" and conclude confidential agreements (NDAs) when appropriate.



3

3. Always keep up to date regarding the IP legislation and policies of the countries you are interested in.



MOST ATTRACTIVE COUNTRIES Latin America

Source: BBVA



To invest in
2019 are:

N° 1: Colombia

N° 2: Chile

N° 3: Panama

N° 4: Peru

N° 5: Uruguay

N° 6: Mexico