



Doing Business In El Salvador: A Country Commercial Guide for U.S. Companies

Chapter 3: Selling U.S. Products and Services

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Using an Agent or Distributor

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The use of agents and distributors is the most common way and a very effective means to market new products. For El Salvador, one agent for the country is sufficient as commercial activity is concentrated in the capital city of San Salvador. An exclusive territorial contract is recommended only when the business relationship has proven to be stable, professional, and profitable for both parties. For first-time partners or new-to-market companies, an authorized distributor or an alternative to exclusive representation is recommended.

U.S. companies should become familiar with Sections "B" and "C" of Chapter III, Title III of the Salvadoran Commercial Code, which regulates the agent and distributor relationship. According to article 392, an agent, representative, or distributor is a natural or juridical person who, on a permanent basis and with or without legal representation and through a contract, is appointed by a principal to establish a representation or distribution agency for a specific product or service in the country. The representation or distribution agency may be exclusive or any other type agreed upon by the parties. The Commercial Code also specifies causes to terminate or modify the contract. These

include failure to fulfill the contract, fraud by the agent, serious negligence, and continued decrease in the sale or distribution of the merchandise or services due to the representative agent. Revealing confidential information by the representative agent that prejudices the distribution of the product is also grounds for termination.

If the principal should terminate, modify or not extend the representation, agency or distribution without having met any of the conditions specified in Art. 398 of the Commercial Code, the agent shall be entitled to compensation for the damages. The law describes the compensation allowed.

Under CAFTA-DR (Chapter 11 of the agreement), the commitment acquired by El Salvador regarding representation or distribution contracts specifies that provisions of the Salvadoran Commercial Code will not apply to any distribution contract signed after the date the treaty entered into force, but it must be clearly stated in the contract (see CAFTA Text: [Chapter 11. Cross-Border Trade in Services](#)).
http://www.ustr.gov/assets/Trade_Agreements/Bilateral/CAFTA/CAFTA-DR_Final_Texts/asset_upload_file7_3931.pdf

In El Salvador, as in other countries, finding the right partner is a key for success. For a nominal fee, the Commercial Section of the U.S. Embassy in El Salvador offers a range of services to help U.S. companies find potential partners, agents or distributors. U.S. firms interested in those services can request them from the nearest U.S. Export Assistance Center (USEAC) or visit the Commercial Service San Salvador web page (www.buyusa.gov/elsalvador/en/services).

The local lawyer plays a critical role in providing in-depth analysis of the legal consequences of contracts or agreements with local partners, and other crucial issues. The lawyer is also useful to U.S. companies wishing to participate in government tenders. As legal representative, the lawyer can obtain bid documents and forward them to the company in the United States. While the Embassy Commercial Section cannot recommend a specific lawyer, it does provide a list of prominent lawyers in different business areas who can be employed to assist foreign companies. Please contact: San.Salvador.Office.Box@mail.doc.gov for more information.

Establishing an Office

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The government of El Salvador's [National Investment Office](#) (ONI - Oficina Nacional de Inversiones; <http://www.minec.gob.sv/oni/maineng.html>) operates a "one-stop" window to help foreign companies and individuals complete the requirements needed to obtain a license to establish a business in El Salvador, whether it is a branch, agency, office, or joint venture; it also provides assistance with labor related issues, immigration, and information about the Free Trade Zone Law regime. Hiring a local legal representative or lawyer to work with ONI is recommend as a way to help ensure that all steps are completed.

The Registry of Commerce Office of the [National Registry Center](#) (CNR-Centro Nacional de Registro, <http://www.cnr.gob.sv/>) has created an "Integral Services Window" so individuals can submit in one place the requirements to open a business requested by the National Registry Center, Ministry of Finance, Ministry of Labor, and Social Security Institute (ISSS). http://www.cnr.gob.sv/rc_servicios_integrales.aspx

Following is a list of needed authorizations or licenses that can be obtained:

- a) Society or Company Registration
- b) Initial Balance Registration
- c) 1st time Establishment Registration
- d) Income Tax Identification Number (NIT) (Ministry of Finance)
- e) Value Added Tax Identification Number (IVA) (Ministry of Finance)
- f) Invoices Correlative Registration (Correlativo de Facturas) (Ministry of Finance)
- g) First time Employer's Identification Number (NIP) (Salvadoran Social Security Institute)
- h) Work Place Registration (Ministry of Labor)

Currently, the minimum capital required for a business to begin operations is \$11,428.

All companies operating in El Salvador must prepare their accounting records in Spanish. The Spanish version of the accounting system must be approved by a certified public accountant. The names of the company's board of directors and administrative personnel must be provided to the Commerce Registry.

Also, the U.S. company must obtain municipal services clearance from the municipality where the company and its facilities will be located and a certification that the firm is properly registered in the National Industrial and Commercial Establishments Directory at the General Director of Statistics and Census ([Direccion General de Estadisticas y Censos, DIGESTYC, http://www.digestyc.gob.sv/](http://www.digestyc.gob.sv/)). Once the Commerce Registry has issued the company's license, it must be published in a local newspaper.

Firms that sell or manufacture pharmaceuticals must obtain a permit from the Superior Council for Public Health ([Consejo Superior de Salud Publica, CSSP; http://cssp.gob.sv/Cssp/login.do?cmd=login](http://cssp.gob.sv/Cssp/login.do?cmd=login)). The Council must also approve each pharmaceutical product as safe for sale in El Salvador. Improvements to reduce time to register pharmaceutical companies and products have taken place. The creation of a "one-stop" window has reduced to 15 days the company registration process, and 20 days for a product registration.

Companies in the banking and insurance sector that intend to collect deposits, manage investments, or receive payment for premiums or investment services are regulated by the Superintendent of the Financial System ([Superintendencia del Sistema Financiero, SSF; http://www.ssf.gob.sv/](http://www.ssf.gob.sv/)) and must register with this agency.

An environmental permit is required for all activities including road infrastructure, activities at maritime ports, sewage system, mining, energy transmission, dams, water development, fishing industry, tourist industry, agro industries, urban construction and others listed in the environmental law. ([Ministry of Environment and Natural Resources, MARN; http://www.marn.gob.sv/](http://www.marn.gob.sv/)).

Franchising

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While U.S. franchises have been present in El Salvador for at least 30 years, they began to increase rapidly during the last ten years and this trend has accelerated. U.S. fast-food franchises (such as pizza, sub sandwiches, and hamburgers) have been the most successful. Despite the increasing number of used vehicles imported in recent years, automotive service franchises have not yet had much success in the market. Office

supply franchises have had limited growth. U.S. franchises operating in El Salvador include hotels and car rental, auditing/accountancy, credit reports, mobile advertising and media marketing, print shop/one hour photo labs, beauty/hair salons, fitness centers, computer learning, child care/learning centers, video rental, exterminator services, and dry cleaning. A trademark protection law passed in 2002 improved protection of trademarks and distinctive signs to international standards. To get full protection, the trademarks must be registered at the Intellectual Property Registry at the National Registry Center. A longstanding dispute between a prominent U.S. franchise and its former franchisee suggests that enforcement of franchise contracts in the courts can be difficult. Consequently, we urge franchisers to develop their business carefully based on careful analysis of the business bona fides of their potential franchisees.

Direct Marketing

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Privatization of telecommunications has greatly improved the possibilities for direct marketing by allowing telemarketing services and created new target audiences on cable television. The number of cellular phone and Internet users has dramatically increased. Reliable telecommunication services have allowed more use of fax and mobile communication features, and e-mail. As a result, direct marketing is easier than before. Although the Government of El Salvador (GOES) is making efforts to upgrade its public mail system, the business sector normally uses local private delivery companies. Door-to-door sales by U.S. cosmetics and household products firms, under-the-door promotional flyers, full color inserts in newspapers and direct-from-television sales are increasing, as is the use of e-mail for direct marketing.

Joint Ventures/Licensing

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Joint Ventures involving U.S. and Salvadoran companies must be legally established in a contract signed by both parties. Foreign investments, whether a joint venture, direct investment, partnership, branch or subsidiary, must be incorporated in El Salvador to operate. Once incorporated and duly registered, the investment enjoys national treatment.

Licensing is included in the Law for Trademarks and Other Distinctive Signs, approved in 2002, which raises protections for trademarks and distinctive signs to internationally accepted standards and obliges national and foreign firms to register in the Commerce Registry and the Intellectual Property Registry. To have the exclusive right of the use of commercial names and trademarks, any expression and/or advertising sign, including patents and industrial designs, a lawyer or legal representative must register the trademark at:

Registro de Propiedad Intelectual
Centro Nacional de Registros
1a. Calle Poniente y 43 Ave. Norte No. 2310
San Salvador, El Salvador
Tel. (503) 2260-8000 / 2261-8600
Fax (503) 2260-7916
Web Page: <http://www.cnr.gob.sv>

Selling to the Government

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In April 2000, the GOES enacted the modern and transparent government Procurement and Contracting Law, which increased the efficiency and transparency in public sector purchases and contracting procedures and helped to eliminate corruption. CAFTA Government Procurement Chapter also ensures transparency, competitiveness, and guarantees market access to U.S. suppliers ([CAFTA-Chapter 9](#) on Government Procurement; http://www.ustr.gov/assets/Trade_Agreements/Regional/CAFTA/CAFTA-DR_Final_Texts/asset_upload_file766_3926.pdf).

For small government purchases, sellers should contact the procurement office in each ministry or autonomous institution, consult postings on the web pages of each institution, or visit the government purchasing website <http://www.comprasal.gob.sv/moddiv/HTML/>. Generally, sellers need to speak Spanish to be successful. For purchases worth more than US\$10,000-20,000 (depending on the ministry or agency), the government publishes a tender in the major newspapers and/or sends written notices to various embassies. Salvadoran law calls for civil engineering and construction projects that are financed by the Government of El Salvador's own funds to give preference to Salvadoran companies. This law is not a major trade barrier since most large projects receive aid or loans from international financial institutions, and therefore are open to international bid, including U.S. companies. Government tenders received by the U.S. Embassy are placed on the Department of Commerce's National Trade Data Bank or on-line Electronic Bulletin Board as "Foreign Government Tenders", Export Portal www.export.gov under Trade Leads, and are commonly posted by the Government of El Salvador in the "Business Development" publication of the Inter-American Development Bank. While a WTO member, El Salvador has not signed the government procurement agreement.

Distribution and Sales Channels

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Large distributors usually import most consumer products, and large department stores import directly from manufacturers or exporters. The large distributors have well-established networks of buyers, but handle such a wide range of products that they often cannot dedicate the time and resources necessary to promote new or lesser-known products. Many well-known U.S. products are imported via distributors in El Salvador and not directly from the producer. As a result, many U.S. products gain name recognition before a formal supplier/distributor relationship is set up. Small retailers often travel to the U.S. to purchase and carry back products themselves. This is especially true for used vehicles and auto parts, clothing, jewelry, cosmetics and certain household goods. Major distribution centers are located at free trade zones in order to export outside the Central American region. Imported containerized products frequently enter via neighboring Atlantic ports in Guatemala and Honduras, fewer through El Salvador's Pacific maritime port Acajutla. Air cargo comes through El Salvador's International Airport in Comalapa.

Selling Factors/Techniques

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New consumer products are often introduced at a reception in an upscale hotel, together with a newspaper and billboard ad campaign. As competition increases, creative sales promotions such as contests, drawings, raffles, etc., become more relevant. Samples of

products are often handed out at supermarkets and department stores. Participation in local exhibits and sponsorship of local events and conferences is a common local practice for brand positioning. Shared budget for promotional campaigns and advertising is highly appreciated by local importer/distributor, and simple things such as the availability of brochures and other promotional materials in Spanish are very helpful for marketing products. U.S. companies interested in finding representatives or distributors should look for ways of adding value to the relationship, such as supporting local marketing efforts in order to increase potential sales. Each sector has its peculiarities and techniques; therefore the Commercial Section encourages U.S. companies to approach the Embassy for specific information.

Use of e-mail and the Internet has made great advances in recent years. The Chamber of Commerce and Industry reported that more than 90% of its members use e-mail, up from slightly more than 50% of its members who had an e-mail address just a couple years before. About half now use the Internet to promote their businesses. The American Chamber of Commerce reports that all of its members have e-mail, while only about 85% use the Internet to promote their business.

Electronic Commerce

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Electronic commerce is still in an early stage. The Government and the National Commission for the Information Society (CNSI), an alliance of the public, private, and academic sector, is currently drafting a legal framework for electronic commerce and digital signature laws. In 2003, the government created the National Strategy [ePais](#), which incorporates all the information technology and communication initiatives (see <http://www.epais.gob.sv/>).

During the past four years, the government has used the Internet to facilitate information, promote commerce, reduce bureaucracy and improve services to the public. For example: some import/export documents can be now processed electronically through a system administered by Customs, and the Ministry of Agriculture; trade data and economic indicators can be downloaded from the Central Bank; taxes can be paid through Internet; companies can register their supply and demand of products and services. Real estate will soon be registered electronically.

El Salvador has 11 Internet providers. As of December 2007, the General Superintendent of Electricity and Telecommunications (SIGET) reports 5,439 subscribers of commutated Internet, and 28,751 subscribers of dedicated Internet. As new telephone providers improve access to telephone lines in rural areas and provide better services in metropolitan areas, additional Internet growth will be seen. The Government is also using the Internet to make available to the public the large amount of information that it generates; for example it created the [Government Services Guide](#) (<http://www.servicios.gob.sv/>) website to provide information of more than 800 services provided by public institutions.

The government also fosters the creation of [Infocenters](#) (<http://www.infocentros.org.sv/nai/>) in an effort to reduce the gap, and to facilitate the SMEs' access to information and e-commerce through the Internet. On the private sector side, the electronic commerce division of the Salvadoran Chamber of Commerce

and Industry is carrying out e-commerce efforts. More and more companies have a presence in the Internet but only a few are doing business transactions involving payment with credit card or prepaid cards, such as the department store “Siman”, <http://www.siman.com.sv>, or virtual stores of art, crafts, books and music, <http://www.latienda.com.sv>.

Trade Promotion and Advertising

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Advertising in El Salvador is mainly through TV, radio, and newspapers, and it is estimated that 10% of advertising is dedicated to outdoor advertising. Depending on the target market, nature of product, purpose of the message or marketing plan, advertising agencies will recommend the most appropriate media mix and outdoor advertising items.

In terms of mass communication, the country has 16 commercial television stations nationwide, and 7 channels for specific departments. The main VHF channels are 2, 4, 6 and 12, from which the first three are a conglomerate that reaches approximately 80% of the viewers. Five newspapers circulate in the country with an estimated daily circulation of 281,000. Four of these have Internet versions. Two of the newspapers are the leading dailies with nationwide coverage and about 75% of the total circulation. The main radio stations are located in the city of San Salvador. There are approximately 200 FM radio stations in the country but only 20% broadcast nationwide. Statistics indicate that 70% of FM stations are music, and 30% are news programs, commentary, religious, sports and/or educational programs. The American Chamber of Commerce, the Chamber of Commerce and Industry, and the Salvadoran Association of Industry, as well as other trade organizations, circulate monthly and bi-monthly journals that accept advertising. Magazines such as Estrategia y Negocios, El Economista, and Central America Today are better advertising vehicles for economic and business groups, with regional vision.

The leading Salvadoran newspapers with circulation over 90,000 each and nationwide distribution are: La Prensa Grafica, TEL. (503) 2241-2364; FAX: (503) 2241-2000; <http://www.laprensa.com.sv>; and El Diario de Hoy, TEL. (503) 2271-0100; FAX: (503) 2271-2040; <http://www.elsalvador.com>. Circulating mainly in the capital with about 30,000 daily: El Mundo, TEL. (503) 2225-3300; FAX: (503) 2225-3178; <http://www.elmundo.com.sv>; and Mas, TEL. (503) 2281-1477; FAX (503) 2222-2046. The smallest is Co-Latino (estimated circulation 14,000), TEL. (503) 2271-1303; FAX (503) 2271-0971; <http://www.diariocolatino.com>.

The Convention & Fair Authority (<http://www.fies.gob.sv>) organizes several exhibits and trade events on a regular basis. For company or brand promotion, the most well known are the fashion, the automotive, and the biannual International Fair. The Catalog Show organized by the Salvadoran Chamber of Commerce and Industry (<http://www.camarasal.com>) every two years, seeks to find potential distributors for new to market companies. The Construction Chamber, CASALCO, (<http://www.casalco.org.sv>) holds an exhibit every two years, where new products and technology can be viewed. The Distributors Association organizes the main food and beverage event for company or product promotion <http://www.ades.org.sv/index.php>.

Pricing

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In general, there are no controls on prices in El Salvador. The exceptions are liquefied propane gas, public transport rates, and energy, which the government regulates. The government regulatory agency, the General Superintendent of Electricity and Telecommunications (SIGET), regulates electricity and telecommunications. Government ministries directly subsidize water services and establish the distribution service tariff. The Ministry of Economy and the Consumer Protection Office closely monitor credit card interest rates, retail gasoline, and basic food products prices through the Consumer Protection Office (<http://www.defensoria.gob.sv/>).

For imported products, the price structure includes import duty and the 13-percent value-added tax (VAT) that must be added to the purchase price of all products, including basic food products and medicines. Import tariffs for capital goods are zero percent, raw materials range from zero to 5%, intermediate goods range from 5 to 10%, and finished goods are charged a maximum of 15%. Textiles, agricultural products, vehicles, and a few other non-essential products are charged higher tariffs that range from 15 to 30%. These new tariffs apply to products coming from outside the Central American Common Market. A comparative chart of Central American import duties can be found at the Central American Economic Integration Secretariat website: <http://www.sieca.org.gt>. CAFTA-DR reciprocally reduced tariff and non-tariff barriers for U.S. exports into the region. Duty for U.S. made products to CAFTA-DR countries can be found at: [CAFTA-DR import duty \(http://www.export.gov/fta/CAFTA/TE.asp?dName=CAFTA\)](http://www.export.gov/fta/CAFTA/TE.asp?dName=CAFTA) or for other countries: http://www.export.gov/logistics/country_tariff_info.asp.

In late October 2004, El Salvador's Legislative Assembly approved fiscal reforms aimed at increasing tax collection by closing important loopholes and cracking down on tax evasion. The reforms to the tax code and income tax law include a mandatory 20% withholding tax on payments for services that have been provided to business/government in El Salvador by foreigners even if the service was performed entirely outside of El Salvador. Previously, income tax would be applied only if the service was provided in El Salvador. For further information, request IMI report from san.salvador.office.box@mail.doc.gov.

Sales Service/Customer Support

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With over 2.5 million Salvadorans resident in the United States, Salvadorans are familiar with U.S. products and would like to receive U.S. customer service. Sellers can get an edge by offering good service and customer support. Consumers and/or end user purchasing decision-makers respond differently depending on the product or sector, but in general they are price oriented, and tied to credit conditions and to after-sales service. A consumer protection initiative in El Salvador has raised consumer awareness on consumer products quality and safety standards, becoming a preferential and differential purchasing factor.

Protecting Your Intellectual Property

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Introduction

Several general principles are important for effective management of intellectual property rights in El Salvador. First, it is important to have an overall strategy to protect IPR. Second, IPR is protected differently in El Salvador than in the U.S. Third, rights

must be registered and enforced *in* El Salvador, under local laws. Companies may wish to seek advice from local attorneys or IP consultants. The U.S. Commercial Service can provide a list of local lawyers upon request.

It is vital that companies understand that intellectual property is primarily a private right and that the U.S. government generally cannot enforce rights for private individuals in El Salvador. It is the responsibility of the rights holders to register, protect, and enforce their rights where relevant, retaining their own counsel and advisors. While the U.S. Government is willing to assist, there is little it can do if the rights holders have not taken these fundamental steps necessary to securing and enforcing their IPR in a timely fashion. Moreover, in many countries, rights holders who delay enforcing their rights on a mistaken belief that the USG can provide a political resolution to a legal problem may find that their rights have been eroded or abrogated due to doctrines such as statutes of limitations, laches, estoppel, or unreasonable delay in prosecuting a lawsuit. In no instance should USG advice be seen as a substitute for the obligation of a rights holder to promptly pursue its case.

It is always advisable to conduct due diligence on partners. Negotiate from the position of your partner and give your partner clear incentives to honor the contract. A good partner is an important ally in protecting IP rights. Keep an eye on your cost structure and reduce the margins (and the incentive) of would-be bad actors. Projects and sales in El Salvador require constant attention. Work with legal counsel familiar with El Salvador laws to create a solid contract that includes non-compete clauses, and confidentiality/non-disclosure provisions.

It is also recommended that small and medium-size companies understand the importance of working together with trade associations and organizations to support efforts to protect IPR and stop counterfeiting. There are a number of these organizations, both El Salvador or U.S.-based. These include:

- The U.S. Chamber and local American Chambers of Commerce
- National Association of Manufacturers (NAM)
- International Intellectual Property Alliance (IIPA)
- International Trademark Association (INTA)
- The Coalition Against Counterfeiting and Piracy
- International Anti-Counterfeiting Coalition (IACC)
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Biotechnology Industry Organization (BIO)
- Registro de Propiedad Intelectual, Centro Nacional de Registro (CNR)
- Fomento y Protección de la Propiedad Intelectual (FOMPI)
- Business Software Alliance (BSA)

IPR Resources

A wealth of information on protecting IPR is freely available to U.S. rights holders. Some excellent resources for companies regarding intellectual property include the following:

- For information about patent, trademark, or copyright issues -- including enforcement issues in the U.S. and other countries -- call the STOP! Hotline: **1-866-999-HALT** or register at www.StopFakes.gov.
- For more information about registering trademarks and patents (both in the U.S. as well as in foreign countries), contact the U.S. Patent and Trademark Office (USPTO) at: **1-800-786-9199**.
- For more information about registering for copyright protection in the U.S., contact the U.S. Copyright Office at: **1-202-707-5959**.
- For U.S. small and medium-size companies, the Department of Commerce offers a "SME IPR Advisory Program" available through the American Bar Association that provides one hour of free IPR legal advice for companies with concerns in Brazil, China, Egypt, India, Russia, and Thailand. For details and to register, visit: http://www.abanet.org/intlaw/intlproj/iprprogram_consultation.html
- For information on obtaining and enforcing intellectual property rights and market-specific IP Toolkits visit: www.StopFakes.gov This site is linked to the USPTO website for registering trademarks and patents (both in the U.S. as well as in foreign countries), the U.S. Customs & Border Protection website to record registered trademarks and copyrighted works (to assist Customs in blocking imports of IPR-infringing products) and allows a U.S. company to register for Webinars on protecting IPR.
- The U.S. Commerce Department has positioned IP attachés in key markets around the world. You can get contact information for the IP attaché who covers El Salvador at: <https://www2.focusbrazil.org.br/siteusa/index.htm> or Dorian.Mazurkevich@mail.doc.gov

IPR Climate in El Salvador

The 1993 Intellectual Property Promotion and Protection Law and the Salvadoran penal code protect intellectual property rights. Investors should register intellectual property--trademarks, patents, and copyrights--at the National Registry Center's Registry of Intellectual Property to protect their investments.

Registro de la Propiedad Intelectual
Centro Nacional de Registros (CNR)
Address: Col. Flor Blanca y 1^a. Calle Poniente N0. 2310
San Salvador
El Salvador, Central America
PBX 2260-8000 / 2261-8653
Fax: 2261-8815
Website: www.cnr.gov.sv
Contact: Ms. Diana Violeta Hasbun, Director

CAFTA-DR provides for improved standards for the protection and enforcement of a broad range of intellectual property rights, which are consistent with U.S. standards of

protection and enforcement and with emerging international standards. Such improvements include state-of-the-art protections for digital products such as U.S. software, music, text and videos; stronger protection for U.S. patents, trademarks and test data, including an electronic system for the registration and maintenance of trademarks; and further deterrence of piracy and counterfeiting.

The piracy of optical media, both music and video, remains a concern in El Salvador. Optical media imported from the United States by pirates are being used as duplication masters. There has also been concern expressed about inadequate enforcement of cable broadcast rights and the competitive disadvantage it places on legitimate providers of this service. In the first 10 months of 2007, the police and Attorney General's Office seized optical media valued at \$1.5 million and made 30 arrests.

Chapter 6 further explains Intellectual Property Rights.

Due Diligence

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The success or failure of an operation in a foreign country is often closely tied to the quality of the information a company was able to obtain about creditworthiness, bona fides, and business practices of the local partner. The Commercial Section strongly recommends checking the bona fides carefully as soon as a business relationship begins to develop. The Commercial Section offers a service known as International Company Profile (ICP), to help a U.S. firm determine if a company is a suitable trading partner. The report includes data on the firm's management, business activities, product lines, financial conditions, credit-worthiness, and trading experience. Some private sector credit-reporting services, including Dun & Bradstreet, also provide credit reports on Salvadoran firms. For contact information for credit report companies, please see Chapter 7.

Local Professional Services

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The Commercial Section often can provide contact information for professional services such as legal counsel, auditors, collection agencies, trade publication, market research, advertising agencies, consultants and translators. For more information, visit: <http://www.buyusa.gov/elsalvador/en>

Web Resources

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<http://www.buyusa.gov/elsalvador/en/usefullinks.html>

U.S. exporters seeking general export information/assistance or country-specific commercial information should consult with their nearest **U.S. Export Assistance Center** or the **U.S. Department of Commerce's Trade Information Center** at **(800) USA-TRADE**, or go to the following website: <http://www.export.gov>.

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, **The Department of Commerce** does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct

their own due diligence before entering into business ventures or other commercial arrangements. **The Department of Commerce** can assist companies in these endeavors.