

GUATEMALA



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1. Legislation	
Subject:	Publicity and Advertising in the Public Roadways of Guatemala
Country:	Guatemala
Who:	Municipality of Guatemala
When:	2006
Summary:	<p>With the Decree number 34-2003 of the Congress of the Republic, all related to Publicity and Advertising in the Public Roadways of Guatemala City were regulated. This Decree recently entered into effect through the Municipality of Guatemala.</p> <p>The purpose of this Decree, is to regulate all kind of advertisements, label, structure or billboard which promotes products, goods, or services.</p> <p>The regulating body is the Municipality of Guatemala and advertising companies must be registered before it. The taxes to be collected will constitute private funds of the Municipality and will be used for the maintenance of parks, ornamental purposes and for cleaning uses in its jurisdiction.</p> <p>It is important to mention that there is a limitation for foreign ads and/or imported ads. The legislation establishes that the imported ads will be charged with an additional 50% compared to the national ones, in order to promote the national industry.</p> <p>The Decree contains requirements which regulate the right of way, the respect to human dignity, and the appropriate uses of loyalty in commerce. It also forces to have readable identification of the advertising agency, manufacturer and installer.</p> <p>It's important to highlight that such Decree, prohibits placing any ad of products, goods or services that clearly can affect the health of the population either physical or mental.</p>
Comments:	With this regulation, Guatemala improves and makes progress regarding Advertising Matters, including the ultimate technology and regulates appropriate uses.

2. Legislation	
Subject:	Initiative Project of the amendments to the Guatemalan Health Code related to Tobacco and Alcoholic Beverages' advertisement
Country:	Guatemala
Summary:	<p>There is an initiative since 2005, trying to amend the actual regulation for advertisement of alcoholic beverages and tobacco.</p> <p>In such initiative, they are proposing the following:</p> <ol style="list-style-type: none">Authorization prior to divulge any advertisement by the Health Department will not be longer necessary for alcoholic beverages, It will be mandatory only for tobacco.

	<ul style="list-style-type: none"> b. Health warning to the consumer in the advertisement of alcoholic beverages will be no longer necessary. It will be mandatory only for tobacco. c. Reduce the distance to place alcoholic beverages advertisement, nearest educative and sports centers. <p>The most important restriction to alcoholic beverages advertisement will be the prohibition to show the direct consume of the product and the prohibition to transmit the advertisement during children shows</p>
Comments:	<p>If this initiative is approved by the Guatemalan Congress just the alcoholic industry will be benefit, and the Tobacco Industry will be unprotected. The consumers could be exposed to advertisement without any control whatsoever.</p>