

Press Release

EU Turns to the High-End Cultural and Creative Industries for the European Industrial Renaissance

Brussels – During today’s EU summit, European Commission President José Manuel Barroso presented the European Commission’s Communication for a “European industrial renaissance” to the EU 28 Heads of State.

The Communication identifies the European high-end cultural and creative industries as a model to follow for Europe’s industrial renaissance. Based on European values such as quality, excellence and creativity, European high-end cultural and creative industries play indeed a key role as drivers of Europe’s competitiveness, growth, and jobs. The sector employs 1,5 million people in Europe and has enjoyed double digit growth for the past three years.

Michael Ward, President of the European Cultural and Creative Industries Alliance (ECCIA), stated: *“By creating unique products our industries create value, demonstrating that the European high-end cultural and creative industries are a key asset of the European industrial renaissance. The European Cultural and Creative Industries Alliance strongly welcomes the European Commission’s initiative and the endorsement given by the EU 28 Heads of State”.*

The Communication will be the reference document to support Europe’s industry in the framework of the Europe 2020 objectives. It will also ensure continuity in its policies in the context of the upcoming change in legislature. It sets out the European Commission’s future priorities in areas which are crucial for Europe’s competitiveness and growth and important for the development of the high-end industry, including the protection of intellectual property rights (IPR), digital governance, tourism, market access, and employment.

European Cultural and Creative Industries Alliance

About ECCIA

The European Cultural and Creative Industries Alliance (ECCIA) is composed of the five major European luxury industry associations: Circulo Fortuny (Spain), Comité Colbert (France), Fondazione Altgamma (Italy), Meisterkreis (Germany) and Walpole British Luxury (UK). Its members together represent approximately 300 of Europe's leading luxury brands covering 14 different high-end product and service markets. This includes the high-end segment of European Watches & jewellery, Fashion, Perfumes & cosmetics, Accessories, Leather goods, Gastronomy, Furniture & furnishing, Design household equipment, Cars, Yachts, Wines & spirits, Hotels and leisure experience, Retail and Auction Houses, and Publishing. The sector employs 1,5 million people (directly and indirectly) and contributes an output of €440 billion to the European economy. The sector exports 70% of its production, representing 10% of all European exports.

Concrete initiatives in the EU high-end industries action plan

- Fighting against counterfeiting via a series of campaigns to raise consumer awareness about the dangers of fake goods and to promote closer cooperation between the Commission, national authorities, industry and consumers.
- Strengthening dialogues with key trade partners such as China, Brazil, India, Japan, Indonesia, Russia and the USA, and continuing the Commission's 'Missions for Growth' with third countries in key policy areas and helping companies go international.
- Attracting tourists to Europe through the development of European tourist route involving the high-end industries, also supported by new visa facilitation measures recently proposed by the European Commission.
- Raising young people's awareness about career opportunities through the creation of a European Alliance for Apprenticeships, a multi-stakeholder initiative aimed at helping improve the quality and supply of apprenticeships across the EU.

Key documents

- Communication from 26 September 2012 on "Promoting cultural and creative sectors for growth and jobs in the EU". COM(2012) 537 final
- European Commission Staff Working Document from 26 September 2012 on the "Competitiveness of the European high end industries". SWD(2012) 286 final
- Communication from 22 January 2014 'For a European Industrial Renaissance'. COM(2014)14/2

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