

Press Release

ECCIA welcomes the European Parliament's continuous support to high-end cultural and creative industries

Today, the European Parliament adopted its report entitled "A Coherent EU Policy for the Cultural and Creative Industries". Guillaume de Seynes, Chairman of the European Cultural and Creative Industries Alliance (ECCIA), welcomed the report:

"ECCIA warmly welcomes the European Parliament's report and its understanding of the key contribution of the High-end cultural and creative industries to Europe's competitiveness, growth, jobs and international attractiveness. We hope that the recommendations of the report will strongly contribute to the upcoming discussions over a number of initiatives to the creation of a coherent policy able to sustain the development of a major European industrial sector".

The report tackles a number of key issues for the high-end industries, including:

- A definition of cultural and creative industries (CCIs) and the sectors it encompasses, including high-end industries, which will contribute to overcoming the fragmented approach towards CCIs at member state level and enable their promotion across Europe;
- The recognition of the negative impacts of counterfeiting and the need to reinforce the existing framework through the introduction of tougher sanctions for counterfeiters, the introduction of traceability mechanisms as a deterrent to counterfeiters, and – most importantly – by involving all intermediaries in the fight against counterfeiting;
- An emphasis on the need to preserve traditional savoir-faire and to promote skills and vocational training.

ECCIA is looking forward to continuing its fruitful dialogue with the Members of the European Parliament – and especially with the members of the Parliamentary intergroup on cultural and creative industries – in order to ensure that the issues identified in this report are reflected in the priorities of the EU agenda.

In particular, we call upon the European Commission to fully support the European Parliament's call to strengthen the EU framework of intellectual property rights' (IPR) protection through a rebalancing of responsibilities in the fight against counterfeiting during the upcoming revision of the Directive on the enforcement of IPR (so-called "IPRED").

About ECCIA

The European Cultural and Creative Industries Alliance (ECCIA) is composed of the five major European high-end goods and creative industries organisations: Circulo Fortuny (Spain), Comité Colbert (France), Fondazione Altagamma (Italy), Meisterkreis (Germany) and Walpole (UK), who between them represent over 400 high-end brands and cultural institutions.

Based on art, culture and creativity, our work is underpinned by continuous innovation, a relentless focus on quality, highly skilled employment and strong exports

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abroad. Our members strive for the highest quality in all they do, from products and services all the way to the experience offered to consumers.

Key figures

- European high-end industries represent over 70% of the world's market
- European high-end cultural and creative industries have an annual output of over €550 billion and grew by over 28% over the past three years
- We created 200,000 jobs in Europe over the past three years, now accounting for 1.5 to 1.7 million employees in Europe.
- We export on average over 60% of our production, which accounts for 17% of Europe's total merchandise exports.

Contacts

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