

Brussels, 7 March 2017

European
Cultural
and Creative
Industries
Alliance

Press Release

Securing the growth of European high-end and luxury industries

On March 3, under the aegis of the French Permanent Representation, the 5 national associations representing the European high-end industries invited key representatives from European Commissioners Cabinets, Directorates General and European Parliament members to present their positions *vis à vis* the European numerous initiatives regarding their sector.

The European high-end sector accounts for 70% of global luxury sales, employs 1.7 million people, exports more than 60% of its production outside the EU and strongly contributes to Europe's competitiveness, growth and jobs.

The European Cultural and Creative Industries Alliance (ECCIA) has identified three key issues to help continue the sector growth:

- Competition
 - Intellectual property
 - Access to markets
- ECCIA first recalled that the European high-end industries are a major and virtuous player in the digital world then stressed the key findings of the preliminary report on the e-commerce sector inquiry led by DG COMP:
 - the demonstration of the growth of e-commerce in a highly competitive environment,
 - the recognition of the validity of the selective distribution principle when used appropriately,
 - the conclusion that marketplaces bans are not a hardcore restriction if based on justified criteria,
 - and the recognition of the harmful effects of free-riding.
 - Intellectual property rights are a core pillar of the sector's business model, crucial to the preservation of creativity and innovation. There is a strong concern about the growing impacts of online counterfeiting on the EU market and its implications on EU security.
ECCIA has called for an ambitious revision of Intellectual Property Rights Enforcement Directive (IPRED), implying a rebalancing of the responsibilities in the fight against online counterfeiting among all the stakeholders.
 - The importance of the sectors contribution to European growth through its exports and the necessity to have fair access to foreign markets is clear.
ECCIA has identified Japan and USA as two important markets: asking for a quick conclusion of the negotiations towards the implementation of an inclusive EU-Japan Free Trade Agreement, and voicing the concerns on the US new trade policies proposals- especially the Border Adjustment Tax.

It has also welcomed the report entitled "A Coherent EU Policy for the Cultural and Creative Industries" adopted by the European Parliament. This report is a corner stone in the recognition of the sector as cultural and creative industry for which ECCIA played a crucial role.

On this occasion, ECCIA also issued policy recommendations about the development of savoir-faire and skills and the attractiveness of Europe through tourism.

Guillaume de Seynes, Chairman of ECCIA, said: "*The European high-end industries act as an*

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ambassador of European values of excellence, know-how, culture, creativity and innovation. It is a European export champion which drives tourism in Europe. Its unique business model needs to be sustained by relevant policies and we are united within ECCIA to advocate for them."

About ECCIA

The European Cultural and Creative Industries Alliance (ECCIA) is composed of the five major European high-end goods and creative industries organisations: Círculo 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 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.

Contacts

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