

# European Cultural and Creative Industries Alliance

Brussels, 15 November 2019

## **ECCIA participates in the European Commission's stakeholder workshop on the review of the Vertical Block Exemption Regulation**

On 14-15 November 2019, the European Cultural and Creative Industries Alliance (ECCIA) – the association which brings together over 400 high-end and luxury brands - participated in the stakeholder workshop on the review of the Vertical Block Exemption Regulation (“VBER”) and the accompanying Guidelines on Vertical Restraints (“VGL”). The workshop was organised by the European Commission's Directorate General for Competition (DG COMP) as part of an evaluation process aimed at providing the Commission with stakeholder's views on areas of particular interest for the framework's upcoming review.

Selective distribution is at the core of the high-end and luxury industries' business model, as it enables them to maintain excellence along the entire value chain, from product development to the building of customer relationships. By allowing manufacturers to maintain the necessary degree of control over their value chains, selective distribution preserves the competitiveness and longevity of their brands.

Carlos Falcò, President of ECCIA, commented: *“Since 2010, high-end and luxury industries have developed an omni-channel distribution system, where the line between online and offline experiences complete each other to meet our customers' evolving habits. The ongoing evaluation process represents a unique opportunity to reinforce the VBER and VGL by ensuring a more uniform interpretation of the rules, by adapting the existing legal framework to a rapidly-evolving retail landscape and by preventing free-riding by third parties. ECCIA looks forward to a continuous exchange with the European Commission to reinforce the existing framework for the next decade.”*

### **About ECCIA**

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

Based on art, culture and creativity, ECCIA's 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.

Find out more about ECCIA : <http://www.eccia.eu/>