

PRESS RELEASE
15 October 2012

EU sets the path for upcoming measures to encourage the high-end sector to continue creating jobs

At today's Altgamma Observatory in Milan, the European Commission presented its new strategy to ensure the competitiveness of the European high-end industries.

In the strategy, the EU notes that "Given the economic significance of the luxury goods sector, it is important to ensure that adequate policies are in place at EU level that take into account the high-end business model and help the sector to continue to grow and create jobs."

According to the Commission, "The luxury industry has proven resilient to the crisis: A recent study shows that the industry corresponds to 3 % of EU GDP with an annual turnover of above € 400 billion. Some 990 000 people are directly employed in this sector in Europe. By merging traditional craftsmanship and quality manufacturing with high-end technologies, design and innovation, the European high-end industry promotes European values, culture, art, creativity and know-how in the world – leveraging European soft power."

European
Cultural
and Creative
Industries
Alliance

These facts are highlighted in the recent Communication from the Commission to the European Parliament and the Council on "promoting cultural and creative sectors for growth and jobs in the EU" and also in the EU Staff Working Document on "competitiveness of the high-end industries".

Speaking at the Observatory today, a Commission representative pointed out that European policy makers need to ensure the specificities of the high-end industries are taken into account when legislating in areas that impact the high-end business model – for example intellectual property, trade policy, selective distribution, craftsmanship, or legislation that may have an impact on the aura of luxury.

European Commission Vice-President Antonio Tajani also presented the strategy to all 27 European ministers at the Council meeting on 11 October. In the meeting, VP Tajani explained to the Ministers why it is important to consider high-end as a strategic sector for growth and jobs.

Armando Branchini, President of ECCIA, said: "ECCIA welcomes the Commission's forward looking strategy to ensure our sector continues creating jobs and growth in Europe. We look forward to the Commission's concrete measures to implement the strategy, including carefully assessing the implications on our sector when proposing new legislation".

Blue Tower
Bte 48

326, Av. Louise
1050 Brussels

eccia.eu
eccia@eccia.eu

CIRCOLO
FORTUNY

COMITÉ
COLBERT

Fondazione
Altgamma

MEISTERKREIS

WALPOLE
BRITISH LUXURY

The European Cultural and Creative Industries Alliance (ECCIA) is composed of the five major European Cultural and Creative luxury industry associations: Círculo Fortuny (Spain), Comité Colbert (France), Fondazione Altagamma (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.

For further information:

European
Cultural
and Creative
Industries
Alliance

Edoardo Carloni – Fondazione Altagamma, Italy Tel: +39 02 3663 6307

Elisabeth Ponsolle des Portes - Comité Colbert, France Tel: +33 1 53 89 07 70

Julia Carrick – Walpole British Luxury, London Tel: +44 20 7873 3803

Almudena Arpòn de Mendivil – Circulo Fortuny, Madrid Tel: +34 91 582 91 76

Clemens Pflanz – Meisterkreis – Berlin Tel.: +49 30 80 09 32 308