

28 June 2012

ECCIA supports the G20 Leaders Declaration recognising Tourism as a vehicle for job creation.

The European Cultural and Creative Industries Alliance (ECCIA) fully endorses the G20 Leaders Declaration recognising the need for: **a) Quality jobs** at the heart of macroeconomic policies, **b) Tourism** as the vehicle for job creation, and **c) Open Trade** for sustained global economic recovery, **to support global growth and development.**

European
Cultural
and Creative
Industries
Alliance

The success of ECCIA's brands springs from the work of its highly - skilled artists, designers, scientists, artisans and managers. Its work- shops, wineries, distilleries and stores bring art, culture and inspiration to Europe's cities and regions, contributing to their economic lifeblood. They preserve and renew artisanal skills and activities as well as Europe's artistic and cultural heritage, which are in turn made accessible to the greatest number of people in Europe and around the world.

Tourism, jobs and trade are all crucial for global economic growth. Furthermore, these key points mirror the key success factors of our business model:

- The sector is a **key driver of tourism in Europe**, with up to 50% of personal luxury goods sales in Europe being purchased by tourists;
- The sector **employs approximately one million workers directly**, and at least a further **500,000 workers indirectly** in Europe;
- The **future prospects for the sector are strong**, driven by the expected increasing demand in Asia and other high-growth economies over the next decade. Medium term forecasts suggest the sector will continue to grow at between 7% and 9% per year. If this level of growth is realised, **the sector will contribute between €790 and €930 billion to the European economy in 2020, and will employ between 1.8 and 2.2 million people directly;**
- The sector is a **key exporter**. The sector exports **60% of its output**, representing over **10% of all exports from Europe**. A fair trade environment is therefore crucial.

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 a strong network of SMEs embedded in European regions gathering together approximately 300 of Europe's leading luxury brands covering 14 different high-end product and service markets.

Blue Tower
Bte 48

326, Av. Louise
1050 Brussels

eccia.eu
eccia@eccia.eu

CÍRCULO
FORTUNY

COMITÉ
COLBERT

Fondazione
Altagamma

MEISTERKREIS

WALPOLE
BRITISH LUXURY