

Press Release

The European Cultural and Creative Industries Alliance (ECCIA) welcomes an EU plan to support the European luxury sector

The European Cultural and Creative Industries Alliance (ECCIA) welcomed today, in London, the presentation of an Action Plan to support the European luxury industry until 2020. The document was presented by Vice-President Antonio Tajani, EU Commissioner for Enterprise and Industry, during a high-level lunch organized by Walpole, the British Luxury association.

ECCIA is the European association representing the European luxury/high-end industries. European high-end cultural and creative industries represent 3% of Europe's GDP and employ over 1,5 million people in Europe. European brands represent 70% of the global luxury market. On 26 September 2012, the European Commission, in its Staff Working Document on the Competitiveness of the European high end industries, defined high end as cultural and creative industries and recognised their significant contribution to Europe's competitiveness, growth and jobs.

The aim of the Action Plan is to implement the Commission's Staff Working Document of 2012. It puts forward a number of concrete initiatives to be undertaken by in the upcoming years in order to continue its support to the sector and to encourage the preservation of European savoir-faire, creativity and innovation, which are at the heart of European high-end industries' business model.

Vice-President Tajani emphasised the need for concrete initiatives to support the development of the sector:

"In these times of crisis, what we need is to restore growth based on European values. The European high end cultural and creative industries deserve to be recognised as one of the key sectors of Europe's industry and key drivers of growth and jobs in Europe".

Armando Branchini, President of the European Cultural and Creative Industries' Alliance (ECCIA), welcomed the action plan:

"European high-end industries represent an output of €440 billion, which represents 3% of Europe's GDP, and employ over 1,5 million people. ECCIA is delighted that the European Commission reiterates its support to the establishment at EU level of an appropriate legal framework to enable European high-end industries' to strengthen their contribution to Europe's growth and jobs".

The high-level lunch in London organised by the British Luxury Association Walpole, gathered all key representatives of the European high end and fashion industry as well as key trade associations. The event is the culmination of a European-wide consultation launched by VP Tajani, aiming at reflecting on issues that are essential to the Fashion and High-end sectors and to highlight the contribution of the sector to the European economy at large. ECCIA has played a major role in the organization of these debates, organised previously by Circulo Fortuny in Spain, by Altagamma in Italy, and by Comité Colbert in Paris.

European
Cultural
and Creative
Industries
Alliance

About ECCIA

The European Cultural and Creative Industries Alliance (ECCIA) is composed of the five major European luxury industry associations: Circulo 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. This includes the high-end segment of European Watches & jewellery, Fashion, Perfumes & cosmetics, Accessories, Leather goods, Gastronomy, Furniture & furnishing, Design household equipment, Cars, Yachts, Wines & spirits, Hotels and leisure experience, Retail and Auction Houses, and Publishing. The sector employs 1,5 million people (directly and indirectly) and contributes an output of €440 billion to the European economy. The sector exports 70% of its production, representing 10% of all European exports.

ECCIA

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