

## **The European Cultural and Creative Industries Alliance accompanies EU Commission VP Tajani to US, Mexico and Colombia**

*Brussels, 14 May 2012*

**The European Cultural and Creative Industries Alliance, composed of the five major European luxury goods and creative industries organizations, Circulo Fortuny (Spain), Comité Colbert (France), Fondazione Altagamma (Italy) and Walpole British Luxury (UK) and Meisterkreis - Deutsches Forum für Luxus (Germany) supports EU Commission Vice President Antonio Tajani's efforts to strengthen business relations between the EU and Americas by joining the EU Business Delegation to the USA, Mexico, and Colombia on 10-17 May.**

Three representatives of the European luxury sector (Mr Joaquin Serra, Mr Alejandro Bataller, and Ms Rosa LLadro) joined European Commission Vice-President Antonio Tajani at a business delegation visit to the US, Mexico and Colombia. This is the first EU delegation of leading industrialists and entrepreneurs accompanying an Industry and Entrepreneurship Commissioner during an official visit to these countries. Deepening business relations between the EU and the Americas is a priority for Vice-President Tajani and the objective of the visit is to strengthen bilateral relations between the EU and these three Countries, as part of the strategy to boost economic growth and competitiveness through greater internationalisation of European industries.

ECCIA delegates, representing a sector that employs 1,5 million people (directly and indirectly), and accounts for an output of 400 billion Euros corresponding to 3% of the European GDP, will highlight the importance of creating the right framework conditions for growth on both sides of the Atlantic. In particular, strong intellectual property protection and removing barriers for trade are expected to be key discussion points with local policy makers during the week-long trip.

The visit to the United States, Mexico and Colombia belongs to a series labelled "missions for Growth", which started in December 2011 with a trip to Brazil, together with also ECCIA representatives.

## **About the European Luxury Sector:**

The European luxury sector is a key driver of sustainable growth and is of particular significance to Europe by contributing to its overall economic health, competitiveness, creativity, innovation, employment and export.

European brands account for about 75% of the worldwide luxury market and among the top 25 worldwide luxury companies, 17 are from the European Union.

The personal luxury goods market remains a key driver of growth for Europe accounting for more than €170 billion of the worldwide luxury goods consumption, in Europe, and employing, in 2011, over 1,5 million people (directly and indirectly).

More than 70% of the luxury goods produced in Europe are exported outside the region; the European luxury goods sector continues to design and manufacture in Europe.

Its sustainable business model and drive for innovation and excellence has proven the sector's resiliency in the financial crisis.

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