

## Spain chairs European excellence in 2018

- **Círculo Fortuny, the Spanish high-end industry association, took over from Comité Colbert the presidency of the European Cultural and Creative Industries Alliance (ECCIA), which comprises over 500 high-end brands and cultural institutions.**
- **The presidency's objectives include protecting intellectual property, building a more secure and sustainable digital environment, and present updated figures of the high-end industry's contribution to the European economy and employment.**
- **It is estimated that the worldwide sales volume for high-end products and services will be 1,16 trillion Euros in 2017 (similar to Spain's GDP), where Europe accounts for 70%, i.e. 812 billion Euros<sup>1</sup>. These industries employ around 1.7 million people in the EU<sup>2</sup>.**

March 2018

At an event held at the Museo Nacional del Prado, hosted by board Chairman José Pedro Pérez-Llorca, Círculo Fortuny's Executive Chairman Carlos Falcó, Marqués de Griñón, received ECCIA's baton from his predecessor, Guillaume de Seynes, Chairman of Comité Colbert, taking over the presidency of the alliance which groups the five leading institutions in the European high-end industry: Comité Colbert (France), Altagamma (Italy), Walpole (United Kingdom), Meisterkreis (Germany) and Círculo Fortuny (Spain).

During his speech, Carlos Falcó presented the association's lines of action for this year, which includes to **foster the e-commerce development of the high-end brands in a secure and sustainable way; protect and promote creativity by defending intellectual property; provide fair support to third markets; encourage savoir faire and capabilities of high-end industries in Europe; and promote Europe's leadership through selective tourism.**

According to Carlos Falcó, the president of the ECCIA and chairman of Círculo Fortuny, *"taking on the presidency of the ECCIA from Comité Colbert is a true privilege and obvious responsibility. Following the example of the Prado Museum, the aim is preserving the best European cultural values and traditions while maintaining our creative dynamism to enable Europe, which is based on excellence and innovation, to continue being the leading model for prosperity and quality of life in the fascinating world of progress provided by the 21st century."* Carlos Falcó also added that *"such opportunities are deserved for those capable of integrating new technological advances and traditional values."*

# European Cultural and Creative Industries Alliance

According to Guillaume de Seynes, the former president of the ECCIA, who is the chairman of Comité Colbert and Executive Vice President of Hermès, *“during these two years of my presidency, our industry has contributed to boosting economic growth and employment in Europe and has worked on being the best ambassadors showing its values throughout the world. By speaking directly with the European leading institutions, we have defended intellectual property, which is so important to our industry, and we have demanded, amongst other actions, legislative measures strengthening the protection of EU citizens and companies vis-à-vis online distribution of illegal products. We also carried out other actions with excellent results for maintaining selective distribution, a cornerstone of our industry's business model. We are today a stronger and consolidated industry acknowledged by all the major players influencing our markets.”*

## **The industry's figures**

The high-end industry contributes to an improvement in the economy, competitiveness, creativity, innovation and employment. According to the Luxury Goods Worldwide Market Study by Bain & Company, presented in October 2017, it is estimated that the worldwide sales volume for high-end products and services was 1,16 trillion euros in 2017, where Europe accounts for 70%, i.e. 812 billion euros<sup>3</sup>, doubling the figures with respect to 2010. Of the top 25 international companies in the industry, 17 belong to the European Union<sup>4</sup>.

The industry employs around 1.1 million people directly and 600,000 indirectly in Europe<sup>5</sup>. Over 75% of EU citizens acknowledge the importance of the high-end industry for the future of culture, the economy and quality employment<sup>6</sup>.

<sup>1,3</sup> Luxury Goods Worldwide Market Study, October 2017 Bain & Company

<sup>2,4,5</sup> Frontier Economics Report for ECCIA 2014

<sup>6</sup> ECCIA Study I TNS Sofres 2013

## **About ECCIA**

The European Cultural and Creative Industries Alliance (ECCIA) is composed of five European cultural and creative industries organisations: Circulo Fortuny (Spain), Comité Colbert (France), Fondazione Altagamma (Italy), Meisterkreis (Germany) and Walpole (UK), who between them represent over 400 brands and cultural institutions. Based on art, culture and creativity, our work is underpinned by continuous innovation, a relentless focus on quality, highly skilled employment and strong export 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.

# European Cultural and Creative Industries Alliance

## **About Círculo Fortuny**

Círculo Fortuny is a non-profit organisation with the aim of bringing together the Spanish prestigious cultural and creative brands in a common forum to promote and defend their corporate entity and support the construction of the Spain Brand.

It is the only Spanish association that is internationally accepted as the liaison and representative of the high-end companies and industries. The 61 members of Círculo Fortuny represent different activity sectors which make up the Spanish high-end industry.

Founders: LA Organic, Lladró, Loewe, Marqués de Griñón, Natura Bissé, Numanthia and Sotogrande.

Members: Abadía Retuerta LeDomaine, AYA-Aguirre y Aranzabal, Bagués-Masriera, Caruncho Garden & Architecture, Castillo de Canena, Chocrón Joyeros, Cinco Jotas, Dehesa de los Llanos, Del Pozo, Felipe Conde Guitarrero, Gandiablasco, Gastón y Daniela, Gramona, Grulla Armas, Hacienda Queiles, Hotel Royal Hideaway Formentor, Hotel Ritz Madrid, La Zagaleta, Lorenzo Caprile, LZF Lamps, Magnanni, Manuel Calvo de Mora, Marqués de Murrieta Estates & Wines, Navascués, NH Collection Casino de Madrid, Osborne Vinos Viejos, Real Conservera Española, Rosa Oriol Atelier TOUS, Sara Navarro, Sha Wellness Clinic, Suarez, T.ba, Tresserra Collection, Vega Sicilia, Vicente Gracia Joyas and Viñedos y Bodegas Sierra Cantabria.

International partners with a presence in Spain: Bulgari, Louis Vuitton and LVMH.

Honorary partners of Círculo Fortuny: Basque Culinary Center, Escuela Superior de Música Reina Sofía, Fundación Casa Ducal de Medinaceli, Fundación MACBA, Fundación Museo Sorolla, Gran Teatre del Liceu, Museo Nacional del Prado, Museo Nacional Reina Sofía, Museo Nacional Thyssen-Bornemisza, Real Academia de Gastronomía and Teatro Real.

Corporate partners: El Corte Inglés, Global Blue, Iberia LAE and IE.