

The European Cultural and Creative Industries Alliance welcomes its German Counterpart 'Meisterkreis – Deutsches Forum für Luxus'

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The European Cultural and Creative Industries Alliance composed of the four major European luxury goods and creative industries organizations, Circulo Fortuny (Spain), Comité Colbert (France), Fondazione Altagamma (Italy) and Walpole British Luxury (UK) is pleased to welcome the launch of the Meisterkreis- Deutsches Forum für Luxus, the organisation which will represent high end German companies and will join the ECCIA Alliance.

European Commission Vice President Antonio Tajani endorses the launch of the Meisterkreis – Deutsches Forum für Luxus:

«The European Cultural and Creative Industries of which the high end cultural and creative goods sector is a key component, has shown sustainable growth through its on-going Creativity and Innovation. Luxury exports have continued to grow worldwide throughout the challenging economic times and the sector is an example of European Cultural Excellence at its best. The creation of the Meisterkreis- Deutsches Forum für Luxus is good news».

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 and employment.

Consumers agree: a survey carried out in September 2009 (TNS Sofres), showed that 69% of European consumers believe that the luxury sector plays an important role in the health and competitiveness of the European economy.

European brands account for about 80% 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 €137 billion of the worldwide luxury goods consumption, in Europe, and employing, in 2010, approximately 800,000 people.

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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