



EXME 12 / 19.06

Midday Express of 2012-06-19

News from the European Commission's Midday Briefing

Nouvelles du rendez-vous de midi de la Commission européenne

VP Tajani meets European CEOs to discuss a strategy for the Fashion Industries

European Commission Vice President Antonio Tajani will meet in Brussels today with representatives of some of the Europe's biggest fashion companies. The discussion will take place in the framework of the Commission's initiative to reinforce the growth and competitiveness of European fashion industries. Amongst the participants are the CEOs and directors of some of the most renowned European companies, such as: Zegna, Emilio Pucci, Thomas Pink, Falke, Repetto, Moser and IC Companys (Cottonfield, InWear) as well as Harrods and Le Bon Marché. Vice-President Tajani will present some key actions to be proposed by the Commission this year as part of the EU strategy for the fashion and high-end industries. It is based on actions in three key areas: investing in skills, innovation, creativity, and excellence; ensuring the protection of European creativity and promoting growth in the digital space; ensuring reciprocity and a level playing field in the international business environment and promoting fashion tourism. The EU fashion industries value chain employs directly 5 million people and accounts for 3% of EU GDP, and is therefore an important contributor to the European economy and growth.