The European Cultural and Creative Industries Alliance welcomes EU's first commercial visit to Brazil

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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 Brazil by joining the first EU Business Delegation to Brazil on 15-16 December.

Today, three representatives of the European luxury sector (Mr Armando Branchini, President of ECCIA, Mr Carlos Falco, President of Circulo Fortuny Spain, and Mr Marc Sjostedt, LVMH) joined European Commission Vice-President Antonio Tajani at a business delegation visit to Brazil. This is the first EU delegation of leading industrialists and entrepreneurs accompanying an Industry and Entrepreneurship Commissioner during an official visit. Deepening business relations between the EU and Brazil is a priority for Vice-President Tajani.

In high-level meetings with Brazilian policy makers, ECCIA representatives emphasised that the Brazilian luxury market has grown at a compounded annual growth rate of 45 % from 2003 to 2011 and the growth is expected to continue, thanks to the economic development in the country. This growth is facilitated by factors such as an enlarging luxury consumer base, a stable economy and increasing demand for sophisticated products. The estimated luxury market value for Brazil is 2,3 billion Euros at the moment and is expected to grow further by 35% in the next few years - already 60 international brands operate in Brazil.

Matters such as import duties, non-tariff barriers, IPR protection, and layered taxation were discussed with Brazilian policy makers. As more than 2/3 of the luxury brands turnover with Brazilian residents is currently done abroad, ECCIA representatives emphasised that allowing consumers to access products in Brazil would have double beneficial impact on the Brazilian economy: on one side it would result in a boom of investment in this sector in Brazil, as the brands would develop their local operations, create job opportunities and invest in retail development. On the other side, it would result in a transfer of Brazilian purchases from abroad to the local market, which would imply, again, stronger revenues for the Brazilian economy.

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 2010, from 800,000 to 1 million 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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