

# European Cultural and Creative Industries Alliance

FOR IMMEDIATE RELEASE

## **WALPOLE ELECTED TO THE PRESIDENCY OF THE EUROPEAN CULTURAL AND CREATIVE INDUSTRIES ALLIANCE**

Walpole, the business association for the British luxury sector which counts over 250 UK luxury brands amongst its membership, is elected to the presidency of the European Cultural and Creative Industries Alliance (ECCIA) effective immediately.

Michael Ward, Chairman of Walpole and MD, Harrods takes over as president from Matteo Lunelli, Chairman of Fondazione Altagamma (Italy) and CEO of Ferrari Trento, who led ECCIA from January 2022 to December 2023 alongside Altagamma CEO, Stefania Lazzaroni.

ECCIA comprises seven European cultural and creative industry associations - Altagamma (Italy), Circulo Fortuny (Spain), Comité Colbert (France), Gustaf III Kommitté (Sweden), Laurel (Portugal), Meisterkreis (Germany), and Walpole (UK) - who between them represent over 600 brands and cultural institutions.

Currently, European brands account for 72% of the global high-end market, contributing 10% (€210 billion) to Europe's exports and employing 2.1 million people directly and indirectly. Since its creation in 2010, ECCIA has become an authoritative advocate for the high-end sector in Brussels, protecting the industry on a number of priority issues including Vertical Block Exemption Regulation and establishing the contribution of the sector to the European economy.

Over the next two years, Walpole will oversee ECCIA's work in Brussels on the main policy priorities: brand protection in general and protection of intellectual property in particular; trade and tourism; sustainability and ESG aligned to the European Green Deal.

**Michael Ward, Chairman, Walpole and MD, Harrods commented:** *"I would like to thank Matteo and Stefania for their leadership of ECCIA over the past two years and for their achievements during their presidency, not least leading the wide-ranging Bain & Company study into high-end tourism among many other successes. The European high-end industries act as ambassadors of European excellence, innovation and creativity and in this election year, we have a renewed opportunity to make sure the impact of a sector worth €769 billion to the European economy is felt and understood".*

**Helen Brocklebank, CEO, Walpole added:** *"The luxury business model is deeply integrated across Europe and the flows of investment, trade (including supply chains) and culture that the sector generates move in both directions across the Channel. The powerful ties forged through ECCIA and the collaboration, shared interests and willingness to unite as businesses beyond national boundaries strengthens the work of each of the individual associations respectively and reinforces the luxury sector*

*as the powerhouse that it is. It's a privilege for Walpole to have the opportunity to build on the success of Altgamma's presidency for the next two years".*

The European high-end and luxury sector encompasses various cultural and creative industries deeply connected to the essence of the European territory and its culture. ECCIA members operate across diverse sectors, including fashion, fragrance, design, jewellery, gastronomy, hospitality, automotive, and more.

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#### **About ECCIA**

The European Cultural and Creative Industries Alliance (ECCIA) is composed of seven European cultural and creative industries organisations – Altgamma (Italy), Circulo Fortuny (Spain), Comité Colbert (France), Gustav III Kommitté (Sweden), LAUREL (Portugal), Meisterkreis (Germany) and Walpole (UK) – who between them represent over 600 brands and cultural institutions.

European cultural and creative industries are a key driver of growth and jobs, and an ambassador for European values worldwide. European brands account for 72% of the world's luxury market, constitute 10% of European exports and generate 4% of Europe's GDP.

<http://www.eccia.eu/>

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