

Brussels, 28 January 2016

European  
Cultural  
and Creative  
Industries  
Alliance

## Press Release

### The Comité Colbert (France) elected to the presidency of ECCIA

*Guillaume de Seynes appointed as Chairman of ECCIA*

The European Cultural and Creative Industries Alliance (ECCIA) is delighted to announce the election of Comité Colbert to its presidency.

ECCIA gathers the five national associations (see below) representing the European high-end industries and its presidency is organized on a rotating basis.

European high-end cultural and creative industries represent 4% of Europe's GDP and employ over 1.7 million people in Europe. European brands account for 70% of the global high-end market and export on average 62% of their output.

Since its creation in 2010, ECCIA has played a crucial role in the recognition of the sector as a cultural and creative industry, which strongly contributes to Europe's competitiveness, growth and jobs.

Guillaume de Seynes, Vice-Chairman of Comité Colbert (France) takes over from Michael Ward, Walpole British Luxury (UK), who led ECCIA from January 2014 to January 2016.

Guillaume de Seynes said: "The European high-end industries act as an ambassador of European values of excellence, know-how, culture, creativity and innovation. As such they are a key driver of growth and jobs in Europe. In my new role as Chairman of ECCIA, I would like to thank Michael Ward for his leadership over the last two years and I look forward to participate further in the development of the high-end industries as a pillar of the European cultural and creative industries".

#### ECCIA

The European Cultural and Creative Industries Alliance (ECCIA) is composed of the five major European high-end goods and creative industries organisations: Circulo Fortuny (Spain), Comité Colbert (France), Fondazione Altagamma (Italy), Meisterkreis (Germany) and Walpole (UK), who between them represent over 400 high-end 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.

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