

h+h americas 2022

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h+h cologne
18.03. - 20.03.2022
www.hh-cologne.com

No. 1 / July 2021, Cologne
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h+h is coming to North America

+++ New trade fair for textile handicrafts to be held in Chicago in June 2022 +++ First international offspring of the world's leading trade fair h+h cologne +++ Uniting the soft crafts industries in North America +++

Excitement is building for the first edition of h+h americas which will be held from June 22-24, 2022 in Chicago. The event is Koelnmesse's response to the increased demand for a strong and unified national trade fair for the handicrafts sector in North America. Due to the pandemic, handicrafts have gained growing popularity in the USA and are recording double-digit growth rates. Almost 30 million Americans crochet, knit, sew, quilt or embroider - providing an ideal basis for a successful trade fair premiere in North America. h+h cologne is the world's main industry event for textile handicrafts and takes place every year in Cologne, Germany.

By taking the well-known h+h brand overseas, Koelnmesse is establishing a top-class ordering platform in the U.S. for North American buyers. The first h+h americas will reflect all the product segments of its sister event with main segments in Home Textiles, Tapestry, Sewing, Knitting, Crocheting, Haberdashery, Quilting, Needlepoint, Business Software and Marketing Solutions. Visitors will be Soft Craft Retailers, Wholesalers, Designers and the Online Trade who can also access the show virtually. Koelnmesse Inc. expects exhibitors from North America to be joined by several European companies in this segment. "Our decision to launch h+h americas is in line with our strategy to make shows more international and more accessible to our customers via online channels. This step will strengthen our trade show in Cologne while responding to the growing demand in the American market," according to Gerald Böse, CEO of Koelnmesse GmbH.

The new h+h americas, which will take place next year at the Donald E. Stephens Convention & Conference Center in Rosemont, Illinois, will offer North American trade visitors an additional ordering platform. The new trade show is organized by Koelnmesse's subsidiary Koelnmesse Inc. in Chicago: "For many years we have been asked by our customers when h+h would come to North America as not everyone can travel to Cologne. The Covid situation has accelerated the demand for soft craft products in North America and we feel that now is the right time to bring the well-known h+h brand to the U.S.", says Mette Petersen, President and Managing Director of Koelnmesse Inc..

Petersen continues: "Chicago offers the ideal location for this first time show with easy access for domestic and international travelers and reasonably priced hotels".



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The local conference partner will be the Craft Industry Alliance catering to professionals in the handicrafts industry. Founded in 2015 by Abby Glassenberg and Kristin Link, its mission is to connect, educate, inspire and provide members with industry news for craft professionals.

Abby Glassenberg, Co-founder and President of Craft Industry Alliance has attended multiple h+h cologne events and looks forward to the cooperation: “We are thrilled to partner with Koelnmesse to bring h+h cologne to the U.S. For us, the h+h cologne trade show in Germany is the premier craft industry event. The opportunity to bring this event to North America and to work together to create a fresh, inspiring, and elevated show experience for buyers and exhibitors is unbeatable. This show will propel the whole industry forward.”

Information about exhibition opportunities, participation and presentations at this event will follow shortly. For more information contact:

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About Koelnmesse GmbH:

Koelnmesse is the number 1 trade fair location for numerous industries with some 1,000 employees and representatives worldwide. Cologne, Germany is centrally located in Europe and the Koelnmesse fairgrounds with 400,000 square meters ranks in the top 3 within Germany and top 10 worldwide. Every year, Koelnmesse organizes and conducts more than 80 trade fairs, exhibitions, guest events and special events in Cologne and in the world’s most important markets connecting 54,000 exhibitors from 122 countries with more than 3 million visitors from 200 countries. Koelnmesse has earmarked 700 million Euro towards the expansion of its fairgrounds which should be completed by 2030.

Koelnmesse Inc. located in Chicago, IL for the past 19 years is the North American subsidiary and marketing arm of the Koelnmesse Group, one of the world’s leading organizers of international trade shows. Their experienced team of marketing and sales professionals organizes trade shows and events in North America as well as North American Pavilions for US, Canadian and Mexican companies at more than 25 trade shows around the world.

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Craft Industry Alliance is a membership organization serving the community of craft professionals since 2015. It provides its members with industry information, creative inspiration and networking opportunities. Through its educational resources the association helps members in building viable businesses and access to the craft industry community. The Association is based in Wellesley, MA.

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No. 6 / March 2022, Cologne
#hhcologne

Back to the Future: h+h cologne re-start convinces with high level of internationality

h+h cologne 2022 closed on Sunday with a convincing result. Around 4,500 visitors from 49 countries led to thoroughly satisfied faces at the exhibition stands. "Back to the Future" was the motto on the central event zone of the trade fair and couldn't have been chosen more appropriately. The relief and joy at being able to engage in an exchange, discuss the current trends and being able to touch and feel materials after a compulsory break of two years triggered off an equally positive mood among both the exhibitors and the trade audience. The success of h+h cologne was rounded off by a high order intake.

Even if, as awaited, the figures didn't reach the level of the editions of h+h cologne prior to the pandemic, the exhibiting companies were unanimous on one point: The internationality and quality of the trade visitors were more than worthy of a leading international trade fair. With a foreign share of exhibiting companies of 84 percent and a 42 percent for the trade visitors, the trade fair was in some cases even able to top the record highs of h+h cologne 2019.

h+h cologne emits a positive signal

For the Chief Operating Officer of Koelnmesse, Oliver Frese, this is confirmation of the strong leader function h+h cologne has for the textile handicraft industry: "The fact that we succeeded in gaining such significant international support for h+h cologne, which is so important for a top trading place, in spite of the challenging circumstances, really is a positive signal for the whole industry." Many of the exhibiting companies made their own contribution to this success in the run-up to the trade fair by using their existing and newly established digital sales and communication channels that proved invaluable during the pandemic to invite their customers to a personal meeting at the trade fair again. The Chief Operating Officer of Koelnmesse was particularly delighted about this and about the many creatively designed exhibition stands, because it demonstrated "how much the companies have missed their most important industry platform over the past two years."

This was also why in her own words Hedi Ehlen, Executive Director of the industry association, Initiative Handarbeit e.V. had mixed feelings on summing up the outcome of the fair: "I am delighted about the re-start of h+h cologne, even if its format is somewhat smaller due to the current circumstances." She added that the sign of change and new beginning heralded by h+h cologne 2022 was so explicit that she is convinced "our entire industry will be present at h+h cologne next year."



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18.03. - 20.03.2022
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Trend towards creative recreational pastimes ongoing

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The development of the textile handicraft market is also positive. Because the ongoing trend towards creative recreational pastimes is still unbroken. In 2021, the overall market for handicraft supplies in Germany amounted to Euro 1.2 billion measured in prices paid by the end users, according to the industry association. The market thus matched its previous high level. After the exceptional year in 2020, where rapid, two-digit market growth was recorded, the market however returned to normal in 2021.

The next h+h cologne will take place from 31.03-02.04.2023.

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h+h cologne convinces with a strong digital presence

+++ With over 3,500 participants from more than 70 countries the leading international trade fair for textile handicrafts is also successful as a digital format +++ Around 100 companies from 29 countries presented themselves at h+h cologne @home +++ Homemade is booming - handicraft industry registers record turnover +++

When the first digital h+h cologne came to a close the response was unanimous: That was a strong performance! The digital version of the textile handicraft industry's largest trade fair worldwide came to a close on Sunday with a very good overall result which led to contented faces among all of the participants. The level of internationality was also worthy of a leading trade fair: Over 3,500 participants from more than 70 countries ensured a lively exchange on all three days of the trade fair in the scope of numerous chats as well as audio and video calls. The mood among the approx. 100 companies from 29 countries, who took part in h+h cologne @home, was correspondingly good. They particularly praised the professional quality and the trade visitors' great interest in personal discussions. Hence, the Chief Operating Officer of Koelnmesse, Oliver Frese, considered this to be confirmation of the digitalisation strategy of the trade fair: "h+h cologne @home underlined how much potential our digital event platform holds. Both the companies and the trade visitors recognised these opportunities and made intensive use of them. Our customers won't have to do without this additional digital offer in future either."

Networking as a fundamental part of the trade fair concept went down well
A fundamental part of the new platform was the opportunity for networking. This also proved very popular. For example, the average time the participants spent visiting the digital platform was pleasingly long. After the extended compulsory break, the industry had obviously been yearning for an adequate opportunity to engage in a mutual exchange and keep itself updated about the current developments. In addition to many chats at the exhibition stands, the "wires ran hot" particularly on the main stage, from where the event programme with the talks on a wide range of different themes was streamed. Questions were posed and discussed, appointments were arranged and new products presented as if this digital platform had always existed. The lookbook of the Initiative Handarbeit on the latest trends proved to be an absolute programme highlight. Well over 100 influencers also used the platform intensively for an exchange and for networking. And in the evening a real trade fair feeling was almost achieved in many of the "Virtual Cafés" in the course of the digital socialising.



h+h cologne
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Companies took advantage of the digital opportunity

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Hedi Ehlen, Executive Director of Initiative Handarbeit was also impressed with the outcome of the trade fair. "Everything that was offered on the platform over these three days was simply fantastic!" was her conclusion. Everyone enjoyed engaging in an exchange again and that was also noticeable during the discussions. What the companies had in store for the trade visitors at their digital exhibition stands also deserves great praise," added Ehlen: "This demonstrates the dedication and creativity of the industry and allows us to take an optimistic look ahead to the future." The companies themselves were also delighted at the high acceptance of these new opportunities. Particularly the conference character and the exchange achieved more emphasis and exposure via this platform. One doesn't want to do without this in future either even when a physical trade fair finally takes place in Cologne again. Because the trade fair in Cologne is irreplaceable - everyone was in agreement about that.

Handicraft market on record course - significant upward trend towards digitalisation

A glance at the current sales figures also gives the industry grounds for satisfaction. Because the handicraft industry registered sales records in almost all sectors in 2020: The total market for handicrafts supplies in Germany amounted to Euro 1.38 billion, measured in end consumer prices, according to the industry association Initiative Handarbeit at h+h cologne @home. This corresponds to an increase of 17.4 percent compared to the previous year (2019: Euro 1.17 billion). It was stated that the Corona pandemic was the reason for this strong increase. At the same time, the pandemic-related measures resulted in considerable shifts in the handicrafts market. The trend toward digitalisation and online shopping was clearly reinforced by the months-long closure of the stationary trade. This is also demonstrated by the current "Handicraft usage behaviour 2021" study, the results of which were also presented by the industry association at the trade fair.

The future is going hybrid

The huge interest shown in the event programme of h+h cologne @home demonstrates how important the intense mutual exchange is not only for the companies, but also for the entire community. 40 speakers ensured full seminars and an active participation on the stage and in the virtual workshop rooms on all three days. The streams from the stage, but also the product presentations of the exhibiting companies regularly attracted interested viewers, who particularly took extensive advantage of the opportunity to chat live and pose questions. And the popular workshops that sold out very quickly also met with an excellent response. Indeed, significantly more tickets were sold for some of them online than would have been possible on-site due to lacking space. This digital enhancement is also an option for the future.

The next h+h cologne is scheduled to take place from 18.03.- 20.03.2022.

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##hhcologne #hhcologne2019

h+h cologne: Top international trading place and industry trendsetter



h+h cologne
29.03. - 31.03.2019
hh-cologne.com

The world's largest trade fair for creative handicraft & hobby supplies, h+h cologne, had once again achieved an outstanding result when it came to a close in Cologne on Sunday. Around 16,500 trade visitors from 80 countries (2018: 73 countries) mark a further chapter in the success story of the international trade fair for creative handicraft and hobby supplies. At the same time, the number of visitors from abroad rose by 4 percent up to a very good level of 42 percent (2018: 38%). As such h+h cologne has reached new international markets for the section. A significantly higher number of visitors particularly from the important European and Asiatic markets such as France, Russia, the Netherlands, Japan or Korea attended h+h cologne 2019 in Cologne.

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The exhibiting companies explicitly praised the very high decision-making competence and internationality of the trade visitors. For Catja Caspary, Vice President of the Trade Fair Management of Koelnmesse GmbH, these are indeed the special strengths of h+h cologne: "No other event brings the international world of creative handicrafts together in one show to this extent and in this quality. This is what distinguishes h+h cologne as the industry's top trading place." Caspary added that this is because the 429 companies presented themselves at the trade fair in such an outstanding manner and is to a significant extent due to the event and workshop programme which is consistently oriented towards the needs of the specialised trade: "As the industry's leading international trade fair, h+h provides the specialised trade with the impulses that are so important for a successful business and this turns the trade fair into a must-attend date in the diaries of the industry professionals."

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This year the trade fair's motto was "colour your business!" and this theme went down very well with the exhibiting companies. Many of the 429 exhibitors picked up on the motto in a creative way and thus ensured that the exhibition halls were characterised by a colourful diversity. The lecture and talk programme was correspondingly colourful and diversified. Over the course of three days, the guests of the "my lovely livingroom" event surface - authors, designers and experts - strove to get the specialised trade fit for the new season. Here tips on the latest trends, plenty of inspiration and know-how for success-oriented marketing with emotions and colours were conveyed. Furthermore, the event and workshop programme of h+h cologne 2019 placed a special focus on current and successful approaches for new customer acquisition and sales promotions.

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According to the "Initiative Handarbeit e.V." this is even more important since the digitalisation and the changed consumer behaviour of the users is having a continually strong effect on the handicraft market too. This is why, according to the industry association, the specialised trade has to align itself in a future-oriented manner towards the changed customer requirements in order to impress new customers and bind them long-term. "Here, among others the focus lies on modern and individual consulting, an emotional customer address, constant inspiration and the perfect shop. Here, the personal experience in the store should also include and be enhanced by the professional implementation of digital techniques. Providing this combined service is precisely what is required," stated Gert Eberhardt, Executive Director of Initiative Handarbeit e.V. Furthermore, he was impressed by the performance of the exhibiting companies at the trade fair, which he stated had significantly contributed towards the overall success of h+h cologne due to their professional and emotional presentations.

The textile handicraft industry turned over more than Euro one billion again last year. The overall market for handicraft supplies in Germany was estimated to be Euro 1.16 billion, measured in end consumer prices. According to the industry association: Sewing continues to be the highest turnover section: A turnover of Euro 420 million was made with fabrics alone. The sales of haberdashery items developed in a similar way to the fabric sales. The consumers spent Euro 170 million in total on sewing yarns, ribbons, zips and co. in 2018. The figures for sewing machines remained constant: Here the turnover amounted to Euro 175 million as in the previous year. A turnover of Euro 340 million was attained with knitting and crocheting yarns. Knitting and crocheting are still popular hobbies. These are being enhanced by new trends such as weaving or so-called punch needling.

The next h+h cologne will take place from 20.-22.03.2020.

h+h cologne 2019 in figures

429 exhibiting companies (2018: 423) from 43 countries (2018: 43) took part in h+h cologne 2019, of which 74 percent (2018: 73%) were from abroad. Including estimates for the last day of the fair, around 16,500 visitors from 80 countries (2018: 16,000 visitors from 73 countries) attended h+h cologne 2019. The share of foreign trade visitors was 42 percent.*

*The visitor, exhibitor and exhibition space figures of this trade fair are determined and certified in accordance with the definitions of the FKM - Society for Voluntary Control of Trade Fair and Exhibition Statistics.

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