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#hhcologne #hhamericas

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".



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

Your contact:
Michael Steiner
Tel.
+49 221 821-3094
Fax
+49 221 821-3544
e-mail
m.steiner@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marnier

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Initiative^{e.V.}
Handarbeit

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:

Darrin Stern
North American Show Manager
h+h americas
773-326-9925
d.stern@koelnmessenافتا.com

www.hh-americas.com
www.instagram.com/hhamericas
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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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h+h cologne photos are available in our image database on the Internet at www.hh-cologne.com in the “Press” section.

Press information is available at: <https://www.hh-cologne.com/press/press-releases/press-releases-of-h-h-cologne/>

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h+h cologne on Facebook:

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Your contact:

Michael Steiner

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-3094

Fax +49 221 821-3544

m.steiner@koelnmesse.de

www.koelnmesse.com