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#hhcologne #b-safe4business

h+h cologne is moving to new exhibition halls

Bigger, in a new hall, with an extensive safety concept: h+h cologne is ensuring a safe stay at the trade fair with its package of measures entitled “#B-SAFE4business”.

When h+h cologne opens its doors in March 2021, a leading global trade fair spanning a larger area, in new halls and with a well-thought out and extensive safety concept awaits the trade visitors. The international trade fair for creative handicraft & hobby supplies is namely relocating to Halls 11.1, 11.2 and 11.3 next year. Where the extensive safety and hygiene measures can be conducted efficiently and implemented as easily as possible for both the companies and trade visitors. Exhibitors and visitors will thus be able to feel totally safe at h+h cologne and will simply be able to concentrate on their business.

The Corona-related relocation to Hall 11 is indeed a stroke of luck for h+h cologne: It offers more stand areas of the same quality per hall level and thus the companies more flexibility when planning their stands. Furthermore, the hall is directly connected to the highly frequented East Entrance of the fair grounds. If the new presentation surface goes down well with the exhibitors, the trade fair intends to use Hall 11 for future events as well.

#B-SAFE4business

But of course the safety of all trade fair participants is of course the top priority for the organisers. That is why Koelnmesse has developed a package of measures under the hashtag #B-SAFE4business, which ensures that attending the trade fair is safe for all participants. h+h cologne has summarised its measures for the protection of exhibitors and trade visitors under the four headings "visit safe", "show safe", "meet safe" and "stay safe". These headings regulate aspects such as the safe interaction of participants at the trade fair and will ensure that companies and industry professionals can decide to attend the event with full confidence.

VISIT SAFE brings together the hygiene rules - the comprehensive measures that will ensure that all guests are able to circulate throughout the entire trade fair grounds with minimum risk. The distancing rules, which ensure the required minimum distance of 1.5 metres between participants through to an optimised entry and exit management, have been summarised under the heading **MEET SAFE**. **SHOW SAFE** brings together all the measures at the trade fair stands to ensure that business contacts can be made and maintained and that attendees can network without any risks. Finally, the measures summarised under the heading **STAY SAFE** regulate everyday life at the trade fair and ensure that trade fair visitors are safe and well-looked after at all contact points. This includes the registration of all participants via online tickets, the implementation of digital guidance systems as well as safe regulations for the food service. An in-depth overview of all the measures is



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available on the website of h+h cologne at <https://www.hh-cologne.com/trade-fair/h-h-cologne-home/koelnmesse-re-start/b-safe4business/>

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Around six months prior to the event, 360 companies have already confirmed their participation at the coming edition of h+h cologne. The trade fair was originally scheduled to take place earlier this March. However, under its motto “Rock your success - creatively successful!” the fair was postponed until March 2021. The trade visitors are delighted that the long time-out is gradually coming to an end. It was indeed possible to implement supporting digital offers, however this cannot replace the personal contact, as Josef and Hilde Cüppers from Nähwelt 24 by Cüppers Creativ are convinced. “We are already looking forward to visiting h+h cologne 2021. The direct exchange with our partners is simply indispensable. In spite of the many digital efforts, online offers can’t replace visiting the trade fair live. Which is why we hope we will all be able to meet up at the Cologne fair grounds again in March.” On this note, Koelnmesse is continuing to work flat out to offer the industry a central meeting point for a contents-related exchange again in the form of h+h cologne 2021.

Note for editorial offices:

h+h cologne photos are available in our image database on the Internet at www.hh-cologne.com in the “News” section.

Press information is available at: www.hh-cologne.com/Pressinformation

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