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#hhcologne #hhcologne@home

h+h cologne @home becomes the digital meeting point of the textile handicraft industry



h+h cologne
26.03. - 28.03.2021
www.hh-cologne.com

It has been the international meeting point of the textile handicraft industry for many years: h+h cologne. However, unfortunately the most important business platform of the industry wasn't able to take place last year. And a physical trade fair on-site is not possible this year either. But Koelnmesse isn't letting itself be discouraged and is initiating an alternative, digital trade fair format called h+h cologne @home from 26 to 28 March 2021. And the huge interest shown by many well-known exhibitors immediately after the concept was announced demonstrates how much the industry has been waiting for such an offer.

Some of the most significant companies, namely Addi by Selter, Amann Mettler, Belousek, Burda create!, Dill Buttons, frechverlag, Gütermann, Katia, Lana Grossa, Langendorf & Keller, Lang Yarns, MEZ, Novita Oy, Permin, Prym, Swafing, Venio and Verachtert confirmed their participation immediately. Within three weeks well over 50 exhibitors were already on board. As such, the signs are good that the digital version of h+h cologne is going to be an adequate substitute meeting point for the handicraft industry in the times of the pandemic. Companies, which want to present themselves on the platform of h+h cologne @home and thus draw attention to their products and services, can already participate at h+h cologne @home with a favourably-priced Basic package.

From the lobby to the digital exhibition stand

For trade visitors h+h cologne @home begins in the lobby, the individual starting point, which provides an initial overview of the programme, exhibitors, speakers and meeting points. From there one proceeds to the Show Floor, the counterpart to the exhibition hall. Large "Brand Cards", i.e. attention-grabbing tiles bearing the logo and information of the individual exhibitors offer a clear structure and make it easy to selectively search for companies, products and brands. Subsequently, the exhibitors then present themselves in their so-called "Showrooms". The visitors find out interesting news about the companies and their new products at this "digital exhibition stand". Exhibitors, who want to present themselves to the digital trade visitors in an even more striking way, can take advantage of the different offers: For example, product highlights can be perfectly positioned on the "Product Stage" and demonstrated in action.

Networking is a fundamental part of the trade fair concept

The digital networking is a fundamental part of the new platform. Both the exhibitors and the visitors are given the opportunity to select new contacts, network

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and open up new target groups. Here, a wide range of filters help find interesting contacts. Focused chats and specific appointment and contact enquiries enable users to hold one-on-one conversations or invite whole groups to engage in an exchange at the virtual exhibition stand. Existing and new contacts can then of course be added to one's own contacts. Of course, the possibility of being able to subsequently view the data of the visitors of their own digital exhibition stand - totally in compliance with the data protection provisions naturally - is of extreme interest for the companies. Networking has never been so comprehensive and yet simple before.

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Also a digital must: The event programme of h+h cologne

The event programme of such a significant industry platform as h+h cologne is of immense importance in particular for trade visitors from the trade. Because precisely now it is important to get to know the current trends and engage in an exchange with industry partners, specialists and industry experts to make sure one is fit for the future. As the most important trade platform of the textile handicraft industry, h+h cologne naturally also offers this in digital space. The trade audience can thus also look forward to an extensive and high-class programme this year too. Experts will explain their latest cognitions on the Talk Sofa, experienced practitioners will give tips and share new industry insider information with the audience. And the popular workshops won't be amiss either. One can also book a workshop digitally and get to know handicraft trends and techniques together with others, which can subsequently be implemented for customer bonding and the acquisition of new customers. Further details will be revealed soon.

Note for editorial offices:

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: www.hh-cologne.com/Pressinformation

If you reprint this document, please send us a sample copy.

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