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#hhcologne #hhcologne2024

h+h cologne presents diversified event programme to promote the handicraft industry

h+h cologne will become the ultimate networking and educational platform for the handicraft industry from 22 to 24 March 2024 - the respective programme contents have now been announced: From the first steps of founding a company, to the power of collaboration, through to the creation of reels, valuable knowledge that falls under the key theme "Creative Empowerment" will be conveyed.

h+h cologne 2024 offers an informative and diversified event programme on all three trade fair days. In the scope of four new event zones, the visitors can look forward to interactive contents, listen, discuss topics, learn and take part. Overall, a knowledge platform is to arise - to make the industry fit for the future and promote industry newcomers. The programme offers various formats within each zone, which address the contents in detail.

The complete event programme of h+h cologne 2024 and all important information can be found at: [On-site events 2024 | h+h cologne \(hh-cologne.com\)](https://www.hh-cologne.com)

Let's talk

Hosted panel discussions, interviews, impulse lectures and masterclasses with renowned industry experts await the trade audience on the stage of the Talk Zone. You can listen to exciting talk rounds and let yourself be inspired by the latest trends and developments of the industry here. Among others, Gabriela Kaiser from TRENDagentur will be talking about the 2024 trends & developments for handicraft techniques, looks, colours and materials on Friday, 22.03. from 10:00 a.m. - 12:00 noon. The impulse lecture from 12:00 - 12:20 p.m. on 23.03. by Tanja Neuburger addresses the basic principles, opportunities and possibilities that search engine optimisation offers, the new demands for SEO and which role artificial intelligence plays here. Linda Buchmüller will talk about the first steps of founding a company on 24.03.2024 from 10:30 - 11:00 a.m.

Going deeper

The Academy Zone is offering Deep Dive Workshops: In the scope of the approx. one and a half hour business workshops, which one has to register and pay for, the coaches will communicate exciting impulses and business perspectives to smaller groups. Here, the focus lies on digital and strategic know-how, best practice solutions as well as industry trends and developments. On 22.03. from 10:30 a.m. - 12:00 noon in the course of the Deep Dive Workshop entitled "Corporate Design -



h+h cologne
22.03. - 24.03.2024
[/www.hh-cologne.com](http://www.hh-cologne.com)

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create a convincing corporate design for your personal brand/business", the creator, graphic designer and branding expert, Louise Lemke from @liselou.diy will give insights into the basics of a style consultation that lays the foundation for a successful branding. During the Deep Dive Workshop "The Power of Collaboration: How to help each other grow" with Teti Lutsak on 24.03 from 10:00 - 11:30 a.m., the focus will among others be on the prerequisites for a successful collaboration between knitting designers and yarn manufacturers. "Successfully creative" by the creative expert and business mentor, Eni alias Josephine Kirsch on 24.03. from 11:30 a.m. - 13:00 p.m. draws up a roadmap for the first steps into the creative business.

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Content hub

The Creator Zone invites creators to engage in creative work in a relaxed cafe atmosphere. Bloggers and influencers are invited to network during the Tea Times and create content together during the Creation Hours. The h+h cologne own Podcast Studio that can be booked free of charge lends the visitors the opportunity to record new contents live at the trade fair. Furthermore, the Creator Zone is equipped with many further useful work tools that aim to make creating content as simple as possible.

Creative minds

The Creative Zone is all about becoming creative oneself. Here, the focus is on special handicraft techniques and trends from the knitting, crocheting, sewing, embroidery and crafting sections. Creative minds from the industry share their knowledge with needles, yarn and thread here, such as for example on Friday, 22.03. from 12:00 - 13:30 p.m. at the "Meet & Greet: Multicoloured knitting - intarsia technique", together with Anna Husemann from PLYSH.

Setting main focuses

Each day of the trade fair offers a different main focus: On 22.03. the emphasis lies on the latest developments and trends of the handicraft and creative industry. On 23.03, the second day of the fair addresses marketing themes, sales techniques, dealing with social media and AI. On 24.03., Future Talents Day, the programme revolves around the themes promoting newcomers, founding businesses and young talents.

Future Talents Day

The Future Talents Day on the last day of the fair offers young professionals, start-ups, newcomers and students the opportunity to present themselves to an international trade audience and establish valuable contacts. In the course of the Business "Speed Dating", new talents can meet exhibitors and personnel directors and network about future business. Here, the emphasis is on promoting industry newcomers in a bid to combat the lack of skilled workers. The new format is being held for the first time at h+h cologne in 2024 and aims to enrich the industry in the future too.

Furthermore, press representatives and content creators can apply for an accreditation with immediate effect here: [Accreditation for press representatives](#)

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Next events:

h+h colonge, 22 - 24 March 2024, Cologne

h+h americas, 01 - 03 May 2024, Rosemont

Note for editorial offices:

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

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