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#hhcologne #hhcologne2025

Kickoff for h+h cologne 2025: Ticket Shop Opens and Initial Event Program Themes Announced - Supporting the Success of Local Retail

Ticket Shop Now Open +++ Eight Deep-Dive Workshops Available in the Academy Zone +++ Retail Expert Frank Rehme Shares His Expertise Across Various Formats +++ New Additions: Green Zone and Trend Zone

As part of the zone concept successfully introduced in 2024, which promotes education and networking within the textile crafts industry, h+h cologne has unveiled the first topics for its event program, focusing on the support and development of local retail from March 7-9, 2025. Featuring a hands-on lineup of panel discussions, masterclasses, best-practice presentations, and deep-dive workshops, the program is centered around three key themes: Trends & Innovations, Marketing & Technologies, and Business Development & Sustainability.

With the main theme, “Local Retail: Creating the Future,” h+h cologne addresses the crucial topics local retailers need to secure their future and maintain competitiveness. Attendees will gain insights into adaptive strategies and practical digital expertise to bolster their sustainability efforts and transition seamlessly into the digital age. With this the event positions itself as a vital platform for inspiration and growth for the local retail sector.

More Offerings, More Expertise, More Workshop Opportunities

One of the standout speakers at the upcoming event is retail expert Frank Rehme. On March 7, he will share insights drawn from over 35 years of professional experience across various formats. Rehme will participate in a panel discussion in the Talk Zone on the topic of “Trends & Innovations in Retail” and deliver a keynote speech titled, “10 Foolproof Ways to Ensure Your Digitalization Project Fails.” Additionally, he will conduct a deep-dive workshop on “AI for Beginners: Fundamentals, Applications, and Opportunities for Your Business” in the Academy Zone on March 7. Rehme’s approach focuses on practicality, breaking down essential steps for successful implementation.

Tickets for the deep-dive workshops in the Academy Zone, which have been expanded due to high demand and will be offered in German language, are now available in limited quantities in our [ticket shop](#). These workshops offer attendees a more in-depth exploration of their chosen focus topics.

During the three-day event, the various program formats of h+h cologne 2025 will be distributed across several zones, including the Talk Zone, Academy Zone, Creator



h+h cologne
07.03. - 09.03.2025
www.hh-cologne.com

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Zone, and Creative Zone. Next year's program will also feature two new additions: the Green Zone and the Trend Zone. These zones will introduce creative impulses with a focus on sustainable products, adaptive retail concepts, and market innovations, showcasing visions for the future and fostering idea exchange among participants.

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Trade visitors and exhibitors can look forward to a rich program of learning and engagement. Moderated panel discussions, interviews, and masterclasses in the Talk Zone will be available free of charge. For a deeper dive into specific topics, the Academy Zone offers specialized workshops. Visitor tickets for h+h cologne are available now in our [ticket shop](#).

Highlights from the Deep-Dive Workshops

In addition to Frank Rehme's sessions, all eight deep-dive workshops in the Academy Zone, which will be presented in German language, are now listed on the h+h cologne website. Some highlights include:

- Friday, March 7, 2025: Academy Zone: "AI for Beginners: Fundamentals, Applications, and Opportunities for Your Business," with Frank Rehme
- Saturday, March 8, 2025: Academy Zone: "From Posts to Profits - Boosting Sales Through Instagram Content," with Eni, aka Josephine Kirsch
- Sunday, March 9, 2025: Academy Zone: "Sharing Secrets: How Behind-the-Scenes Stories Not Only Retain Customers but Captivate Them," with Stefan Keller

Next events:

h+h cologne - March 7 - 9, 2025 - Cologne, Germany

h+h americas - May 7 - 9, 2025 - Chicago, USA

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