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#hhcologne

Back to the Future: h+h cologne re-start convinces with high level of internationality

h+h cologne 2022 closed on Sunday with a convincing result. Around 4,500 visitors from 49 countries led to thoroughly satisfied faces at the exhibition stands. "Back to the Future" was the motto on the central event zone of the trade fair and couldn't have been chosen more appropriately. The relief and joy at being able to engage in an exchange, discuss the current trends and being able to touch and feel materials after a compulsory break of two years triggered off an equally positive mood among both the exhibitors and the trade audience. The success of h+h cologne was rounded off by a high order intake.

Even if, as awaited, the figures didn't reach the level of the editions of h+h cologne prior to the pandemic, the exhibiting companies were unanimous on one point: The internationality and quality of the trade visitors were more than worthy of a leading international trade fair. With a foreign share of exhibiting companies of 84 percent and a 42 percent for the trade visitors, the trade fair was in some cases even able to top the record highs of h+h cologne 2019.

h+h cologne emits a positive signal

For the Chief Operating Officer of Koelnmesse, Oliver Frese, this is confirmation of the strong leader function h+h cologne has for the textile handicraft industry: "The fact that we succeeded in gaining such significant international support for h+h cologne, which is so important for a top trading place, in spite of the challenging circumstances, really is a positive signal for the whole industry." Many of the exhibiting companies made their own contribution to this success in the run-up to the trade fair by using their existing and newly established digital sales and communication channels that proved invaluable during the pandemic to invite their customers to a personal meeting at the trade fair again. The Chief Operating Officer of Koelnmesse was particularly delighted about this and about the many creatively designed exhibition stands, because it demonstrated "how much the companies have missed their most important industry platform over the past two years."

This was also why in her own words Hedi Ehlen, Executive Director of the industry association, Initiative Handarbeit e.V. had mixed feelings on summing up the outcome of the fair: "I am delighted about the re-start of h+h cologne, even if its format is somewhat smaller due to the current circumstances." She added that the sign of change and new beginning heralded by h+h cologne 2022 was so explicit that she is convinced "our entire industry will be present at h+h cologne next year."



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

Your contact:
Michael Steiner
Tel.
+49 221 821-3094
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 Marner

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

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

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Trend towards creative recreational pastimes ongoing

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The development of the textile handicraft market is also positive. Because the ongoing trend towards creative recreational pastimes is still unbroken. In 2021, the overall market for handicraft supplies in Germany amounted to Euro 1.2 billion measured in prices paid by the end users, according to the industry association. The market thus matched its previous high level. After the exceptional year in 2020, where rapid, two-digit market growth was recorded, the market however returned to normal in 2021.

The next h+h cologne will take place from 31.03-02.04.2023.

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 or www.hh-cologne.com/imagedatabase .

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Your contact:

Michael Steiner

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-3094

m.steiner@koelnmesse.de

www.koelnmesse.com

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