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h+h cologne confirms its record result of last year

**The suppliers praised the quality and internationality of the trade visitors
Overall market for handicraft supplies remains at a high level**

The world's largest trade fair for creative handicraft & hobby supplies, h+h cologne 2018, had achieved an outstanding result when it came to a close on Sunday (25.03.2017). In total, around 16,000 visitors from 73 countries attended and having placed a high number of orders ensured an excellent mood among the 423 exhibiting companies. The high quality and internationality of the trade visitors was particularly praised. "The industry's most important decision-makers from all over the world don't come together in this quality at any other event. As such, h+h cologne has confirmed its outstanding position as an export-oriented top trading place for the industry," commented Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH.

In terms of the level of internationality, h+h cologne was able to underpin its impressive results of the past years. At 38 percent, the share of trade visitors from abroad was as last year very good. The decision-making competence of the trade visitors was extremely high once again: Over 78 percent of the visitors stated in a survey that they have a significant influence on the procurement decisions within their companies.

The overall market remains at a high level

Handicrafting is still one of the favourite leisure time hobbies. The thing that especially counts in the handicraft sector is that the project is fun and allows people the opportunity to take a brief time-out from everyday life and reduce stress. The current survey entitled "Handicraft usage behaviour", which the Initiative Handarbeit Association presented at the leading trade fair in Cologne, also demonstrates this. The results of the survey were further confirmed by the current market figures that were announced at h+h cologne. According to which, the overall market for handicraft supplies in Germany for 2017 is estimated to be Euro 1.22 billion, measured in end consumer prices. The market volume thus remains at a high level and the results are only slightly down compared to last year (2016: Euro 1.25 billion).

The handicraft scene has changed significantly over the past years according to a representative survey carried out by GfK Nuremberg on the handicraft usage behaviour in Germany: It has become younger, more fashionable and more diversified. This was also clearly noticeable at h+h cologne. The visitors praised the quality of the company presentations and affirmed that the trade fair has a young,



h+h cologne
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www.hh-cologne.com

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Initiative^{e.V.}
Handarbeit

dynamic and fresh appearance.

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Hedi Ehlen, Chairman of the Trade Fair Committee of the Initiative Handarbeit confirmed this too and also attested that the trade fair presences of the exhibitors had been wonderful: "Many companies demonstrated at h+h cologne that they have adapted their products and services perfectly to match the changed market environment." However, Ehlen also added that working closely with the trade is also important for the future development: "The industry and bricks-and-mortar trade have to cooperate closely together and provide DIY fans with innovative inspirations and impulses. Accordingly, the Initiative Handarbeit has already introduced offers to its programme to support the specialised trade with future sales and marketing campaigns."

The event and workshop programme also presented the international trade fair visitors with offers that are oriented to the current themes of the industry: The offers that ranged from the right implementation of social media, to marketing new handicraft techniques, through to tips for the successful design of shop windows, went down exceptionally well the visitors.

The next h+h cologne will take place from 29.-31.03.2019.

h+h cologne 2018 in figures

423 exhibiting companies (2017: 423) from 45 countries (2017: 42) took part in h+h cologne 2018, of which 73 percent (2017: 70%) were from abroad. Including estimates for the last day of the fair, around 16,000 visitors from 73 countries (2017: 16,000 visitors from 75 countries) attended h+h cologne 2018. The share of foreign trade visitors was 38 percent.*

*The visitor, exhibitor and exhibition space figures of this trade fair are determined and certified in accordance with the definitions of the FKM - Society for Voluntary Control of Trade Fair and Exhibition Statistics.

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.

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