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###hhcologne #hhcologne2019

h+h cologne: Top international trading place and industry trendsetter



h+h cologne
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The world's largest trade fair for creative handicraft & hobby supplies, h+h cologne, had once again achieved an outstanding result when it came to a close in Cologne on Sunday. Around 16,500 trade visitors from 80 countries (2018: 73 countries) mark a further chapter in the success story of the international trade fair for creative handicraft and hobby supplies. At the same time, the number of visitors from abroad rose by 4 percent up to a very good level of 42 percent (2018: 38%). As such h+h cologne has reached new international markets for the section. A significantly higher number of visitors particularly from the important European and Asiatic markets such as France, Russia, the Netherlands, Japan or Korea attended h+h cologne 2019 in Cologne.

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The exhibiting companies explicitly praised the very high decision-making competence and internationality of the trade visitors. For Catja Caspary, Vice President of the Trade Fair Management of Koelnmesse GmbH, these are indeed the special strengths of h+h cologne: "No other event brings the international world of creative handicrafts together in one show to this extent and in this quality. This is what distinguishes h+h cologne as the industry's top trading place." Caspary added that this is because the 429 companies presented themselves at the trade fair in such an outstanding manner and is to a significant extent due to the event and workshop programme which is consistently oriented towards the needs of the specialised trade: "As the industry's leading international trade fair, h+h provides the specialised trade with the impulses that are so important for a successful business and this turns the trade fair into a must-attend date in the diaries of the industry professionals."

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This year the trade fair's motto was "colour your business!" and this theme went down very well with the exhibiting companies. Many of the 429 exhibitors picked up on the motto in a creative way and thus ensured that the exhibition halls were characterised by a colourful diversity. The lecture and talk programme was correspondingly colourful and diversified. Over the course of three days, the guests of the "my lovely livingroom" event surface - authors, designers and experts - strove to get the specialised trade fit for the new season. Here tips on the latest trends, plenty of inspiration and know-how for success-oriented marketing with emotions and colours were conveyed. Furthermore, the event and workshop programme of h+h cologne 2019 placed a special focus on current and successful approaches for new customer acquisition and sales promotions.

Headquarters and place of jurisdiction:
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According to the "Initiative Handarbeit e.V." this is even more important since the digitalisation and the changed consumer behaviour of the users is having a continually strong effect on the handicraft market too. This is why, according to the industry association, the specialised trade has to align itself in a future-oriented manner towards the changed customer requirements in order to impress new customers and bind them long-term. "Here, among others the focus lies on modern and individual consulting, an emotional customer address, constant inspiration and the perfect shop. Here, the personal experience in the store should also include and be enhanced by the professional implementation of digital techniques. Providing this combined service is precisely what is required," stated Gert Eberhardt, Executive Director of Initiative Handarbeit e.V. Furthermore, he was impressed by the performance of the exhibiting companies at the trade fair, which he stated had significantly contributed towards the overall success of h+h cologne due to their professional and emotional presentations.

The textile handicraft industry turned over more than Euro one billion again last year. The overall market for handicraft supplies in Germany was estimated to be Euro 1.16 billion, measured in end consumer prices. According to the industry association: Sewing continues to be the highest turnover section: A turnover of Euro 420 million was made with fabrics alone. The sales of haberdashery items developed in a similar way to the fabric sales. The consumers spent Euro 170 million in total on sewing yarns, ribbons, zips and co. in 2018. The figures for sewing machines remained constant: Here the turnover amounted to Euro 175 million as in the previous year. A turnover of Euro 340 million was attained with knitting and crocheting yarns. Knitting and crocheting are still popular hobbies. These are being enhanced by new trends such as weaving or so-called punch needling.

The next h+h cologne will take place from 20.-22.03.2020.

h+h cologne 2019 in figures

429 exhibiting companies (2018: 423) from 43 countries (2018: 43) took part in h+h cologne 2019, of which 74 percent (2018: 73%) were from abroad. Including estimates for the last day of the fair, around 16,500 visitors from 80 countries (2018: 16,000 visitors from 73 countries) attended h+h cologne 2019. The share of foreign trade visitors was 42 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.

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

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