

h+h americas announces partnership with the Creative Industry Association

- New trade fair for textile handicrafts to be held in Chicago
- First international offspring of the world's leading trade fair "h+h cologne"
- Uniting the soft crafts industries In North America

PRESS RELEASE

CHICAGO – Cologne, Germany

October 12, 2021 - h+h americas continues to gain momentum with a high volume of inquiries and many sign-ups for this event.

In addition to the partnerships with the Craft Industry Alliance and Indie Untangled, who will organize a group exhibit for startups in this industry, the organizer today announced a partnership with the Creative Industry Association.

The UK based Creative Industry Association mission is to assist its members with educational content, matchmaking opportunities and creative approaches to increase their value to the craft and hobby industry. Members are grouped in four tiers consisting of Start ups, Retailers, Industry Suppliers and Designers.

Says Craig De Souza, Founder & CEO of the Creative Industry Association:
"We help our international members in developing a strategic plan so they have everything they need to reach the next level of their business journey. Our mission is to constantly improve standards for the global creative, craft and hobby industry. h+h Americas is coming just at the right time after 18 turbulent months. We know that some of our UK suppliers and buyers have a keen interest to attend this US event so we are eager to work with the organizer to make this happen."

"By partnering with the Creative Industry Association we have added another valuable partner to our event. This association has global reach and connects the buyer and sellers community while also educating and connecting this industry. We are confident this partnership will be valuable in our effort to deliver a high quality and diverse trade show and educational program. We look forward to this co-operation," says Mette Petersen, President and Managing Director of Chicago-based Koelnmesse Inc.

h+h americas, the sister event of its German namesake, is slated to become the main U.S. industry event for buyers of home textiles, tapestry, sewing, knitting, crocheting, haberdashery, quilting, needlepoint, and business software and marketing solutions. It will be held in partnership with the Craft Industry Alliance, a membership organization that has served the craft professionals community since 2015.

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About Koelnmesse:

Koelnmesse is the number 1 trade fair location for numerous industries employing close to 1,000 employees worldwide. Cologne, Germany is centrally located in Europe and the Koelnmesse fairgrounds with 400,000 square meters (4 Million square feet) of exhibit space rank in the top 3 within Germany and top 10 worldwide. Every year, Koelnmesse organizes and conducts more than 80 trade fairs, exhibitions, guest events and special events in Cologne and in the world's most important markets connecting 54,000 exhibitors from 122 countries with more than 3 million visitors from 200 countries. In cooperation with the City of Cologne Koelnmesse is working on a comprehensive renovation and expansion project of its fairgrounds which should be completed by 2030.
