

h+h americas announces partnership with The National Needle Arts Association (TNNA)

- Expanding industry outreach, connecting with our community
- First international offspring of the world's leading trade fair "h+h cologne"
- Uniting the soft crafts industries in North America
- Close to 100 exhibitors signed up

PRESS RELEASE

CHICAGO – Cologne, Germany

November 22, 2021 - h+h americas continues to gain momentum after closing in on 100 signed up exhibitors as well as a growing list of industry partners supporting this event.

The organizer announced today a new partnership with The National Needlearts Association (TNNA). The Philadelphia based association is a non - profit with the mandate to assist their members with education, industry insight and access to a strong marketplace.

Says Courtney Kelley, President of TNNA:

"We have assisted hundreds of member companies with developing their businesses in the needle art space. Our mission is to elevate small businesses in the needle arts and soft crafts industry by offering members learning opportunities, industry knowledge and the chance to connect with industry associates online and in person. After a turbulent 18 months due to the pandemic, h+h Americas provides a unique opportunity to stimulate our business again so we are eager to work with the organizer to make this happen."

"By partnering with the National Needlearts Association we have added another valuable partner to our event. This association connects the buying and selling communities 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.
