

Press info

Together

Contemporary

Future-oriented

HDS/L and Messe Offenbach launch innovative project: The exclusive industry event ‘069 CONNECT’ will celebrate its premiere on 24/25 June 2026 in Offenbach

People. Business. Future. The industry event ‘**069 CONNECT**’ is being launched with a completely new concept. The innovative event, which brings together decision-makers from the footwear and leather goods industry with all the key players in retail, will celebrate its premiere **in Offenbach from 24 to 25 June 2026**. The idea for ‘**069 CONNECT**’ came from the Federal Association of the German Footwear and Leather Goods Industry (HDS/L), while Messe Offenbach is responsible for the concept and venue.

With this new format, HDS/L and Messe Offenbach are opening a new chapter in their successful collaboration. ‘**069 CONNECT**’ focuses on dialogue, exchange and inspiration. The organisers emphasise that ‘**069 CONNECT**’ is deliberately not a trade fair. The aim is to bring the industry together in one central location. It’s about visibility, storytelling and encounters on an equal footing. On the exhibitor side, the event is aimed at brand manufacturers of shoes, bags and accessories. On the visitor side, decision-makers from the international footwear and fashion trade are expected to attend.

Why not a trade fair? What makes ‘**069 CONNECT**’ different? ‘Of course, as exhibitors, we will have the opportunity to present our products and innovations – in a small, stylish setting. However, ‘**069 CONNECT**’ will not be a sales event, but rather a place where ideas grow and new impetus for the industry is found. Decision-makers from industry and trade will meet in a relaxed atmosphere in Offenbach. The industry has been lacking such an exclusive convention. We will now realise this event together with Messe Offenbach,’ says HDS/L Chairman Carl-August Seibel, describing the character of ‘**069 CONNECT**’.

Looking to the future. Visitors and exhibitors at ‘**069 CONNECT**’ can look forward to an inspiring supporting programme with lectures, keynotes and networking events. High-calibre, renowned speakers from politics, business and fashion will contribute their insights, enabling the industry to look beyond the horizon, which is so important for the sector. The aim is to jointly develop perspectives and opportunities for the footwear and leather goods industry.

Arnd Hinrich Kappe, Managing Director of Messe Offenbach, sees great potential in the new format: ‘The footwear and leather goods industry stands for creativity, innovation and tradition. With ‘**069 CONNECT**’, we want to bring together the leading minds in the industry and create an exclusive platform that allows genuine encounters and connects people from the industry with one another.’ Offenbach is becoming a place where brands can rediscover themselves and the future of the industry can be shaped together. And not just in the

exhibition halls. On the evening of 24 June, Messe Offenbach is inviting exhibitors and visitors to a relaxed get-together in a stylish atmosphere.

HDS/L and Messe Offenbach agree: 'With **'069 CONNECT'**, our industry is celebrating a new highlight that brings people, markets and brands together in one event. We are confident that **'069 CONNECT'** has the potential to become a fixed date in the industry's annual calendar.'

Interested exhibitors can now register for the first edition of **'069 CONNECT'** at www.messe-offenbach.de. There is a selection of stylish presentation areas in various sizes and formats.

Photos: [here](#)

HDS/L

The Federal Association of the German Footwear and Leather Goods Industry (HDS/L) represents manufacturing companies in the footwear and leather goods industry and promotes their interests vis-à-vis retailers, authorities and legislators. HDS/L is both an employers' and business association for manufacturers of shoes, bags, handbags, suitcases and leather goods. Based in Berlin and Offenbach, the association supports its members in the areas of labour and collective bargaining law, fashion, press and public relations, sales promotion and marketing, training and further education, and organises participation in trade fairs. As a competence network and modern service provider, HDS/L bundles the numerous individual interests of its members and represents them in national and international committees. HDS/L currently has 131 members.

MESSE OFFENBACH

Messe Offenbach is renowned worldwide as an organiser of international trade fairs. It all began in 1949/50 with the ILM (International Leather Goods Fair), which is still an integral part of the trade fair's calendar of events twice a year. Today, Messe Offenbach is much more than that: numerous trade fairs and events take place annually on the Messe Offenbach grounds. As a trade fair, congress and event centre in the heart of the Rhine-Main region, it is the perfect location for the **'069 CONNECT'** convention to get off to a perfect start.

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