

PRESS RELEASE

ILM and Assima agree on far-reaching cooperation

"More is possible together" - under this motto, ILM, Arnd Hinrich Kappe, and Assima hoch 2, Günter Althaus, have agreed on closer cooperation. The focus is on the initiative "Cool Hunter" and the platform C4BB, Center for Bags and Brands.

In the middle of the year, Assima and the Baden-Württemberg Cooperative State University launched the "Cool Hunter" initiative. "Cool Hunter/Future Store" pursues the goal of identifying and developing innovative and practical concepts for the shopping and experience worlds of stationary specialty stores of the future.

14 student teams go in search of innovative ideas for stationary retail. From Nov. 22-26, 2022, do research in the cities of: Amsterdam, Barcelona, Dublin, Copenhagen, Lisbon, London, Madrid, Milan, Paris, Prague, Rome, Stockholm, Vienna, Zurich. Prof. Dr. Andreas Kaapke, Head of the Business Administration and Retailing program and Head of the Business Administration and Digital Commerce Management program at the Baden-Württemberg Cooperative State University, is providing scientific support for the initiative.

"With around 6,000 visitors, ILM is the world's most important interface for the international leather goods trade. By supporting the forward-looking Cool Hunter initiative, we are underlining our claim to be the industry's leading trade fair," says Arnd Hinrich Kappe, Managing Director of ILM.

The results of the students' work will be presented on around 350 square meters during ILM in February 2023. Günter Althaus, Managing Director of Assima hoch 2, comments: "At the beginning of the year, we introduced a qualified training and certification system for retail consultants. Cool Hunter rounds out our efforts to strengthen the uniqueness and competitiveness of stationary retail."

"Together we can do more" - this also applies to the cross-sector approach. The Cool Hunter initiative was co-initiated by the SABU group.

Stephan Krug, Managing Director of SABU Schuh & Marketing GmbH: "We decided to implement the "Cool Hunter" initiative together with Assima Hoch 2 because thinking in product categories should be a thing of the past. If we think together and consistently from the customer's point of view, we can develop fundamentally new concepts for stationary retail."

"Cool Hunter" also enjoys broad support from manufacturers. 13 suppliers have been won over as sponsors so far, including Vaude, Ara and Meier Lederwaren, for example.

"More is possible together" - also applies to the second joint project ILM / Assima. In the future, the C4BB platform developed by Assima will also be used by ILM. ILM will play out its content, for example, as live reports from ILM in C4BB and thus reach not only the target group of owners/managers but also the target group of "salespeople" in the stationary leather goods stores.

"Multiple use of content is the order of the day. We are pleased that, in addition to our existing channels, we will also be able to broadcast our trade show content on the high-reach platform 'Center for Bags and Brands' in the future," says Arnd Hinrich Kappe, Managing Director of ILM.

The "Cool Hunter" initiative is coordinated by Jonah Althaus (Assima) and Ulla Salonen-Band (ILM). Annemarie Cieszko (ILM), Karola Helinski (ILM) and Julian Mohr (Assima) are responsible for coordinating the "Center for Bags and Brands" platform.

NOVEMBER 2022