



Hamburg News

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Healthy tesa tapes

This spring, Hamburg-based tesa will launch the world's first oral dissolvable tape, which will help cancer patients. (p. 2)

New urban landscapes

Hamburg has launched two large building projects: Harburg's sustainable Eco City and Altona's 1,900 new homes. (p. 2)

Support for indie labels

Hamburg's independent music scene is stimulated by Germany's first dedicated support scheme for small indie labels. (p. 3)

50th Beatles anniversary

To commemorate the start of the Beatles' career in Hamburg, the city celebrates the Beatles Come Together Festival in May. (p. 3)

Newsflash

Location marketing in one hand: Hamburg Marketing GmbH (HMG) and HWF Hamburg Business Development Corporation have joined force to create Hamburg's first integrated location marketing concept. Comprising six key areas, the catalogue of issues and countries has been approved by the secretaries of state of the ministries of culture, science, economy and labour affairs, and now forms the binding basis for all activities in location marketing. Based on recommendations by the Hamburg Institute of International Economics, following sectors have been chosen as Hamburg's key industries: aviation, logistics, maritime industries, media/IT/telecommunication, creative industries, and renewable energies/climate protection.

www.hamburg-economy.de

Hamburg to head Europe's largest climate protection project GE to sponsor EU CO2 80/50 – Conergy to inaugurate the North's largest solar park

EU CO 80/50 is Europe's largest and most ambitious climate protection project. The 15 metropolitan areas participating in the project strive to develop strategies to reduce carbon dioxide emissions by 80 per cent until the year 2050 compared to 1990 levels.

Lead partner is the Hamburg Metropolitan Area. Scientific support is granted by the University of Manchester that also provides a valuable measurement tool with the Greenhouse Gas Regional Inventory Project (GRIP). Further partners include the metropolitan areas of Brussels, Glasgow, Frankfurt, Helsinki, Ljubljana, Madrid, Naples, Oslo, Paris, Porto, Rotterdam, Stockholm, Stuttgart, and Torino along with METREX, the network of European metropolitan areas and regions. As an exclusive industry partner, Hamburg was able to win General Electric (GE). The world's fourth largest company will support EU CO2 80/50 with a high six-digit sum.



In addition, Hamburg recently updated and expanded its 2007 climate protection concept with more than 300 new projects.

In the past two years, 47 million euros have already been invested into climate protection, including, inter alia, the energy modernisation of 7,000 flats. New targets range from the establishment of the passive house as new standard for new homes to the provision of renewable energies for Hamburg's public rail transport. The performance of

Hamburg's wind power plants is to increase from currently 45 megawatt to 100 megawatt. And while Hamburg's new public provider Hamburg Energie recently inaugurated its first photovoltaic plant at Georgswerder, the Hamburg-based solar manufacturer Conergy AG realised Northern Germany's largest solar park with a performance of 4,2 megawatt in the north of neighbouring Schleswig-Holstein.

www.euco2.org

www.klima.hamburg.de

The logistics location Hamburg is to receive its first Fraunhofer facility

Fraunhofer Centre for Maritime Logistics and Services focusses on practice-oriented applied research

The logistics location Hamburg will receive its first Fraunhofer Institute this year: the Fraunhofer Centre for Maritime Logistics and Services (CML). Its international team of scientists will focus on developing innovations for seaports, terminal

operators, shipping agents, forwarding agents, public authorities, and other players of the maritime economy. Director of the Fraunhofer facility will be Prof. Carlos Jahn, who also heads the institute of maritime logistics at the University of

Technology Hamburg-Harburg. CML's practice-oriented applied research will range from the planning of sea ports, fleet management, maritime forecasts and technologies to process design and process engineering. The nine million euros needed

to set up CML will be covered by the Free and Hanseatic City of Hamburg which will contribute six million euros. Further three millions euros will be generated by Fraunhofer's applied research.

www.fraunhofer.de

Shortcuts

Less carbon dioxide

Hamburg Airport is pioneering future-oriented technologies. In the past years, CO₂ emissions have been reduced by 11,600 tonnes per year. By 2011, CO₂ emissions are to be cut by further eleven per cent or 1,700 tonnes. All baggage tractors are powered by natural gas, further vehicles powered by gas or hydrogen are to follow. In addition, Hamburg Airport has introduced emission-based start and landing fees at the beginning of the year.

www.hamburg-airport.de

Green S-Bahn

S-Bahn Hamburg is Germany's first zero-emission railway company. All rapid rail trains run exclusively on renewable energies retrieved from water power plants. Every year, CO₂ emissions in the Hamburg Metropolitan Area are thus being reduced by 60,000 tonnes.

www.s-bahn-hamburg.de

From waste to energy

Buhck Group from Hamburg has developed an alternative to the energy production based on coal and oil. Converting industrial waste into grey flakes called "fluff", they have created an excellent energy source, which could replace oil and coal, while saving CO₂. According to a study by the Hamburg University of Applied Sciences (HAW), 70,000 tonnes of waste allow to cut down CO₂ in the Hamburg Metropolitan Area by 30,000 tonnes.

www.buhck.de

Boom of warranty bonds

In 2009, the "Bürgerschaftsgemeinschaft (BG) Hamburg" supported 630 Hamburg companies (+15 %) in the expansion or establishment of an enterprise. Most of them were SMEs. Newly introduced in 2009 were online applications for warranty bonds, granted or refused within 24 hours of application.

www.bg-hamburg.de

Innovative utilisation concepts for Hafencity and Altona

The Overseas Quarter is going to be the vibrant heart of Hamburg's Hafencity. Its northern part is due to be finished by May 2011, the southern areas are to follow by 2013/14. The new neighbourhood will not only feature various kinds of housing, office spaces, and premises for drinking and dining, but also innovative shop concepts. Next to brand boutiques, flagship stores, and branches of popular chains, so called "innovation tenants" will excite shoppers with store

concepts so far unique either in Hamburg or Germany.

The majority of shops will be located in the south of the Overseas Quarter. In the north, a large food and drug store will satisfy the needs of the local population. Here, all shops and restaurants will be located at ground level. In the south, innovative shopping concepts ranging from fashion and sports to electronics will be realised at both the ground and first level of the new buildings. Further down the river, former

port areas undergo quite a different revitalisation. In Altona, Hamburg's third port warehouse called "Kaispeicher D" has been renovated to house offices. Investor Aug. Prien has spent 40 million euros on the 150 m long brick block built in the 1920s to make it fit for its second life. Now leased by the property firm Immobiliare, new tenants include advertising agencies, concert organisers, and a fashion company.

www.hafencity.com

www.augprien.de

Large projects for inner city flats and offices**New neighbourhood in Altona with 1,900 flats – sustainable ECO CITY in Harburg**

With the Hafencity progressing, Hamburg will commence two other large scale conversion projects on former industrial sites to create new flats and office spaces.

On a 90,000 sqm lot in the east of the former cargo rail station Altona, 1,900 flats are to be built and complemented with a neighbourhood park. Further flats are to follow on grounds still covered by railway tracks. The new neighbourhood will link the north of Altona to Ot-

tensen and Bahrenfeld and change the urban landscape of the district. The groundbreaking ceremony is scheduled for 2012. In 2015, the station for long-distance trains will be transferred to Diebsteich, with Altona station then only being serviced by Hamburg's rapid rail network S-Bahn and regional trains.

In Harburg, a pioneering project in sustainable building is planned on the former grounds of the New York Hamburger

Gummi-Waaren Compagnie AG. Called ECO CITY, the new office location will meet the highest environmental criteria and be certified by the world's largest eco rating agencies, i.e. LEED, BREEAM, and DGNB. Green pillars of the advanced sustainability concept will be two huge wind towers with integrated offices, several smaller wind turbines, solar panels, green roofs, and environmentally friendly materials.

www.ecocity.de

Innovations of the Hamburg Metropolitan Area**tesa invents oral dissolvable tapes packed with healthy drugs**

In Europe, tesa became famous for its transparent adhesive tape marketed under the tesaFilm® brand. Meanwhile, the Hamburg-based specialist for self-adhesive products also manufactures transparent films for quite another usage: as medication in the health care sector.

Healthy tongue tape

This spring, tesa will introduce the world's first prescription-only oral film on the market: Ondansetron Rapidfilm®. It is indicated for treatment of nausea and vomiting that occur as side effects of radiation therapy or chemotherapy. The wafer-thin film dissolves within a few seconds of contact with saliva, delivering the drug within

the oral cavity and eliminating the need for water to administer the medication. For that reason, orally dissolvable films (ODFs) are especially suitable for people who tend to forget their medication or have difficulties swallowing pills, such as children and the elderly.

Easy medication

The acquisition of Labtec in late 2008 allowed tesa to tap into the profitable health care market. The new wholly owned tesa affiliate based in Langenfeld is a specialist for transdermal therapeutic systems (TTS). A TTS is a patch containing an active ingredient. Once adhered to a patient's skin, the patch delivers the medicine locally or to the bloodstream.

It directly delivers the drug to the area where it is meant to act, without having to pass the digestion system first. And unlike pills, the patch delivers the active ingredient not unevenly, but in a steady flow. Also, the frequency with which patients are required to take the medication can be reduced by using patches that last one or more days.

Products for every need

Today, tesa's range covers 6,500 self-adhesive products and system solutions. The company generates about 80 per cent of its sales with products for clients in industrial sectors such as the automotive, electronics, printing, and solar industries.

www.tesa.de

Employment booms in Hamburg, home of the games industry Hamburg's games companies to recruit 250 staff – new games degree course

No sign of crisis: The market of online gaming is booming. In 2009, online games generated sales of 250 million euros in Germany, and figures are rising. Home port of the games industry is Hamburg. Approximately one third of all companies that develop online games in Germany are located here, thus estimates of Germany's largest regional industry network gamecity:Hamburg. Qualified staff is urgently needed in the northern metropolis. According to the network, 250 positions are currently to be filled. To support Hamburg-based games enterprises in their search for employment, the network initiated a job exchange special in the interre-

gional trade magazine Games-Markt and on the network's online platform www.gamecity-hamburg.de. There, companies are not only able to post their vacancies, but also job seekers are invited to upload their profile, be it for an internship or a higher position. Among the companies that plan to hire new employees this year is Innogames. Founded in 2007 and nominated for the German Developer Prize in 2009, the company with offices at Channel Harburg announced to double staff figures in 2010. The games specialist Farbflut Entertainment based in Harvestehude also plans to double staff figures from currently 20 to 40. Ottensen's

Gamingo AG will strengthen its manpower from 70 to 100 staff, and also Bigpoint, one of the world's leading developers of online games, has announced to hire 100 new employees in 2010. Highly wanted are especially games designers, software engineers, and developers. To secure the long-lasting success of the booming industry, the initiative gamecity:Hamburg has launched a new degree course to qualify games talents. This spring, first students will commence the master degree course "Sound, Vision, Games" at the Hamburg University of Applied Sciences (HAW Hamburg) and prepare for their future career. www.gamecity-hamburg.de

50th Beatles anniversary: the cradle of their career is Hamburg In the clubs of St. Pauli, the Liverpool boys grew into a famous international band

Hamburg celebrates its music history: 50 years ago, the Beatles started their international career in the clubs of Hamburg-St. Pauli.

Cradle of an unparalleled career
The boys from Liverpool had their first Hamburg performance on 16 August 1960 at "Indra" located at Große Freiheit 64. From 4 October 1960 until mid-November 1960, they played at Kaiserkeller, followed until early December 1960 by



gigs at the Top Ten Club, where they were once again staged 27 March 1961 until 2 July 1961. In 1962, Horst Fascher

contracted the Beatles to play at the opening of the Star Club on 13 April 1962. The Fab Four stayed in Hamburg until 31 May 1962, came back 1 November 1962, and returned to Liverpool on 14 November 1962, before flying back to Hamburg for their last Star Club performance on 18 December 1962. When they left Hamburg on 31 December 1962, the Beatles had grown from promising apprentices into a famous international band.

Hamburg celebrates 75 years of expertise in aircraft construction Innovations and investments in new technologies make Hamburg fit for the future

With Walther Blohm, Hamburg's tradition in aircraft construction started in 1932. Today, the Hamburg Metropolitan Area is one of the world's top three locations for aircraft construction. In 1932, Walther Blohm founded the Hamburger Flugzeugbau GmbH in Finkenwerder, which gained international reputation for its seaplanes. Where his plant once was located, Airbus today revolutionises aircraft construction with its future-oriented jets. But let's go back to the past. Only three years later, in 1935,

studies of aircraft construction were established at the Technikum located at Berliner Tor. Today, the University of Applied Sciences (HAW Hamburg) pushes research in aeronautics to new horizons. To celebrate the 75-year jubilee, a colloquium will take place on 4 June 2010. In the evening, a reception will follow at the Airbus Delivery Centre, where the 6,000th Airbus jet in the company's 40-year history had been handed over to Emirates Airlines that received its 8th A 380. In total, 25 A380s have been manufactured so far.

Another key player is Lufthansa Technik AG (LHT). The MRO specialist recently inaugurated its expanded engine workshop and new autoclav oven in Hamburg to perform repairs on ever-larger aircraft parts made of composite material. Propelling innovations are also 300 suppliers. Engineers of Mut Aviation Technology AG, f. i., are currently working on a new optical tool to measure the kerosene level. www.haw-hamburg.de
www.airbus.com
www.lufthansa-technik.com
www.mut-group.com

Shortcuts

UEFA Europa League finals
Hamburg will be hosting the first final of the UEFA Europe League on 12 May 2010 at 20.45 CET. Already on 13 April, UEFA President Michel Platini will hand the cup to Hamburg's First Mayor Ole von Beust. From 14 April to 11 May 2010, the cup will be showcased at the Trophy Tour travelling through Hamburg and its region. Also starting in spring will be the Youth Tournament for Hamburg's promising young soccer talents and teams. www.uefa.com

AIDAblu baptism
On 9 February 2010, AIDAblu will be baptised in Hamburg as the fleet's seventh vessel by the German designer Jette Joop. The glamorous event in the Port of Hamburg will be presented by entertainer Barbara Schöneberger and TV presenter Pierre Geisensetter. The baptism will end with colourful fireworks illuminating the night sky in red and blue as symbols of the elements fire and ice. After the baptism, AIDAblu will leave Hamburg for its maiden voyage to Palma de Mallorca. www.aida.de

HafenCity relaunched
The website of HafenCity Hamburg GmbH now offers even more information on Hamburg's youngest borough. The views of tenants, employees, and visitors are expressed in the new category "Life", which also provides details on dining options, events, and culture in the HafenCity. Urban planning aspects are being explained in the "Concepts" section. Also featured is the history of the former port area and its conversion into Europe's largest inner city urban development project. In addition, extensive documentation, background information, and loads of pictures allow a deeper insight into Hamburg's exciting new neighbourhood. www.hafen-city.com

Premiere: Music City Hamburg launches support programme for independent labels

Reeperbahn Festival and industry event Reeperbahn Campus are hotspots for new international music

As Germany's first federal state, Hamburg will financially support independent music labels. Starting this year, the city state will provide 150,000 euros per year over initially the next three years to the independent music companies located in the city. In addition, further 376,000 euros have been allocated in Hamburg's budget for one-time investments.

Stepstones towards diversity

The music industry has been experiencing years of a fundamental change. Large record companies have grown into complex entertainment groups, and many small, independent labels have been founded, which play an increasingly important role in the promotion of new talents. With the newly launched independent label support programme, the music city Hamburg helps them in their



growth and supports the diversity of the city's music scene. Along with the support of music clubs and Hamburg's training

scheme Pop Course, the independent label support programme is the third element in Hamburg's efforts to keep its music scene, which generated stars like the Beatles, alive and vibrant.

New international music

According to the industry association VUT Nord, where 70 small labels are members, 200 independent labels are at home in Hamburg. Showcase of their stars is the Reeperbahn Festival, launched in 2006 to promote new international music. The club festival with some 150 bands is complemented by the Reeperbahn Campus, Hamburg's new international communication platform for the creative industries with expert events.

www.musikmetropole.hamburg.de
www.reeperbahnfestival.com
www.reeperbahncampus.com

EXPO 2010 Shanghai

Hamburg House at Shanghai's EXPO 2010 will be China's first certified passive house. To measure its airtightness, a blower door test successfully took place, marking the first time for Chinese media to be allowed to enter Hamburg House and to talk face to face with its architects. Hamburg House boasts the highest-possible level of environmental technology. Its high ecological standards have been adapted to the climatic conditions in Shanghai and will be used as a reference.

www.expo2010-english.hamburg.de

News bits

More than 200 Hamburg hotels and pensions registered with the Hamburg Tourism Board can now also be booked on the official Hamburg platform www.hamburg.de.

www.hamburg-tourism.de

Michael Ballhaus teaches at the Hamburg Media School (HMS). The most important and internationally successful German director of photography heads the HMS degree course in film studies. Together with his colleague, cinematographer Achim Poulheim, Ballhaus is responsible for the students' camera training.

www.hamburgmediaschool.com

Ina Müller to promote the Hamburg brand

Northern Germany's popular presenter acts as an ambassador of the metropolitan area

On initiative of Hamburg Marketing GmbH (HMG), the popular singer, author, and NDR presenter Ina Müller has been appointed as honorary brand ambassador of the Hamburg Metropolitan Area.

Born in the rural district of Cuxhaven in 1965, the love of Northern Germany has essentially influenced her work. Honoured with the German Television Prize and the German Comedy Prize, she regards Hamburg in her own words as "the epicentre of the metropolitan area." Ina Müller knows Northern Germany inside out, and has been travelling for years also

within the Hamburg Metropolitan Area to find interesting people, themes and locations to showcase in her TV show "Town. Land. Ina". Thus, she is very proud about her new task. "I enjoy the peace of the countryside, but I also need the excitement of city. In the Hamburg Metropolitan Area, I get both: the peaceful nature in the rural districts and the vibrant life in Hamburg. In Germany, there is no other city where I feel that happy and comfortable. Hamburg is my gateway to the world, it's my world!"

The Hamburg Metropolitan Area represents the coopera-

tion between 14 local government districts in Schleswig-Holstein and Lower Saxony and the Hanseatic City of Hamburg plus the partner district of Ludwigslust in Mecklenburg-Pomerania. Some 4.3 million people live in the most important economic centre of the North.

Under the roof of the Hamburg brand, the metropolitan area's target is thus to shift from city marketing to regional marketing. Thereby, it aims to enhance awareness of the region as a union and to boost its international competitiveness.

www.marketing.hamburg.de

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