



Hamburg News

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Hamburg at MIPIM

HafenCity, IBA, and European Green Capital 2011 – discover Hamburg's landmark projects at MIPIM in Cannes. (p. 2)

The open and creative city

Next to St. Pauli, Schanzenviertel, and Ottensen, Hamburg boasts several other neighbourhoods with high creative potential. (p. 2)

Finger payment

Forget coins or PINs: paying with your finger tip is the future. Invented by Hamburg's Dermalog, first tests are successful. (p. 3)

Reeperbahn Festival on tour

The club festival for new independent music and its b2b platform have hit the road to promote Hamburg's creative industries. (p. 4)

Newsflash

Dynamic and young: No sign of aging – demographically seen, Hamburg is Europe's youngest metropolis. According to a survey by the EU's office of statistics, Eurostat, the percentage of over-65 citizens will only amount to 17.5 per cent of the total population in 2030. Nationwide, the proportion of pensioners is estimated at 27.6 per cent. The population in Hamburg is expected to increase from currently 1.827 to 2.281 million inhabitants until 2030. A reason for these positive prospects, thus Eurostat, is the unique attractiveness of the Hamburg Metropolitan Area, which transcends beyond the city limits. Eurostat therefore assumes that the population migration from Germany and abroad will continue as steadily in the coming years as in the past. In addition, the number of births in Hamburg remains unchanged at a high level. Last year, the city welcomed 19,953 newborns.
<http://epp.eurostat.ec.europa.eu>

Hamburg promotes its China competence at home and abroad Hamburg's Chinese New Year celebrations gave a first taste of CHINA TIME 2010

Xinnian kuaile – Happy New Year! In Hamburg, 2010 is dedicated to China. The series of activities kicked off with the Chinese New Year, celebrated for a fortnight with authentic Chinese menus in the city's restaurants, the traditional lantern festival, and numerous other events. Another highlight were the Shanghai Days hosted by the Hamburg Philharmonic Orchestra. Joined by the Shanghai Philharmonic Orchestra, Hamburg's state musicians presented China's music culture from 600-year old Kunqu opera to contemporary composers. At Laeiszhalle, an elated audience cheered piano star Lang Lang at a "Pro Arte" concert. Hamburg's Chinese New Year celebrations gave a first taste of the third biannual CHINA TIME 2010, inviting to experience China at close in Hamburg 9 - 25 September. The programme is grouped into five areas: politics/society/law, education and science, economy and environment, culture



and lifestyle, sport and health. Later in autumn, Hamburg will once host Europe's most important Chinese-European dialogue. The fourth "Hamburg Summit" will take place in the Hamburg Chamber of Commerce 24 - 26 November. In addition, Hamburg impressively showcases its China expertise at its partner city Shanghai. At the world exhibition EXPO 2010, taking place 1 May - 31 October under the motto "Better City - Better Life", Hamburg will be the only

German city present with its own building, which will not be dismantled after the fair. During EXPO, visitors to the Hamburg House will have the chance to discover first-hand the benefits of ecological designs for homes and workplaces under one roof. At the same time, they will also be able to experience the unique advantages of living in the north German metropolis.
www.expo2010-hamburg.de
www.chinatime-hamburg.de
www.hamburg-summit.com

HWF annual report 2009: business location Hamburg successfully secured

104 firms supported last year – 5,642 jobs secured – Hamburg chosen for German Facebook headquarters

Bright faces at HWF Hamburg Business Development Corporation: despite a difficult economic climate, the annual report 2009 is packed with positive results. Last year, 104 domestic or international companies were supported in

their relocation or expansion. Thereby, investments of 338.7 million euros were launched. 5,642 jobs (+ 787) were newly created or secured. Most important source market after Germany remained China with twelve companies, fol-

lowed by the CIS with eleven firms, nine of them from Russia. Further firms came from the UK (5), Denmark, UAE, USA, Turkey, the Netherlands, and France. By sectors, MITT came first with 17 companies, followed by logistics (6) and

aviation (5). The positive development continues this year with Facebook's decision to move to Hamburg. The international social network has chosen the Elbe metropolis for its German headquarters.
www.hwf-hamburg.de

Shortcuts

Good business climate

Optimism characterises Hamburg's economy: For the third time in a row, the economy barometer of Hamburg's Chamber of Commerce reflecting the opinion of 1,600 member companies has risen to new heights. Since last autumn, the business index has gained 11.7 points and moved upwards to 101.9 points, thus superseding last year's first quarter by 29 points. The positive economic outlook is confirmed by Haspa's "Mittelstandsindex", which expects a 5.4 per cent growth in 2010. To compile the survey, Germany's largest saving institute Haspa co-operated with the mercantile agency Creditreform Hamburg to evaluate the development of 2,307 local companies and the statements of 200 leading executives.

www.hk24.de
www.haspa.de

Solid sales plus

Hamburg Messe und Congress GmbH (HMC) reports a ten per cent increase of sales to 53 million euros in 2009 compared to the reference year 2007. Most of the sales were generated by the trade fair business. Its turnover from 43 trade fairs and major conventions held at the New Hamburg Trade Fair amounted to 33 million euros. The 276 conferences, meetings, and other events of CCH - Congress Center Hamburg let sales volumes rise by 20 per cent to nine million euros.

www.hamburg-messe.de

Feeder logistics centre

The Hamburg-based port companies Hamburger Hafen und Logistik (HHLA) and EURO-GATE are set to improve the Port of Hamburg's competitiveness by expanding their new feeder logistics centre. The joint venture was successfully launched recently, with Danish Unifeeder as the first customer. Now, the centre will receive more investment and seek to garner new clients. A container vessel unloaded in Hamburg provides an average of 40 to 60 feeder vessels with cargo. Every week, 160 feeder services leave Hamburg.

www.hhla.de
www.eurogate.de

Hamburg promotes itself at international lead fairs

Innovative and full of prospects: That's the key message of Hamburg's fair presentations in March. At Europe's real estate fair MIPIM, taking place 16 - 19 March in Cannes, 18 exhibitors will showcase their plans and pioneering projects at the Hamburg stand (Level 4 H 4.30) organised by the Hamburg Business Development Corporation. Next to Hafencity, already granted prestigious prizes, key projects include the International Building Exhibition held in Hamburg 2013. The

city's distinction as European Green Capital 2011 will be promoted by the Ministry of Urban Development and the Environment. The Ministry of Finance's real estate management provides information of the lease or acquisition of public land. Projects currently being planned or built will soon be featured by HWF Immobilienservice's online database at www.hdb-hamburg.de - Cannes will mark the launch of its latest extension. With HSH Nordbank, financing experts are also at hand.

Hamburg's digital economy will participate at this year's CeBIT. From 2-6 March, ten exhibitors from MITT, academia, and administration will illustrate the truth of their claim "Hamburg - Hotspot of Idea. We network the North" with products and innovations. Also at the stand G 08 in hall 6, Hamburg-based entrepreneurs will present solutions and best practice examples on topics like SaaS, Open Source, and CRM.

www.mipim.com
www.cebit.de

Hamburg - an open city for the creative industries**New study "Creative milieus and open spaces" reveals development potentials**

Which are the creative milieus existing in Hamburg? How did they originate? How could these areas be promoted? And where could new creative milieus be developed in future? Answers on all these questions are provided by the new survey "Creative milieus and open spaces", conducted by the Berlin-based "Studio Raumplanung" by order of the Hamburg Ministry of Urban Development and the Environment.

As shown in the report, creative milieus significantly contribute to the sustainability and viability of a city. Compact and small, they shed a limelight on changes in society, invite discourses on these changes, and stimulate new patterns of life and work along with new product ideas. The study also reveals Hamburg's potential. Next to the creative milieus of Schanzenviertel, St. Pauli, and Ottensen, Hamburg boasts several other areas perfectly sui-

ted for creative industries. A key neighbourhood bordering the inner city is the upper port area with the former central wholesale market. Further away, the neighbourhoods of Hammerbrook, Hamm-Süd, and Rothenburgsort, and districts such as Wilhelmsburg and Barmbek boast a huge creative potential. With Gängeviertel or the artists' house Veringhöfe in Wilhelmsburg, first projects are already being supported.

www.hamburg.de

Hamburg Metropolitan Area**Exports make Northern Germany's medicine technology grow**

Sales of German manufacturers of medicine technology will double by 2020 and thus grow faster than the average national economy. This was revealed by a new study by the Hamburg Institute of International Economics (HWWI) by order of HSH Nordbank. The state bank of Hamburg and Schleswig-Holstein is the third-largest lender of the healthcare industry. The study claims that Northern Germany's medicine technology will particularly benefit from the booming industry.

Well-established network

With some 300 companies, including Dräger, Philips, Siemens, and Olympus as leading global players, and an-

nual sales of 2.7 billion euros, Northern Germany's medicine technology is ranked sixth in Europe. The most important export market of the Northern German companies is Asia, with China and India as key countries. The Hamburg-based medium-sized firm Eppendorf AG, a specialist for research tools in biotechnology, exports 20 per cent of all products to Asia. At Weinmann Geräte für Medizin GmbH + Co. KG, which offers system solutions for ventilation, sleep and oxygen medicine, the export quota even amounts to 55 per cent. The companies' activities are co-ordinated by the industry network Norgenta, founded in 2007 by Hamburg and Schleswig-Holstein.

Careers with perspectives

Meanwhile, the young and very dynamic growth market is also a major source of employment. Around 17,000 people work within the industry, with most of them being employed in highly-qualified jobs. To secure qualified personnel, especially in the much sought-after profession of medical engineers, a custom-tailored Bachelor degree course has recently been launched at Lübeck University. Excellent employment and career perspectives also exist for qualified technical staff working in laboratories, medicine technologies, or sectors of the medical manufacturing technology.

www.norgenta.de
www.miw.uni-luebeck.de

Hamburg and Stade to co-operate in the aviation industry

Air Berlin to expand Hamburg base – Hansa Jet to be restored to airworthiness

To exchange information, to link research and training facilities, to promote co-operations between companies and to thus strengthen the common economic area: these are the main concerns reaffirmed and signed by the Aviation Cluster of the Hamburg Metropolitan Area and CFK Valley Stade e. V. in a Letter of Intent.

Both organisations have already achieved great success through the networking of their talents, competences, and technologies. Hamburg as the place for aviation is the world's number three of the civil aviation industry and has been named a German excellence cluster in 2008.

The CFK Valley Stade e. V., one of the world's leading centres for lightweight structures made of carbon reinforced plastics (CFK), succeeded last year until the final round of the excellence cluster contest of the Federal Ministry for Education and Research. Together, the competence networks now want to achieve even more.

At Hamburg as the place for aviation, not only manufactures and suppliers, but also airlines expand their business. Air Berlin has announced to invest into the extension of its base due to several new services. Germany's second-largest airline takes off from Hamburg to 40 destinations. Newly ad-

ded are Frankfurt, Bari, Neapel, Rimini, Pristina (Kosovo), and Sharm el Sheikh. Sulaymaniyah in North Irak is reached from Hamburg via Munich.

Returned to Hamburg is also the first German aircraft with jet propulsion built in series: the Hansajet. Assembly-line manufacturing of the aircraft started at Hamburg-Finkenwerder in 1964. After initial repairs by Lufthansa Technik in Hamburg, it will now be restored to airworthiness on the Airbus grounds in Finkenwerder by the passionate volunteers of the Hansa Jet association.

www.luftfahrtstandort-hamburg.de
www.airberlin.de
www.hansajet.de

Invented in Hamburg: a safe finger payment system

REWE tests national implementation of Dermalog's biometric payment device

Cash and PINs can be forgotten, a bank card can be lost, but a finger can't: By introducing biometric finger print payments in supermarkets, Hamburg-based Dermalog GmbH is to revolutionise shopping. A pilot project at a supermarket of the Rewe chain is under way near Cologne to test the viability of implementing the payment method in all Rewe affiliates in Germany. The system will be officially introduced to the German public at CeBIT 2010 this

month. At Rewe, customers have to register at a terminal in the store by putting one finger from the right hand and one from the left on a scanner before adding their address and bank account details. This enables the system to deduct the amount spent from the proper bank account. As only some characteristics of the fingerprint are scanned and converted into an anonymous numeric code, the entire fingerprint cannot be reconstructed. Rewe

stores the data in highly secure databases separate from other personal and account data it collects.

Until now, fingerprint payment systems have only been used in isolated applications, i.e. in some 100 Edeka supermarkets in southern Germany and in Metro's Future Store, which is part of its Real grocery store chain, in Toennisvorst near Duesseldorf.

www.dermalog.de
www.rewe.de

Tourists and visitors make Hamburg's retail flourish

Sales climb by 1.8 per cent to 10.6 billion euros – 500 new staff recruited

Retail in Hamburg has turned into the growth engine of Hamburg's economy. As brand new figures published by the Office of Statistics North reveal, sales grew by 1.8 per cent from January to October 2009, compared to last year's corresponding period.

The online survey conducted by the Hamburg Chamber of Commerce on sales during the Christmas season also shows that two-third of the city's retailers achieved unchanged or even higher sales compared to 2008. In total, sales of Hamburg's stationary retail

trade rose by 100,000 euros to 10.6 billion euros last year and decoupled themselves from the negative national trend.

Based on these positive results, 500 new staff were recruited, accounting for a total of 59,000 citizens employed in the sector. When also considering employment in mini jobs, total staff figures even amount to 89,000 people.

Hamburg's outstanding performance in retail was significantly supported by the city's steadily growing tourism industry. Boasting five-star attractions such as HafenCity

and its future Elbphilharmonie, the city's musicals and vibrant scenes, the port of Hamburg, and an unparalleled diversity of shopping options in the centre and the boroughs, Hamburg was the only German city to enjoy increasing figures in visitors and overnight stays last year. The strangers let the tills ring. According to estimates by Kemper's Jones Lang LaSalle, guest expenditures annually account for up to 25 per cent of retail sales in a city.

www.fhe.de
www.hamburg-tourism.de
www.hamburg.de/shopping

Shortcuts

Economy package works

As Germany's first federal state, Hamburg commissioned a survey on the efficiency of the economic stimulus packages. According to the analysis conducted by Prognos AG, the Hamburg economy offensive and the implementation of the federal economic package II will lead the city back to growth. Already in 2010, the Elbe metropolis is expected to enjoy a slight rise. In addition, the packages' sustainable and long-lasting effects will secure the continuation of the upward trend.

www.prognos.com

New cancer centre

Munich-based PTCL GmbH has announced to erect the city's first proton therapy centre with Implan and WhiteHouse RealEstate as partners. The 250 million euros project, to be realised as a brick building, will also create some 160 highly qualified new jobs.

Cruising records

The cruising season 2010 is packed with highlights. Following last month's baptism of AIDAbly by designer Jette Joop, actress Sophia Loren will let a bottle of champagne explode on the bow of MSC Magica on 6 March in Hamburg during a "Carnival in Venice". On 10 April, the new cruise vessel "Celebrity Eclipse" will call at Hamburg. And even six dream ships will head to the city for the 2nd Hamburg Cruise Days celebrated 30 July - 1 August. In total, Hamburg is expecting 110 cruise ships with 200,000 passengers to dock at its quays in 2010, and thus 23 ships and 70,000 passengers more than last year.

www.hamburgcruisedays.de

Three hotel awards

A jury of experts selected Europe's top 100 hotels for the German travel magazine GEOSaison. The ranking also included three Hamburg hotels. "The George" was named winner in the category "Design hotels", the "Superbude" convinced the panel as best "Hotel under 100 euros", and Louis C. Jacob was granted honours in the category "Luxury hotels".

www.geo.de

Reeperbahn Festival and Reeperbahn Campus have hit the road once again Hamburg Marketing GmbH started second international promotion tour for the creative location Hamburg

The Reeperbahn Festival and its business platform Reeperbahn Campus are back on tour, promoting themselves at international lead events of the music industry and icon of the creative location Hamburg.

Hamburg returns to EuroSonic

The participation at Groningen's EuroSonic festival marked the launch of the tour. Together with the City of Hamburg and the Cologne-based c/o pop Festival & Convention, Reeperbahn Festival's new co-operation partner, the Hamburg club festival for international new music and its communications platform for the creative industries, Reeperbahn Campus, hosted a business breakfast for industry partners and the international press. On the agenda: background info, talks – and music. The Norwegian artist Bernhoft, participant of Reeperbahn Festival

2009, thrilled the representatives of leading music export offices, the press, and guests like Lubna

Jaffery Fjell, Norway's Secretary of State for Culture, or Lau-



rent Marcceau, CEO of EBU, with its extravagant mix of soul and funk. Two months later, Germany's

largest club festival and its business platform will return

to Austin, Texas, to participate at the "South By Southwest Festival" from 12 - 21 March. At the world's largest music fair, the Hamburg festival organiser will promote their activities on joint events with Wacken Open Air, the US magazine Filter, and the Initiative Music, and host an informal business BBQ at a music club on Austin's 6th Street.

Five years of festival fever

Back home, Hamburg is getting ready for the fifth edition of Reeperbahn Festival, allowing to discover some 150 promising newcomers and international talents at live sessions on some 20 stages in the clubs of St. Pauli for three days, i. e. 23 - 25 September. The ticket sale for the club event has already started at ticket booths and online ticket websites. www.reeperbahnfestival.com www.reeperbahncampus.com

Up-to-date

The world's oldest economic library celebrates its 275-year anniversary: On 10 January 1735, Hamburg merchants, enthused by the idea of life long learning, founded the Commerzbibliothek. A novelty in those years, the library today protects its precious rarities, including a travel report by Christopher Columbus written in 1493, behind the fire-proof steel doors of its archives at the Hamburg Chamber of Commerce. In total, the library boasts 180,000 media on all aspects of shipping, logistics, and the economy. www.hk24.de

News-Bits

Already back in 1946, **Germany's first wind power plant** has been built – on Hamburg territory at Neuwerk. After twelve years of operations, a sea cable connected a tiny island in the North Sea's tidal flats to the grid.

A new propulsion technology will make Hamburg's **buses more climate friendly**: The Ecomax software, developed by Economymax GmbH and its partner Verkehrsbetriebe Hamburg-Holstein/Pinneberger Verkehrsgesellschaft, allows to reduce fuel consumption and CO2 emissions by twelve per cent every year. www.economymax.com

Hamburg appointed as host city for Eurobest 2010 Europe's largest advertising festival to attract the creative industries in December

At last year's International Advertising Festivals in Cannes, Hamburg-based agencies were granted as many lions as an entire country, Italy. Reason enough for Philip Thomas, CEO of the Cannes Lions, to announce at the Lions Night his favourite for 2010's Eurobest: Hamburg. Meanwhile, Hamburg has been officially confirmed as host city for the third edition of Europe's largest advertising festival, taking place on the banks of Elbe and Alster 6 - 8 December.

The festival will be organised by London-based IAF International Advertising Festival,

which also realises the Cannes Lions. Launched in 1988, Eurobest annually honours outstanding creative achievement with awards in bronze, silver, gold and a grand prix in the following categories: TV/Cinema, Print, Outdoor, Radio, Interactive Media, Direct Marketing, Sales Promotion, Design, Craft, and Integrated Advertising. All awards are only granted to European contributions. Until 2008 a mere online prize giving ceremony held in London, Eurobest today is a three day festival, complementing the award giving ceremony with seminars, workshops, and

an exhibition of all entries. As a lead industry event, it also offers many opportunities for international networking. Eurobest is hosted in a different city every year. Last year's venue was Amsterdam. Marking the end of the award season, German agencies celebrated once again their excellence by bringing home 49 awards. The only grand prix for Germany was won by a Hamburg agency. Serviceplan was honoured for its "Pro-Contra" campaign by order of the Lead Academy with the Best-of-Show-Award in the design category. www.eurobest.com

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