Hamburg News

04/2010

Hamburg

Port of Hamburg invests
Larger berths, powerful cranes, better roads and a new bridge: The Port of Hamburg gets ready for future growth. (p. 2)

Tourism soars to new record
In city and cruise tourism, Hamburg is the only destination to beat the negative national trend in tourism. (p. 2)

Mahler Year 2010/2011
A full year long, Hamburg celebrates its famous composer and conductor Gustav Mahler with unique concerts and events. (p. 3)

Promoting Hamburg
Prof. Wolfgang Michaelski is an interntionally acclaimed economics expert and a passionate HamburgAmbassador. (p. 4)

Newsflash

The best strategy for attracting foreign investors is pursued by Hamburg. This was confirmed by the latest "European Cities und Regions of the Future Ranking", conducted by the London-based Foreign Direct Investment Magazine (fDi) every two years. The award was handed to Hamburg at the real estate fair MIPIM in Cannes. "What marked out Hamburg's entry for best foreign direct investment strategy was the clear-eyed vision and the tangible plans the city appears to have for attracting investment, encouraging economic development, assisting investors and promoting its key sectors such as renewable energy", explains Courtney Fingar, fDi Magazine's chief editor, the decision. The expert jury was especially impressed by Hamburg's support of innovative business sectors, investors, and renewable energies. For shortlist, data from 223 cities and 142 regions have been analysed.
www.fdimagazine.com

Hamburg – growing with foresight

Senate adopts a new political vision – stronger focus on sustainability and talents

Hamburg has given itself a new political vision: "Hamburg. Growing with foresight" is the new motto of the Elbe metropolis. The new guideline expands the political horizon of "Metropolis Hamburg – the growing city". Launched in 2003, its target has been reached: to establish Hamburg in the international locational competition and to provide the basis for long-term economic and demographic growth.
The new vision adopted by the Senate of Hamburg continues the achievements and gives space for new impulses. In the European Green Capital 2011, more emphasis will now be placed on sustainable growth and the preservation of ecological qualities. In addition, human aspects have gained greater importance. Education, science, and research will receive stronger support along with creative potentials, which are to be detected and promoted. The target: to make Hamburg a mecca for new talents, and to secure Hamburg's attractiveness as one of the world's most liveable cities.
Family support and integration are also key elements of the new vision. Further essential aspects to be supported and promoted include innovative business sectors, employment increase, and modern sustainable infrastructures.
To implement the concept, several landmark projects have been determinded and named accordingly: "Hamburg: Metropolis of Knowlede", "Sustainable Hamburg", "Creative Hamburg", "Hamburg's Leap Across the Elbe", and "Hamburg: Home Port". In the global locational competition, Hamburg also promotes its traditional assets: entrepreneurship, creativity, and cosmopolitan attitude.
www.hamburg.de/leitbild

Hamburg's industry expects to grow by six per cent in 2010

Increased order flow, extra shifts, and new investments let optimism of leading industry players grow

Hamburg's leading industry companies expect a significant rise in orders and a six per cent increase in production. This positive perspective was revealed by a survey, conducted by the Hamburg Industry Association among its members. The two Hamburg-based manufacturers of fork lifts, Jungheinrich and Still, both report a substantial increase in orders since late 2009. Beiersdorf's Tesa SE is also enjoying an increased demand since the third quarter 2009. Orders from Asia and elsewhere brought copper manufacturer Aurubis back to growth, and Bode Chemie already runs extra shifts. Investments also returned to high level. H & R Wasag invests 55 million euros into a propane deasphalting plant at his refinery, while Nordfrost erects a new 40 million euro cold storage house and creates 150 new jobs. Further 40 new jobs are generated by Philips Deutschland's increase activities in the LED market.
www.hwf-hamburg.de

Shortcuts

Reemtsma: 100 years
Reemtsma Cigarettenfabriken GmbH is celebrating its 100-year jubilee this year. Boasting more than 900 million euros in sales and a 25 per cent market share, the Hamburg-based daughter of Imperial Tobacco is the nation's number two in cigarette production and market leader in other tobacco products. Further growth potential will be added this month by the acquisition of Gauloises' sales division.
www.reemtsma.com

Hamburg ranked fourth
Hamburg is Germany's strongest economic region and number four in Europe. Generating a gross domestic product of 47,800 euros per capita, every Hamburg citizen generates twice as much money as the average EU citizen. This was revealed by the EU's Office of Statistics, Eurostat, which annually compares 271 European regions for its ranking.
http://epp.eurostat.ec.europa.eu

New green congresses
Appointed as Euroean Green Capital 2011, Hamburg will host two new congresses next year. While the international conference "Green Port 2011", organised by the Hamburg Port Authority on 14/15 September will focus on sustainable developments in the shipping industry, legal matters are dealt with at the "International Day on Environmental Law" 15/16 September.
www.hamburg-port-authority.de
www.iurt.de

Muji in Hamburg
At Große Bleichen 51, the Japanese lifestyle company has opened its fifth German branch. The opening was made possible by HWF's continuous support since 2006.
www.muji.com

Marketing Real Madrid
Worth more than one billion euros, Real Madrid is the world's richest soccer club. Responsible for the marketing of the royal players is now a highly experienced Hamburg team: the experts of Triumph Media Group.
www.triumph-media-group.com

Hamburger Hafen invests into future growth

The Port of Hamburg, recently graded as the best north-west European port by international ship owners, is heavily investing into its future.
The Hamburger Hafen- und Lagerhaus AG (HHLA) will celebrate its 125-year anniversary this year with huge investments into Burchardkai. Its largest terminal will be equipped with a new berth for super-large container ships and new container bridges able to lift two 40-feet containers simultaneously. Also scheduled to start operations in the first quarter 2010 is the automated block storage system and the newly developed terminal control system at Buchardkai.
The Hamburg Port Autority will spend some 20 million euros on improving port roads. In addition, the bridges at Reiherstieg and Köhlbrand will undergo extensive renovations. Also, construction of the new bascule Rethe bridge, which will replace the present lift bridge built in 1934, is scheduled to start in 2010 and expected to be realised by 2013. To secure a smooth traffic flow, an electronic traffic guidance system will be set up. Its 15 digital screens located at the port's central crossings will display road or bridge closures, inform on traffic jams and suggest alternative routes. A logistics control centre and pre-gate parking lots, allowing to park lorries until their handling at the terminal, are also being planned.
www. hafen-hamburg.de
www.hhla.de
www.hamburg-port-authority.de

Media capital Hamburg continues expansion

Facebook headquarters inaugurated – HAW faculty to move to Media Campus Finkenau

What's the value of privacy in the web 2.0? How do you deal with private online information? These questions are key issues of a research project funded by the German Reserach Foundation. Its 15 scientists thus met in Hamburg, where they participated at the first meeting of the "Young Scholars' Network on Privacy & Web 2.0" at the Hamburg Media School (HMS). In Germany alone, 7.5 million people distribute private information via web logs and profile pages in the social network Facebook, making it a market leader with some 400 million members world-wide. For its German headquarters, Facebook recently chose Germany's media capital, Hamburg. "In Hamburg, you will not only find media, but also Internet and advertising specialists along with other creative agencies", explains the choice Scott F. Woods, Commercial Director Facebook Germany. Facebook Germany wants to expand distribution and increase contacts between companies and users. Expansion is also the target of the media campus Hamburg. Following the Hamburg Media School, present since 2003, HAW Hamburg's department of "Design, Media, and Information" will move to the campus with 1,500 students and 200 professors.
www.hamburgmediaschool.de
ww.facebook.de
www.haw-hamburg.de

Hamburg Metropolitan Area

Hamburg enjoys steady growth in city and cruise tourism

Hamburg is unparalleled as a tourist destination. Enjoying a plus of 463,000 overnight stays (+ 6 per cent) to 8.19 million, the Elbe metropolis reports a new record in tourism. The excellent results were achieved by the persistently good domestic demand, which grew by 6.9 per cent to 6.535.007 overnight stays in 2009.

German premiere
But also in regard to international arrivals, Hamburg beats the negative national trend (-3 per cent) by growing by 2.7 percent. Hamburg's maritime flair especially pleases visitors from alpine countries. With a growth of + 13.4 per cent to 165,000 overnight stays, Switzerland developed into Hamburg's most important source market, followed by Austria (+13.9 per cent) and Denmark (+15.7 per cent). Hamburg's booming tourism is a major economic factor. According to a brand new analysis by Deloitte and the Hamburg Institute of International Economics (HWWI), tourism annually accounts for 6.6 billion euros in sales and thus contributes 3.72 per cent to the GNP. In addition, tourism secures 102,000 jobs.
The course for future growth is set by the marketing plan 2010 – 2015. Its innovative marketing stragies, f. i., led to the co-operation with Hansa Taxi 211 211. This paved the way for a German premiere: For the first time, numerous hotels can be directly booked already from the taxi.

Fastest-growing cruise port
Excellent results were also presented by the Hamburg Cruise Center. With 127,000 passengers in 2009 (+ 41,3 per cent), Hamburg confirmed its position as fastest growing German cruise port. In the year of Hamburg's second cruise festival in summer, even more than 100 ship arrivals are expected. They will nearly double passenger figures to 220,000 guests. The increase is mainly due to the arrival of ships of the AIDA fleet, for which a new terminal has been inaugurated in Altona.
www.hamburg-tourismus.de
www.hamburgcruise.de

Hamburg invests into green and family-friendly construction

Large-scale projects in Lokstedt und Altona – new office block at Neuer Wall

Green, liveable, family-friendly, and attractive for new talents and investors alike: these are some guidelines of the new political vision "Hamburg – Growing with Foresight". These new targets are already being implemented by the city's new building projects.

The eastern part of HafenCity will thus be given a new masterplan, turning the new district into a showcase for green urban building. Insights into the building activities are given on 18 April at HafenCity's "Construction Sites Day".

A new child and family friendly neighbourhood into the heart of Hamburg is being developed with Lokstedt's "Stadtgärten". Covering 50,000 sqm, the new residential area with 600 flats, several playgrounds for younger and older children, a sport-oriented day care centre, and new sporting facilities is one of Hamburg's largest inner city building projects. Scheduled to be realised on five lots until 2013, investments will total 150 million euros.

A complete new district will be erected in Hamburg's west on the grounds of Altona's former rail cargo complex. To realise Hamburg's second large-scale building project, the long distance train station located in Altona will be transferred to Diebsteich. In a first phase, 28 hectares will be adapted to residential use. In the end, a total of 75 hectares will be covered by 4,000 flats and a new public park. Results of the international urban planning contest are expected by late May. Plans also exist to convert the former general cargo warehouse in a cultural centre.

Hamburg's Fifth Avenue also changes with more and more luxury boutiques opening at Neuer Wall. At its southern end, project developer Momeni has started construction of the office block "63 degrees" based on designs of the Hamburg architects Kleffel Papay Warncke. Tenants are expected to move into the 80 million euro building by 2011.

Break-through in the research of Malaria parasites

Scientific co-operation of Hamburg and Singapur paves way for Malaria cure

Together with AIDS/HIV and tuberculosis, human malaria represents one of the three most dangerous infectious diseases of mankind. A possible access for future treatments has now been opened up by researchers of Hamburg-based Bernhard Nocht Institute of Tropical Medicine (BNI) and Nanyang Technological University (NTU) from Singapore.

After five years of joint research they have completed the world's first in-depth study of the malaria parasite genome. The scientific team headed by Dr. Gilberger (BNI) and Prof. Dr. Zbynek Bozdech (NTU) used transcriptional profiling to uncover hitherto unknown gene activity patterns in malaria. Their data is now accessible in the world's first database predicting the functions of more than 2,500 genes of the malaria parasite. In total, its genome or complete DNA content has about 5,300 genes. The groundbreaking research results were published in the January edition of top-ranked journal "Nature Biotechnology". While scientists from all over the world now benefit from the data in their fight against malaria, research continues at BNI. There, scientists try to detect 70 potential invader proteins, which enable the parasites' distribution via the blood cells. If found and blocked, a cure could be near.

www.bnitm.de
www.ntu.edu.sg

Music City Hamburg celebrates Gustav Mahler in 2010/11

Elbe metropolis honours its composer and conductor with unique concerts

Austrian-born, he became a pioneer of modernist music in Hamburg: Gustav Mahler. Commemorating his 100th death and the 150th birthday anniversary, Hamburg will be celebrating the Mahler Year 2010/2011.

Mahler came to Hamburg in 1861 and stayed until 1897. As prolific First Conductor of the Hamburg State Theatre, he led the opera house to Europe's top. As composer, he wrote some of his most important compositions in Hamburg: his famous songs based on lyrics of "Des Knaben Wunderhorn" and his famous "Resurrection Symphony." According to Mahler's own words, inspiration for the latter came along after a visit of Hamburg's St. Michael's Church in the morning of 29 March 1894. Three years later, Mahler converted from Judaism to Christianity and was baptised in Hamburg's St. Ansgar Church. Since 1988, the memory of the famous musician is kept alive by Hamburg's Gustav Mahler Society. On occassion of the two commemorative days, leading orchestras and concert organisers have joined forces to create an outstanding programme for the Mahler Year 2010/2011. Its more than 40 concerts will be given by the NDR Symphony Orchestra, Philharmoniker Hamburg, Hamburger Symphoniker, Ensemble Resonanz, Hamburg State Opera, and the city's University of Music and Theatre. Further participants include Hamburg Ballet, ProArte concerts, Schleswig-Holstein Music Festival, and Elbphilharmonie, celebrating its topping-out ceremony on 28 May 2010.

www.gustav-mahler-vereinigung.de
www.elbphilharmonie.de

Shortcuts

HCAT I handed over

In Hamburg as the place for aviation, the first section of the Hamburg Centre of Aviation Training (HCAT) has been handed over to the State Vocational School for Production Engineering and Aircraft Technology (G 15) as operator. Fully funded by the Ministry of Economic and Labour Affairs with 3.75 million euros, HCAT I primarily serves as a centre for the training of state-certified aircraft technicians. For the first time in Hamburg, students will be qualified in avionics/electronics at HCAT I.

www.hamburg-aviation.com

Centre of Jewish research

Prof. Dr. Stefanie Schüler-Springorum, head of the Hamburg Institute for the History of Jews in Germany (IGdJ), has been appointed as chairperson of the renowned research working group (WAG) of Germany's Leo Baeck Institute (LBI). Founded by emigrants in 1955, the LBI is regarded as one of the world's most important research centres for German-Jewish studies.

www.leobaeck.de

The sound of Easter

Voices in all varieties are the theme of this year's "Ostertöne", spanning a musical chord from Brahms to contemporary composers from Good Friday to Easter Monday. Conducted by the Australian-born director of Hamburg's State Opera, Simone Young, the concert series at Laeiszhalle not only presents vocal music, but also various orchestre pieces and electronic sounds. Intermediary between the different voices will be the French composer Mark André.

www.elbphilharmonie.de/ostertoene

Hot music kitchen

Since May 2009, Marco Antonio Reyes Loredo has been presenting new music made in Hamburg on the open channel TIDE. Now, his cult show "Conspirative Kitchen Concerts" has been nominated for the 46th Adolf Grimme Prize in the category "entertainment".

http://konspirativekuechenkonzerte.de
www.tidenet.de

Winning strategies in a globalised world

HamburgAmbassador Wolfgang Michalski presents standard work on Hamburg's economic history

Hamburg is one of the world's few cities to have benefited of globalisation in the past 1,000 year. This is the analysis of Prof. Wolfgang Michalski, an internationally renowned economist and HamburgAmbassador in France since March 2006.

Which Hamburg topics are of high interest in Paris?

Most Parisian probably associate Hamburg with Airbus, before thinking of the city's sea port. Soccer fans will surely know the first league club HSV, and all those interested in culture will immediately name Heinrich Heine, Johannes Brahms, the Hamburg State Opera and Hamburg Ballet.

Why is the business location Hamburg so successful?

Its secret of success is flexible adaption. Hamburg always reacted to the radical and often unpredictable changes caused by globalisation with innovation and flexible adaption, and took advantage of the changes. If pursued, this policy of positive structural adjustment will secure the city's success also in future.

Which Hamburg project possesses the largest international significance?

Clearly HafenCity. The urban renewal in this scope and quality, and so close to the inner city, is unique in the world. When Elbphilharmonie will be completed, the new landmark will significantly contribute to Hamburg playing a prominent role in the international music scene.

From 5 – 7 May 2010, Hamburg's honorary representatives will once again travel to Hamburg to attend the 5th Ambassador Meeting in the Elbe metrolis. Among the participants will also be Prof. Michalski. For him, the meeting is essential to his voluntary work – "to gather up-to-date insights into current projects, to exchange experiences and network with other Hamburg Ambassadors, and to give Hamburg leaders in private conversations a personal feedback on relevant issues from a perspective from abroad."

www.hamburg.de/office

The book

There have been many winners in history – Carthago, Lübeck, Venice, Bruges. But while all these cities experienced a significant decline, Hamburg is still on the top. Hamburg is the economic and cultural heart of a metropolitan region of 4.3 million people, and Europe's largest city that is not also a capital. Using Hamburg as an example, Wolfgang Michalski illustrates how one can remain a winner despite the turbulences of globalisation (Murmann 2010, ISBN 978- 3-86774-017-3). www.murmann-verlag.de

News-Bits

Local patriotes: Hamburg's citizens are proud about their city. Nowhere else in Germany, inhabitants identify as much with their place of residence as in Hamburg. This was revealed by a survey of Germany's largest saving institute, HASPA.
www.haspa.de

Diligant locals: In Hamburg, citzens work the most. According to a ranking by the Office of Statistic in Saxonia, locals in Hamburg work 1,450.3 hours per year, compared to 1,362.4 hours in Saarland at the bottom end of the ranking.
www.statistik.sachsen.de

Hamburg to head EU's international sports project

Know-how for Yerevan and Mahdia – most sportive Germans live in Hamburg

Hamburg – the city of sports has been selected by the EU commission along with Hamburg's partner city Marseille, Croatian Split and Norwegian Trondheim to support Tunesia and Armenia in the development of concepts for sporting facilities and sport structures. In the course of the project, which will be headed jointly by Hamburg and Marseille, the Elbe metropolis will provide its know-how to the Tunesian seaside town Mahdia and the Armenian capital Eriwan in the following aspects: development of sports clubs and associations, construction and operation of sporting facilities, and the integration of sport into the social and urban life of all population groups. In return, Hamburg – the city of sports will benefit from the exchange of experiences by gaining further knowledge in sustainable, resource- and energy efficient operation concepts, which will to improve the green operation of sporting facilities in Hamburg.

Sports master plan

Sport is a Hamburg tradition – and enjoyed every day. When not watching international sports events, the locals are Germany's most active citizens: 80.3 percent of the locals regularly invest time into their personal fitness, and thus more than in Munich (75 per cent), Berlin (72 per cent), and Cologne (58.8 per cent). This was revealed by a survey conducted by a project group of Osnabrück University by order of the Hamburg Ministry of Culture, Sports, and Media. The data gained in the analysis provide the material for Hamburg's sport development plan. The master plan on sports should be completed by the end of the year.
www.hamburg.de/sportamt

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