



Hamburg News

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International real estate fair
With REAL ESTATE NORTH, Hamburg is home to a new international trade fair for commercial properties. (p. 2)

Construction heats up
In Hamburg, tall cranes are telling signs of growth, with homes and offices being erected on the banks of Elbe and Alster. (p. 3)

Top location
Hamburg is one of Germany's best locations for medium-sized companies, the consultants from Ernst & Young confirm. (p. 3)

Future lab
With a "Train of Ideas", the European Green Capital 2011, Hamburg, presents its environmental targets in Europe. (p. 4)

Newsflash

Growth engine: Hamburg is leading Germany's economic recovery. With an estimated growth of 2.9 per cent in 2010, the Elbe metropolis will be the strongest growing German city. This is predicted by a forecast of the Feri research institute conducted for the business magazine "Capital", where it has been exclusively published. The national growth average is expected to reach two per cent. These positive perspectives are confirmed by the Federal government's spring report and the Hamburg Chamber of Commerce's economic barometer, which names high revenues from the service sector as a decisive factor for stability and growth. The recovery of Hamburg's economy already began in the second half of 2009. The gross domestic product of the city state amounted to 85.8 billion euro last year, and thus stayed only slightly below 2008's level.
www.capital.de/staedte

EXPO 2010: 183 days of art, music, and culture from Hamburg In Shanghai, the cultural metropolis presents its creative potential

"Better city, better life" is the claim of EXPO 2010, taking place in Shanghai until late October. Twinned with Hamburg since 1986, the Elbe metropolis was chosen as the only German city to present itself in the urban best practice area with a building of its own. Built from red brick, "Hamburg House" boasts an extremely low energy consumption, which is unparalleled in the warm and humid climate of the Yangzi delta and sets new standards in green building.

During the world exhibition, Hamburg House is both exhibit and exhibition space, inviting visitors to experience the advantages of sustainable built areas for living and working under one roof and to discover Hamburg's assets on four levels. In the European Green Capital 2011, sustainable urban development, architecture, and climate protection are of high priority and key topics that will also be featured by events such as Days of Climate at Hamburg



House. The port city Hamburg displays its century old traditional ties with China. The lively and creative scenes of the cultural metropolis Hamburg also significantly contribute to the city's high standard of living. First highlight of the fully packed calendar of events was the nations' day on 19 May, followed next day by a Hamburg House visit of the German Federal President Horst Köhler. In the presence of Hamburg's First Mayor Ole von Beust,

two Hamburg bands on Expo's stages underlined the diversity of Hamburg's music scene at Hamburg Day, 31 May. "Revolverhead" rocked its international fans with heartfelt beats, "Salut Salon" presented a mix of comedy, chanson, and jazz. Further concerts of Hamburg artists are scheduled for the German Reunification Day on 3 October. This month, Thalia Theater will stage plays in Shanghai.

www.expo2010-hamburg.de

Hamburg – the place of aviation: these are the winners of the Crystal Cabin Award Airbus expands activities in Hamburg, where Angela Merkel's new government jet has been manufactured

63 candidates had handed in their projects for this year's Crystal Cabin Award, these seven were named winners: Airbus, Bishop, Dasell, Lumexis, Norduyn and the University of Applied Sciences and Arts in Hanover, and Teague. Launched in 2007

by the Aviation Cluster of the Hamburg Metropolitan Area as the world's only award to recognise innovative aircraft cabin products and concepts, the prize is granted during the annual Aircraft Interiors Expo in Hamburg. One of CCA's sponsors also hit

the headlines: Airbus. The European aircraft manufacturer is expanding activities and Hamburg, where the new A319 for the German chancellor Angela Merkel left the assembly line to be outfitted at Hamburg's Lufthansa Technik. On the grounds of the

world's leading MRO specialist, the first A380 of Deutsche Lufthansa was handed over to the carrier on 19 May 2010 to fly the German soccer team to the FIFA World Cup in South Africa.
www.hamburg-aviation.de
www.crystal-cabin-award.com

Shortcuts

Affluent locals

In Hamburg, private purses are well filled: With 23,366 euro as the average GDP per capita, every local has an extra 5,100 euro to spend compared to the average German. In the national ranking of Germany's wealthiest cities and communities, conducted annually by the federal and state statistic offices, Hamburg was thus ranked eighth.

www.statistik-portal.de

New medical group

Olympus Group has pooled its expertise in the field of minimally invasive diagnostics and therapy under its new "Olympus Surgical Technologies Europe" umbrella, incorporating Olympus Winter & Ibe GmbH, Celon AG and Olympus Medical Products Czech SPOL. New corporate headquarters were set up in Hamburg.

www.olympus-owi.com

Commitment confirmed

Shell continues its Hamburg commitment. The company extended its lease of its port location at Grasbrook for another 30 years. Since 1930, Hamburg has also been the seat of Shell's German headquarters.

www.shell.de

Rhenus invests

Rhenus Group's affiliate Rhenus Midgard GmbH & Co. KG plans to extend its handling capacities in the Port of Hamburg. Rhenus Midgard operates two multi-purpose terminals on the Dradenau and in Harburg, where 2.5 million tonnes are handled every year.

www.rhenus.com

Vattenfall's green league

The European utility company Vattenfall bundles its know-how for future-oriented themes in Hamburg and formed Vattenfall Europe Innovation GmbH as new affiliate. It is the fourth of its kind that Vattenfall has set up in Hamburg, and its activities will include e-mobility, hydrogen vehicles and intelligent systems for electricity distribution. Last month, construction of Europe's largest hydrogen tanking station started in the Port of Hamburg.

www.vattenfall.de

Hamburg Metropolitan Area launches REAL ESTATE NORTH

Hamburg is one of the world's most important logistics locations and enjoys an increased international demand. The volume of sales of the industrial and logistics market in the Elbe metropolis climbed up 70 per cent in the first quarter of 2010. The five-year average was exceeded by 30 per cent. The office market also noticeably revived, with sales jumping up by 21 per cent.

To honour Hamburg's leadership in real estate and logistics, the new fair REAL ES-

TATE NORTH - International Commercial Property Fair has been launched, taking place 2 - 3 June at Hamburg Airport's Terminal Tango. The exhibition features commercial real estate in the Nordics and North-East Europe with focus on logistics. The fair has been initiated and is supported and organised by the Hamburg Metropolitan Area, which unites 18 business development organisations from Hamburg, Lower Saxony and Schleswig-Holstein present at the fair. The right over-

view over Hamburg's attractive real estate properties is provided by helicopter flights.

Just in time for the fairs, the Ministry of Finance - real estate management has published its updated map of commercial sites and relaunched its homepage. New core element is a comprehensive real estate database, presenting offers and current bid procedures for office, residential, and commercial properties.

www.real-estate-north.de

www.real-estate.hamburg.de

The castles of king soccer – a Hamburg product gmp architects built the stadiums, FahnenFleck provides the flags

They are much-wanted players in the soccer word: gmp and FahnenFleck. gmp, as the Hamburg architect office Gerkan, Marg & Partner is known around the globe, designed three of the five stadiums of this year's FIFA World Cup in South Africa: Durban's Moses Mabhida Stadium, Cape Town's Cape Town Stadium and the Nelson Mandela Bay Stadium in Port Elizabeth. Construction of all three stadiums, which perfectly blend into the cities'

skyline and surrounding landscapes, finished six months before kick-off. An exhibition at Munich's Pinakothek der Moderne titled "From Cape Town to Brasília" will present sporting venues around the globe designed by the Hamburg-based architects until 20 June. Currently, gmp simultaneously works on 23 stadium projects on four continents, including also 2014's FIFA venue in Brazil's Manaus.

Fitting flags for this summer's

soccer festival are provided by another international player of the Hamburg Metropolitan Area: FahnenFleck. More than one million South African flags and 750,000 car flags have already left the assembly line in Pinneberg, and special services have booked. FahnenFleck also hoisted up flags at the UEFA Europa League finals that took place in Hamburg last month.

www.architekturmuseum.de

www.gmp-architekten.de

www.fahnenfleck.de

Hamburg Metropolitan Area**New nordic partners to expand Hamburg's green energies**

"Hamburg - Growing with Foresight": Unlike any other German city, the Elbe metropolis has focussed its new policy on a sustainable development supporting climate protection and the responsible use of resources. In the European Green Capital 2011 economy and ecology are not opposites. On the contrary: the green economy is an important economic factor. In particular, the wind energy sector is booming. To further strengthen this growth industry, HWF Hamburg Business Development Corporation is continuously looking for co-operation partners. Its business promoters now found them in Europe's north, where renewable energies are naturally strong - especially water and wind.

Partners in all Scandinavia

Allies for their goals HWF found in all four Scandinavian countries. In Finland, the co-operation partner is "Cleantech Finland". The central association for renewable energies represents 1,300 companies. Many of them are already active on the international stage. They are located in the four cities where research and production in the field of renewable energies is concentrated: Kuopio, Lahti, Oulu and the Helsinki area. Second partner in Finland is Spinverse. Founded five years ago, the consultancy agency for emerging industry has meanwhile developed into Finland's leading promoter of future-oriented technologies. In Norway, Innovation Nor-

way, the state agency for export promotion of Norwegian environmental technology, is HWF's partner. In Denmark and Sweden, HWF entered co-operations with various consulates and public authorities.

Already, first companies form the Hamburg Metropolitan Area are successful in business with Scandinavia. Nordex will manufacture 118 wind turbines for the Swedish utility company Skelleftea, which will mainly use them to erect Sweden's largest wind farm at Västerbottom. The order volume totals more than 300 million euro.

www.cleantechfinland.fi

www.spinverse.com

www.innovasjon Norge.no

www.nordex-online.com

Construction booms at Elbe and Alster

Posh homes, new flats, and attractive office blocks are being built at a rapid pace

Construction cranes set visible signs of recovery: in the Elbe metropolis, new office towers, attractive residential and commercial buildings are being erected. Next to Hafencity, the Elbe banks at Altona are a location much in demand. Here, the new Columbia Twins shine with their copper facade. In summer, derelict port warehouse will make room for offices, apartments, and a hotel in the so-called "Areal West". A little higher up at Rainville terraces, the shipping line Rickmers plans a new building on the former grounds of the maritime college. In addition, 37 exclusive condominiums will be built on 20 levels at "Holzha-

fen" along with an office block of 14.000 sqm floor space. More than 120 million euro will be invested along the Outer Alster lake in high-quality apartments and new offices. Based on plans by Bothe Richter Teherani, a residential building with 18 flats and villas will be erected until late 2011 at Harvestehuder Weg 25. The Münchner Rück affiliate Meag started construction at Alsterufer 1-3, connecting a 1934/5 villa with an eight storey new building offering 20,000 sqm gross floor space. At Neue Rabenstraße, Hanse-Merkur's former administrative centre makes room for a new office block scheduled to

be finished in 2013 with 12,000 sqm gross floor space. Furthermore, two plots in a good location were secured by GBI, erecting a hotel and a student dormitory in the Elbe metropolis until 2012.

A rebirth is being experienced by the former Unilever headquarters at Dammtorwall. The heritage-listed building is recently undergoing a 270 million euro overhaul to convert it into a showpiece of sustainable architecture until 2011. Then to be called "Emporio", the skyscraper will be the landmark building of a new neighbourhood, including also 38 new flats and a Scandic hotel with 325 rooms.

Little Yerusalem is at home at Hamburg's "Grindel"

Jewish life starts to blossom again – iPhone App to locate commemorative stones

When strolling through Hamburg's Grindel neighbourhood today, one can guess again, how life once flourished in "Little Yerusalem" when some 20,000 Jews lived in the Hanseatic city. An excellent guide is the map "Points of Jewish Life and History in Hamburg" that not only leads the way to witnesses of the past and places of faith, but also to today's contemporary Jewish life, trade, and culture. At Grindelhof, Café Leonar has be-

come the hotspot of Jews and Yuppies, and also at Rentzelstraße, Jewish life vibrates. At Chabad Lubawitch, "Matzen" bread is freshly baked. Nearby, at the kosher food shop "Lechaim", the unleavened bread lies in card board boxes on the shelves. Hallal wine is available from his neighbour "Mezada". And those who do not like to cook, finds kosher cuisine at "Fankoni". On the ground, little brass squares remind the strollers of

the many victims of Nazi terror. Called "Stolpersteine" and set up since 2007, i. e. "stumbling blocks", these commemorative plaques on the sidewalk mark their last home. Searching them is now made possible with a free iPhone application, developed by the registered association "History workshops Hamburg e. V." with support from the Centre of Political Education Hamburg. www.chabadhamburg.de www.stolpersteine-hamburg.de

Medium-sized companies value Hamburg as top location

Ernst & Young survey confirms positive development of the Elbe metropolis

Hamburg offers a particularly good environment to medium-sized companies. For 91 per cent of the companies, regional conditions are "fairly good" to "good". This is the result of the "Barometer of Medium-Sized Companies 2010" presented the business consultants of Ernst & Young. The study is based on a survey of 3,000 German medium-sized companies. The new Hamburg figure significantly lies above the national average and Hamburg's last result, which both amounted to 84 per

cent. Great confidence is also reflected by the business forecast for the future. 46 per cent of respondents believed in an improvement in the next six months, 47 per cent were convinced of an unchanged stable business. Even in the long-term prognosis for the upcoming twelve months, optimism dominated with 47 per cent. 25 per cent of the companies active in Hamburg also plan new investments. The positive economic outlook for the Elbe metropolis is also reflected by the job monitor: in Hamburg, the percentage

of companies planning to hire new employees clearly outweighs those thinking of reducing their staff by eleven per cent. Satisfaction with Hamburg's educational system rose from 49 to 63 per cent. A stable positive development is also experienced by locational factors. Satisfaction with the city's infrastructure increased from 3.30 to 3.38 per cent. Hamburg's support programmes also enjoyed better acceptance, climbing from 2.68 to 2.84 per cent. www.ey.com

Shortcuts

OTTO reports growth

OTTO Group, Hamburg, increased its revenues in the financial year 2009/2010 by 1.5 per cent to 10,138 million euro. The growth was driven by online retail with the end-consumer. Revenues from e-Commerce increased by 22 per cent to 3,628 million euro. Another driving force was the group's business in Germany, where revenues grew by 6.8 per cent to 5,791 million euro. Founded in 1949 in Hamburg, OTTO Group today is a global trade and services group with 48,653 employees and 123 companies in 20 countries. www.ottogroup.com

Tourism continues growth

Following the record year 2009 with six per cent increase to 8.2 million overnight stays, Hamburg continues its positive trend in tourism. According to the Hamburg Tourism Board, overnight stays went up by 3.8 per cent to 1.012.054 million in the first two months of 2010. Totals guest figures grew by 4.7 per cent or 562,895 guests compared to last year. www.hamburg-tourism.de

Neofonie with new branch

Berlin-based IT services provider Neofonie, developer of the WePad, has opened a new branch in Hamburg. Decisive factor in the location choice was the infrastructure in Germany's media capital. By the end of 2010, Neofonie's 25 staff will be active in acquiring new clients for its business segments search, social media, mobile applications, and e-publishing. Neofonie is a "Selected Location" in the federal "Land of Ideas" campaign. www.neofonie.de

Beiersdorf back to growth

The Beiersdorf Group from Hamburg has returned to growth and recorded organic sales grow by 6.0 per cent in the first quarter of 2010. An unexpected record growth was enjoyed by Beiersdorf's specialist for adhesive tapes, tesa. The tesa business segment generated sales of 209 million euro in the first quarter of 2010, which represent an increase of 20.2 per cent. www.beiersdorf.com

HamburgAmbassador now also to promote Hamburg's green assets First Mayor Ole von Beust welcomed Hamburg's honorary representatives from all over the world

They came from Tokyo, Sydney, Rio de Janeiro, Johannesburg, Chicago, New York, and Kiev: in early May, Hamburg's honorary representatives met at the banks of Elbe and Alster at the meanwhile fifth Hamburg Ambassador meeting. The highlight of the three-day meeting was a reception by Hamburg's First Mayor Ole von Beust, followed by a senate breakfast at city hall.



GreenCapital 2010. The agenda of this year's meeting thus included presentations of the International Building Exhibition and International Garden Show (IBA/IGS), workshops

on "Growth & Environment" and "European Green Capital 2011". Hamburg's 29 nature reserves, presented in a new book also available in English, were the main theme of a reception hosted by the Secretary of State Dr. Stephan Hugo Winters. Tours of companies such as Montblanc in Hamburg and Markenfilm GmbH in Wedel were also part of the programme. Social highlights included the evening gala of 61st Overseas Day, and a visit of Hamburg's future concert hall Elbphilharmonie concert hall in the presence of Karin von Welck, Minister of Culture, and director Christoph Lieben-Seutter. The short tour ended on Elbphilharmonie's balcony—where the group enjoyed the fantastic view on the Port of Hamburg's 821st anniversary parade.

www.marketing.hamburg.de

Sustainable image

Hamburg Marketing GmbH (HMG) annually hosts the HamburgAmbassador meeting in early May as a platform to intensify contacts, exchange experiences, and update the Hamburg expertise. This year, the encounter focussed on Hamburg's green qualities, reflected by the city's new policy "Growing with foresight", and its election as European

Up-to-date

German Press Museum: Experience-oriented and full of audience appeal, these are key targets of the exhibition concept, recently presented by the registered association "Friends of the German Press Museum". The feasibility study includes analyses on the location, the marketing, and the funding of the museum and provides cost details of the museum's set up and operation along with visitor estimates. Run by a foundation, the press museum will be realised as a public private partnership in the port's old warehouse district.

www.deutschespressemuseum.de

News-Bits

While still pupils, Michael Zillmer and the brothers Eike and Hendrik Klindworth developed first Internet games seven years ago. Today, their Hamburg-based company **Innogames** boasts more than six million clients, and even its first Korean affiliate. www.innogames.de

PET bottles are ubiquitous. They are made by Corpoplast's stretch blow moulding technology, invented by two locals 35 years ago: **Otto Rosenkranz** and Karl-Heinz Seiffert. Today's stretch blow moulding machines can manufacture 72,000 bottles per hour. www.khscoroplast.de

The motto of 2011: the metropolis as future lab The "European Green Capital" Hamburg leads the way with creative ideas

Can a booming trade and service metropolis like Hamburg, which also is also strong in industry, successfully combine economic growth and environmental protection? Yes, says Hamburg – and proves its point as the "European Green Capital 2011" with a programme packed with green activities. At the centrally located inner city info point, visitors will be able to explore the programme, plans, and visions of the European Green Capital 2011. The permanent exhibition is complemented by a series of special shows, explaining Hamburg's economic targets

of the near future. To discover Hamburg's pioneering projects at close, several green tours will be set up, which can be enjoyed throughout the Hamburg Metropolitan Area on walks, bike tours, or excursion using Hamburg's public transport. With a "train of ideas", Hamburg's green ideas will travel around Europe. Interested cities within the European Green Capital Award network are invited to 'own' their own wagon and to also promote their respective green ideas, achievements and future plans. The train's itinerary is

scheduled to stop at 15 large cities, including, inter alia, Vienna, Zürich, Antwerp, and Malmö. The diverse programme of events will also include a Youth Environmental Summit and a Day on International Environmental Law, taking place 15. -16. September with participants from all over the world. Further planned are also workshops, inviting citizens to share and discuss their visions of a green city. In addition, also a guide will be published, providing suggestions how to make events more environmentally friendly. <http://hamburggreencapital.eu>

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Editor
HWF Hamburg Business
Development Corporation
Andreas Köpke
Habichtstraße 41
22305 Hamburg
Tel.: +49 40 / 22 70 19-23
hamburg.news@hwf-hamburg.de