



Hamburg News

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Stable recovery

Companies hire new staff and run at full load: in the Hamburg Metropolitan Area, the economy heads back to boom. (p. 2)

Milestone for health

The Federal Ministry of Education and Science has honoured Hamburg as a "Health Region of the Future". (p. 2)

Urban visions

IBA Hamburg and the international garden show (igs) turn visions into models of a 21st century metropolis. (p. 3)

Hamburg Day at EXPO

With China's first passive house and exciting culture, Hamburg presented itself at EXPO's Hamburg Day in Shanghai. (p. 4)

Newsflash

That Hamburg managed the crisis better than others, has many reasons. Major stabilising factors are its trading partners, i. e. China, U.S.A., France, and the UK, which also remained stable and reliable. This fact was revealed by the HAS-PA Mittelstandsbarometer Handel 2010, for which the Hamburg Institute of International Economics (HWWI) analysed Hamburg's performance in foreign trade. Another stabilising factor are Hamburg's medium-sized companies. With bankruptcy at a low nine per cent, Hamburg's SMEs performed better than the national average, and even had funds for expansion. 9.1 per cent of them, and one-third of the city's large players, plan major investments this year, the Kreditanstalt für Wiederaufbau (KfW) reports. And with 21,016 new enterprises in 2009, Hamburg also confirmed its reputations as Germany's capital of entrepreneurs. www.hwwi.org

New potential for Hamburg's economy in China Wind energy location Hamburg hosts presentations in Shanghai and Hong Kong

On two trips, Hamburg promoted the assets of its thriving economy in Asia. Asset number one: the port. A delegation of Hamburg port operators thus accompanied Hamburg's Minister of Economic and Labour Affairs, Axel Gedaschko on his trip to Asia, where he promoted the port during talks at Seoul, Beijing, and Singapore. With 2.5 million containers (TEU) to be handled in 2010, China remains Hamburg's most important partner in foreign trade. 900 Hamburg companies maintain business ties with China, 50 of them have offices in Shanghai. 31 shipping services connect Hamburg with the Far East, 27 of them with China. Hafen Hamburg Marketing e.V. thus participated at the fair "transport logistic China" with a stand shared with other port partners from the Hamburg Metropolitan Area. Asset number two: Hamburg is also one of the world's top locations for renewable energies and a pioneer in wind



energy. The chances this expertise offers to Asia were recently illustrated at Shanghai's EXPO in a building as unique as Hamburg's know-how: at CO2 neutral Hamburg House. There, Nordex CEO Thomas Richterich, Michael Westhagemann, CEO Region Nord Siemens AG, Frank Horch, president of the Hamburg Chamber of Commerce, and Heinrich Lieser, CEO of HWF Hamburg Business Development Corporation and Hamburg Mar-

keting GmbH, presented the wind energy location Hamburg. 40 high-ranking experts from politics, administration, business, academia such as Wuxi Shang, Solar Energy, Shanghai Science und Technology Exchange Center, Clean Energy Center, Shanghai Electric Group, Liaoning Energy Investment Group, and Jiao Tong University attended the talk, and even 60 participant attended a similar event at the Hong Kong Science Park.

Two large projects, one target: urban life on derelict industrial premises HafenCity: masterplan for its eastern areas revised – Altona: old tracks make way for new flats

The past ten years have seen the birth of a new maritime borough in Hamburg: HafenCity. With its western areas nearly finished and already full with life, and the construction of its central area at full swing, it was time to align the master

plan for HafenCity's east. The revised master plan provides the ground for three distinct neighbourhoods: Oberhafen as creative and cultural area, Baakenhafen with residential and leisure use, and Elbbrücken as a mixed urban area with resi-

dential and office use. Impressions of HafenCity's east are shown at Kesselhaus. Second large-scale inner city building project is the conversion of the former cargo rail yard in Hamburg's western district of Altona. Until 2015,

some 2,000 flats are to be erected between Stresemannstraße and Harkortstraße. In a second phase, further areas north of Stresemannstraße are to be converted to residential use from 2016 onwards. www.hafencity.com

Shortcuts

Hamburg – Cuxhaven

The Free and Hanseatic City of Hamburg and Cuxhaven have signed a "key issues paper" to strengthen co-operation. Essential issues agreed upon in the paper include the co-operation of ports, maritime tourism, the establishment of a private shipping line service to and from Cuxhaven, and the joint marketing of Hamburg and Cuxhaven.

www.metropolregion.hamburg.de

Retail demands spaces

Hamburg is one of the top retail sites in Germany, says Jones Lang LaSalle. According to their "Retail Ticker Hamburg", the demand for retail floor space significantly increased in the first quarter of 2010. The survey also confirmed Spitalerstraße, Mönckebergstraße, Neuer Wall, Hohe Bleichen, and Jungfernstieg as the city's top locations. Poststraße will be upgraded by late 2011 by the currently revitalised Old Post complex.

www.joneslanglasalle.de

Private incomes increase

The private income of Hamburg household increased by 3.2 per cent in 2008 to 41.5 billion euros, the Office of Statistics North informed. Per capita, every local citizen had 23,445 euros in his wallet for private consumption, and thus 4,481 euros more than the average German. Consumption expenditure grew by 2.6 per cent to 37.7 per cent in 2008.

www.statistik-nord.de

Positive port results

Sea cargo handling at the Port of Hamburg increased again with a total of 28.6 million tonnes handled in the first quarter of 2010, representing a 4.6 per cent growth. Cargo handling in March 2010 topped the ten million tonnes mark for the first time since November 2008 and grew by 10.7 per cent to 10.5 million tonnes. In the rail-borne traffic between the seaport and the hinterland, Hamburg Port Railway reported a rise of no less than 16 per cent for the first quarter of 2010, with 448,238 TEU carried.

www.hafen-hamburg.de

Aviation soars to new heights in the Hamburg Metropolitan Area

With the start of operation of the Centre for Applied Aviation Research (ZAL), Hamburg has consolidated its position as the world's leading location of aeronautics. Housing test stands, simulators and demonstrators, ZAL offers attractive research opportunities and allows to develop innovations to market.

ZAL's shareholders include Airbus. The European aircraft manufacturer has announced to create 1,500 new jobs this year, 800 of them in Germany. Out of these, 500 posts will be

reserved for the Airbus plant in Hamburg-Finkenwerder, another 100 for the Stade plant in the Hamburg Metropolitan Area, and Airbus in Bremen.

More staff also works at Hamburg Airport, where the opening of the shopping plaza caused staff figures to rise by 1,000 to 15,000. New jobs are also available within the supplying industry. According to the industry association Hanse-Aerospace, every third company plans to recruit new staff. The German carrier Luft-

hansa recently took delivery of its first A380 at Airbus in Hamburg. However, Lufthansa started into the jet age with Airbus' biggest competitor: Boeing. To commemorate the 50-year co-operation anniversary, a ceremony was held at Lufthansa Technik in Hamburg. In late 2011, Lufthansa will welcome Boeing's latest model in its fleet: the first of 20 B747-8 intercontinental aircraft ordered in Seattle.

www.lufffahrtstandort-hamburg.de

Industry pushes Hamburg's economy back to solid growth

Sales climb by 26.2 per cent – order books filled, new staff hired

It hums again in Hamburg's industry: In the first quarter of 2010, sales of Hamburg's biggest 222 industrial companies grew by 26.2 per cent compared to last year and reached 15.9 billion euros, the Office of Statistics North reports. Driving force was the domestic demand exploding by 33.9 per cent to 12.1 billion euros. Every day, such positive news makes headlines in papers and the net. The economic recovery also reached Aurubis. The

Hamburg copper producer has earned 167 million euros in the first six months of the current fiscal year after a year of negative results. Aluminium producer runs its foundries under full load and has recruited 40 new employees to meet demands. The old cocoa factory at the Elbe bridges also operates at full speed after investments of 65 million euros by new owner Delfi Cocoa. Tesa's tapes are back in demand, accounting for a 20.2 per cent increase

in sales to 209 million euros. Daimler's axle production plant in Harburg also reports an excellent work load. Helm AG is planning to steadily increase staff figures at City Süd until 2015. The headquarters of the chemical trader are to undergo a 15 million euro modernisation. Forklift specialist Still reports a 20 per cent increase in orders in the first four months of 2010 and recently presented its first full hybrid model.

www.statistik-nord.de

Hamburg Metropolitan Area

Life science industry continues growth with major milestones

The pharmaceutical company medac celebrates its 40-year anniversary with further expansion. Already in October, the medium-sized company based in Wedel plans to inaugurate its new building in Tornesch. Recently, the topping-out ceremony of the R & D cum logistics centre has been celebrated at the Oha industrial area. The 20 million euro project will bring 50 new jobs to the northwest of the Hamburg Metropolitan Area.

A leader in cancer drugs

Since its founding in April 1970, medac has become the main provider of anti-cancer drugs in Germany. Internationally, the steadily expanding company exports its products to more

than 70 countries and employs some 600 staff throughout the world. In 2009, medac generated sales of 200 million euros. Further growth will be secured by the new building and increased activities in Japan and the U.S.A.

Future-oriented health region

Hamburg and Schleswig-Holstein use their existing expertise in medicine, medicine technology, bio-technology, and pharmacy as partners of Life Science Nord. The competence of the internationally competitive life science cluster has recently been reflected by Hamburg's appointment as "Health Region of the Future" by the Federal Ministry of Education and Science (BMBF).

Under the auspices of the Hamburg Chamber of Commerce, the project "Urban Health – success concept health metropolis Hamburg" has been developed by the Hamburg Senate in co-operation with 113 partners of the health industry, i. e. 74 companies, hospitals, and health insurances, 28 associations, organisations and foundations as well as eleven universities and research institutes. Along with two other winners, the Hanseatic city will receive funds of 22 million euros. In addition, the Hamburg Senate and 60 companies will contribute another nine million euros to the projects.

www.medac.com

www.life-science-nord.net

www.gesundheitsforschung-bmbf.de

IBA and igs present solutions for tomorrow's cities

IBA to realise visionary building ideas – igs showcases the 21st century's park

Two major projects for the future of cities take shape in Hamburg: the International Building Exhibition (IBA) Hamburg and the international garden show (igs 2013) on the Elbe islands Veddel and Wilhelmshaven and Harburg's inland port. With 2013 as final year for both shows, they already set visible signs in 2010.

In line with the tradition of the international building exhibitions, IBA Hamburg meets the challenges of tomorrow by developing visionary models for the future of cities. Especially the projects of the "building in process" projects within the building exhibition have already won international acclaim.

Together with the Ministry of Finance of the Free and Hanseatic city of Hamburg, IBA launched tender procedures for four model plots last year, asking for visionary, exemplary, yet realistic architectural ideas. To be built are "hybrid houses" that adapt to the needs of their residents, "smart material houses" made from intelligent materials of the future, "smart price houses", combining low costs with high aesthetic values, and "water houses", demonstrating possibilities of constructing homes on water in an experimental way. For investors wanting to participate in the implementation of IBA projects and to realise

their own design ideas, funds are available.

Like IBA Hamburg, the international garden show igs 2013 is not only about garden, plants, and flowers, but also turns visions into reality. Its goal is the creation of an urban park for the 21st century. Extending over some 100 hectares, the garden show will invite visitors in 2013 to explore the world when wandering through seven theme worlds comprising 80 gardens. Each of the seven worlds will present a different travel topic through gardening, landscaping, and artistic contributions.

www.iba-hamburg.de
www.igs-hamburg.de

New network to strengthen Hamburg's creative industry

Women are the driving force behind the growing sector and much in demand

Creative women are the future. In the book industry, the art market, and the design sector, every second employee is female, and every second new enterprise is founded by a woman. With these figures, Hamburg is a national leader. The national female quota, reveals a report by the Federal Ministry of Economy and Technology, hovers between 40 and 44 per cent. Totalling 15 billion euro per year, also the turnover of Hamburg's 13,800 cre-

ative players is quite unique. Many of them are not only local icons, but also internationally acclaimed. Light designer Ulrike Brandt not only created the illumination concept for Hamburg's new cultural landmark Elbphilharmonie, but also for London's British Museum and Shanghai Airport. "Bertini" producer Katharina Trebitsch is one of Germany's top film directors, and the fashion by local designers such as Bettina Schoenbach is worn

by celebrities and even the German chancellor Angela Merkel. The creative potential of the Hanseatic city is promoted by two players. Equipped with three million euro until 2011, the Hamburg Kreativ Gesellschaft acts as a central joint between associations, companies, and employees of the industry. With Frank Lemloh, Hamburg also boasts an official Federal representative for the creative industry.

<http://kreativgesellschaft.org>

Sietas gains access to Ro-Pax as new market segment

Order books of Germany's oldest shipping yard fill up again

It was not until the global economic crisis that the insolvency threatened shipyard J. J. Sietas KG GmbH & Co. in the Hamburg Metropolitan Area received new orders. In April 2009, the North Frisian steamboat shipping company W.D.R. signed the first new building contract for a German shipyard in Neuenfeld. With the new double-ended ferry, built within 35 weeks, Sietas not only gained a new client, but also gained access to the promising Ro-Pax segment. Equipped with propellers instead to the traditional

ship screw, the ferry can travel in both directions, and therefore forego time-intensive manoeuvring at port when loaded with up to 1,200 passengers and 75 cars. Logged in the order book of Germany's oldest shipping yard dating back to 1635 are five additional ships: a Ro-Ro freighter for the Norderney-based shipping line Norden Frisia, two dredgers, and two "heavy lifters". They have been ordered by a neighbour, Schiffahrtskontor Altes Land (SAL), which invests 120 million euro into the new cargo

ships. Since its formation in 1980, SAL has ordered all ships with Sietas, initially only small coastal freighters, meanwhile more than 50 vessels.

The family-owned Sietas Group comprises next to the J.J. Sietas with 640 staff also Neuenfelder Maschinenfabrik and Norderwerft, which makes the company a major employer in the region. The 2009 fiscal year saw the start of a phase of corporate redirection towards innovative, industrial special purpose shipbuilding.

www.sietas-werft.de
www.sal-heavylift.com

Shortcuts

Tourism grows on

New Hamburg tourism records: with 699,200 overnight stays, March 2010 was the strongest March ever in the history of Hamburg tourism. The first quarter ended with a +7.7 per cent growth to 1.71 million overnight stays.

Domestic demand grew by 8.4 per cent, figures from abroad by 4.9 per cent. Austria (+31.7 per cent), Denmark (+23.3 per cent), Spain (+29.2 per cent) and UAE (+16.5 per cent) were the most important source markets. Hamburg tourism also benefitted from new hotels. Last year, some 3,300 beds have been added. Further 2,570 new beds are expected to join the market this year.

www.hamburg-tourism.de

Respectable merchant

The Hamburg School of Business Administration (HSBA) has been offering the Master degree course "Global Management & Governance" since 2009. Under the auspices of the "Assembly Of A Respectable Merchant in Hamburg", aspiring managers are not only taught the basics of business administration, but also ethical and social values.

www.hsba.de

Pushing wind energy

In the North Sea of North Wales, the world's largest offshore wind park will be erected on 79 sqkm. Called Gwynt y Môr, i. e. 'Wind in the Ocean', the project will be planned and operated by RWE Innogy's wind energy division headquartered in Hamburg. There, roughly 100 of its 200 staff will be involved with the set-up of its 160 wind turbines with an output 3.6 MW each. Construction is scheduled to start in 2011 and be finished by 2014.

A major part in the construction of these wind parks will be handled by "Thor" with its 82 metres long legs, allowing to build in water up to 50 m deep. Hochtief's new jack-up platform was recently baptised in Hamburg and presented to the public during the celebrations of Hamburg's 821st port anniversary.

www.rwe.com
www.hochtief.de

Hamburg Day at EXPO 2010 Shanghai: passive house and culture as ambassadors Hamburg and Shanghai further deepen their twinning by a new Memorandum of Understanding

The friendly relations between Hamburg and China were at the heart of Hamburg Day, attended by Hamburg's First Mayor Ole von Beust and his delegation of 50. Next to a visit of Hamburg House, China's first certified passive house, and meetings with officials, the agenda also included concerts by Hamburg's successful cultural exports, i. e. the rock band Revolverheld and the ensemble Salut Salon (picture).



in setting new standards and showing the different aspects

of our home city Hamburg – in culture, economics, and ar-

chitecture, to name just a few", First Mayor von Beust said at a press conference in the presence of the Chairman of the Political Consultative Conference (CPPCC) Shanghai, Feng Guoqing (picture). During the Hamburg Day visit, Hamburg's First Mayor Ole von Beust and Shanghai's Mayor Han

Zheng signed a Memorandum of Understanding, which defines co-operation projects in the frame of the nearly 25-year long twinning of the two port cities. They include, inter alia, the exchange of judges, climate protection and urban development projects, the formation of sports clubs based on the German model, and a co-operation of the Brand Academy Hamburg and Denghua University Shanghai. www.expo2010.hamburg.de

Visions and concrete projects

"We are trying to illustrate with our pavilion how one will perhaps live in a few years in Shanghai and Europe – in a house with modern architecture and technology that consumes no energy, but provides itself with energy of its own. We were really interested here

Up-to-date

John Grisham will read in Germany. The US-American writer is probably the most famous of the 141 authors from 21 countries, reading at the second Hamburg's Harbour Front Literature Festival held 8 - 18 September 2010. Boasting 87 events at 21 locations, further famous writers presenting their works will be John Irving, Alina Bronsky, Sofi Oksanen from Finland, and Germany's literature critic and author, Elke Heidenreich. The best young poet will be honoured with the Michael Kühne Prize, granted this year for the first time. www.harbourfront-hamburg.com

News-Bits

Europe's first **Balinese Hindu temple** was inaugurated in Hamburg. Located at Völkerkundemuseum, the city's ethnographical museum, it was officially consecrated by Bali's highest priest, Ida Bhagawan Dwija. www.voelkerkundemuseum.com

To provide clean drinking water to the people in third world countries is the aim of **Viva con Agua**, founded by the former FC St. Pauli midfielder player Benjamin Adrion in 2005. Since then, 13 water projects and sanitary units have been set up by Viva con Agua throughout the world. www.vivaconagua.org

Hamburg's "Speicherstadt" celebrates 125-year anniversary The world's once largest warehouse complex today vibrates with art and culture

Between Deichtorhallen and Baumwall, the Port of Hamburg has preserved its nostalgic face: Speicherstadt. Built in Hamburg's free port area started 125 years ago, it then was the world's largest warehouse complex. Seven and eight storeys tall, the Gothic revival style port warehouses tower above small canals called "fleet", and bizarre gables and turrets are reflected in the floods. At night, the steel bridges and brick buildings are artfully illuminated by 800 lights. But behind the thick well-tempered walls, which housed high-quality goods

such as coffee, tea, cocoa, spices, tobacco and Oriental rugs, new life has moved in.

Creative agencies and MITT companies use the former warehouses as offices, model agencies and artists as showrooms, photographers and musicians as studios. The past and present of the unique neighbourhood is reflected by three museums, i. e. the Docklands Museum, the Customs Museum, and the Spice Museum. A treasury of shipping is the International Maritime Museum at port warehouse B. Racing legends and automobile rarities are presented by the collection

"Prototyp" on two former factory floors. With "Miniature Wonderland", also the world's largest H0 model railway is at home at Speicherstadt, while the "Hamburg Dungeon" will take you on a ride through the city's spooky past. Culture lovers can attend the lectures and artist talks at KörberForum, enjoy the open-air performances of the "Hamburg Everyman", the vaudeville shows at Kehr wieder Theater, or the performances of the Theater in der Speicherstadt. And just one bridge away, HafenCity commences. www.hamburg-tourism.de

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