



Hamburg News

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Hooked on science

In the Port of Hamburg, various scientific research programmes secure the port's locational fitness and future. (p. 2)

Pizza for the world

The fine food grown or manufactured in the Hamburg Metropolitan Area is much loved throughout the world. (p. 2)

Green shipping

In September, shipbuilding and shipping will turn green, with SMM 2010 and gmecc taking place in Hamburg. (p. 3)

Active representatives

HamburgAmbassadors fulfill their tasks with high personal involvement, Ursula Schulz and Bodo Liesenfeld show. (p. 4)

Newsflash

City marketing under one roof:

The key players in Hamburg's successful brand marketing, i. e. HWF Hamburg Business Development Corporation, Hamburg Tourism Board GmbH (HHT), and Hamburg Marketing GmbH (HMG) will join forces. They will be bundled under the umbrella of HMG as a parent holding company responsible for marketing Hamburg on a national and international level. The long-time head of Hamburg's Tourism Board, Dietrich von Albedyll, has been designated as new chairman and CEO of HMG. Thorsten Kausch is designated vice chairman. The proposal is to be confirmed by HMG's Supervisory Board in 2011. All public companies, clusters, and project organisations vital for the national and international promotion of Hamburg, will in future be integrated into the Hamburg Marketing on the base of target and performance agreements. www.marketing.hamburg.de

Corporate headquarters attracted to HafenCity Already more than 200 corporate headquarters present

With internationally acclaimed HafenCity, Hamburg boasts a location with a unique attractiveness to companies. More than 200 enterprises have set up their business there. As early as 2003, SAP has recognized the advantages of HafenCity, and became the first tenant. In 2005, China Shipping moved to Sandtorkai. In 2006, logistics giant Kühne + Nagel transferred headquarters to HafenCity, followed by Unilever in summer 2010, and Germanischer Lloyd in spring 2010. Other companies are ready to follow. In 2012, Hamburg's first five-star Westin will open at Elbphilharmonie. And also Greenpeace will leave Altona for HafenCity's Elbtorkai. The special flair of HafenCity is particularly attractive to the creative industry. While the German television broadcaster ZDF moved into an innovative office block at Oberbaum bridge, the Funk & TV Akademie Hamburg GmbH chose the heritage protected



and recently modernised former premises of the Harburg rubber comb company. And in 2011, the entire SPIEGEL group will move to Ericusspitze into its new landmark headquarters. Today, media companies at HafenCity already account for 17 per cent of all companies present, followed by logistics (also 17 per cent), trade (9 per cent), providers of financial services (6 per cent), IT services providers, and consultancy providers (both 5 per

cent). Perfect training conditions for musicians, incorporating sound-proof rooms in the private flats are being provided by HafenCity's newest project: Bürgerhaus AG's Music House. Meeting the highest environmental standards, the music house was designed by Hamburg's 360grad+ Architekten, who won the architectural context with their modern and yet very typically northern brick building (picture). www.hafencity.com

HWF jubilee: 25 years of successful support for Hamburg's economy

51,434 new jobs created – 179,569 jobs secured – 8,624 million euro of investments triggered off

In Hamburg's economy, HWF Hamburg Business Development Corporation plays a key role. Since July 1985, its highly qualified economic experts have offered professional consultancy free of charge to local companies and

enterprises wanting to relocate to Hamburg. Their list of clients not only includes Asian shipping lines such as China Shipping, Cosco, and Evergreen, or Japan's global players like Olympus, Panasonic, and Sharp, but also small and medi-

um-sized companies like Maurer Electronics AG. While initially the key interest of promotion was the new MITT (media, IT, telecommunications) industry, the focus soon broadened by incorporating aviation and logistics, followed by life sciences,

the creative industries, and climate protection and renewable energies as latest additions. HWF's currently supports projects by Rolls Royce, General Electric and the wind energy companies Nordex und Vestas. www.hwf-hamburg.de

Shortcuts

Hanse Office: 25 years

They were pioneers: As the first of Germany's states, the Free and Hanseatic City of Hamburg opened a regional office in Brussels to represent its interests in Europe. Two years later, with Schleswig-Holstein as new partner, the dual representation of two states under the joint roof of Hanse-Office was another novelty. Its successful work of the past 25 years will be commemorated on 16 September in a ceremony at Brussels.

www.hanse-office.de

Vestas invests

Vestas invested 1.5 million euro into the extension of its Hamburg sales office. The Danish manufacturer of wind turbines significantly expanded its facility at the Zeughaus business park in Eppendorf by 1,600 sqm to 4,500 sqm. In the past 30 years, the company installed more than 40,000 wind energy units. This year, it generated a first-quarter revenue of 755 million euros.

www.vestas.com

Brand Academy

With the "Brand Academy Hamburg – Hochschule für Design und Kommunikation" Germany's first university of applied sciences focusing on marketing and brand building will start tuition in the winter semester 2010/11. The curriculum comprises two Bachelor degree courses: "Brand Design" with focus on creative aspects, and "Brand Management", acquainting students with market-oriented and communicative aspects of a brand.

<http://dfi-ba.com>

Reeperbahn Festival

In 2010, Reeperbahn Festival celebrates its five-year anniversary from 23 to 25 September with artists like Marit Larsen, Babylon Circus, and Irie Revoltes. A true festival classic is the Poster Convention Flatstock Europe; new entries include the Warner Music Night and Warner Music Lounge with exclusive showcases. At Reeperbahn Campus, the Bundesverband der Veranstaltungswirtschaft (idkv) will celebrate its 25-year jubilee.

www.reeperbahnfestival.com

Green energies: new impulses for Hamburg's old economy

Green energy is good business. This is not only true for the growth sector of renewable energies, but also for traditional companies. The Hamburg specialist of adhesive tapes, tesa SA, thus recently extended its product portfolio with solutions for the wind energy industry. Two heavyweights providing financial solutions to the green sector are also at home in Hamburg: Commerzbank, that funds solar plants and wind turbines from its Hanseatic office, and HSH

Nordbank. The state credit bank of Bank of Hamburg and Schleswig-Holstein plans to expand its loan portfolio until 2015 from currently 3.5 billion to six billion euros.

Investments into environmental protection not only reduce CO2 emissions, but also lower operating expenses. As early as 2003, the Free and Hanseatic City of Hamburg thus entered an alliance with the city's leading business organisations to promote a sustainable economic development. In

2007, the "UmweltPatenschaft Hamburg" programme was extended until 2013. Meanwhile, some 2,700 companies have benefited from this unique environmental partnership, invested in clean technologies, established environmental management systems or improved the energy efficiency of their production processes. Further 624 companies have become partners of the city environmental programme.

www.commerzbank.de

www.hamburg.de, www.tesa.de

**Research and science to stimulate future growth in the port
Fraunhofer Center and Hamburg Port Authority to optimise port processes**

The Port of Hamburg has launched a research campaign. The goal: an innovative development of processes and structures.

How the flow of goods could be directed faster and more efficiently through the port is analysed by the new Fraunhofer Center of Maritime Logistics and Services (CML) that has been set up at the Hamburg University of Technology. In its five-year long start-up phase, decisive to the centre's future

rise and status as Hamburg's first Fraunhofer Institute, sea port planning, fleet management, and maritime forecast are the main areas of research. During the initial period, the centre is equipped with six million euro for applied research. Not only at Harburg, research focuses on optimising port processes, but also the Hamburg Port Authority invests into scientific projects to advance the port in strategy and operations. A key topic is the

construction of quays, which have to withstand the forces caused by the ever-increasing vessels. In co-operation with TuTech Innovation GmbH and Hafencity University, the behaviour of quay walls has been analysed in spring, followed by practical tests of construction methods causing less noise. Another subject of study is the quest for a more efficient quay profile.

www.tuhh.de

www.hamburg-port-authority.de

Hamburg Metropolitan Area**Innovation, diversification, and quality let food industry grow**

With the Port of Hamburg as gateway for exotic food and fruit, spices, coffee, tea, and cocoa, and fertile rural regions embracing the city, the Hamburg Metropolitan Area is a leader of Germany's food industry.

Diverse food landscape

At the area's 220 food companies larger than 20 staff, 21,800 employees have found an employment fitting their abilities. Further employment is offered by countless smaller companies and organic farms or factories that process regional goods in line with the slow food movement. In the entire value chain from farmers to food stores, a total of 60,000 staff are working in the agri-

food sector of the Hamburg Metropolitan Area.

Pizza for the world

One of the major operators is Peter Kölln from Elmshorn. The company successfully diversified its cereal range in recent years. Another giant is Dr. Oetker. The food company recently invested 20 million euros into its Wittenburg pizza factory. Every day, some 750,000 pizzas now leave the production line to be exported into 38 countries worldwide. The investment not only secured 700 jobs, but also created 50 new ones.

Employment to 100 citizens was offered by Harry's Brot, needing staff for further expansion. The Schenefeld-ba-

sed bakery is currently investing some 60 million euros into the expansion of capacities and new products. Latest star of the 600+ articles range is "Crustless", a bread with no crust. And in spring 2011, Harry's newest bakery for frozen food is scheduled to start operations in Soltau.

In the same year, germ-free chocolate, allowing to extend the durability of ice cream, yoghurts, or desserts, will be available from Herza. After investments of 1.1 million euros into a new production technology, the Norderstedt-based company is the first to offer chocolate as a sterile ingredient for food products.

<http://metropolregion.hamburg.de/ernaerungswirtschaft>

The Freeport's New Clothes

Hamburg's warehouse district "Speicherstadt" is truly fashionable

Hamburg's neogothic warehouses of Speicherstadt are the city's hottest new address for fashion. Nowhere else in the Elbe metropolis you will be able to find such distinctive buildings with variable areas for lease and varied options for presentation and office use.

With the slacks and casual wear specialist BRAX, a top German brand has now secured premises in the former warehouse Block Q, currently undergoing extensive modernisation by HHLA Real Estate. From the beginning of 2011, additional leased space of 6,000 sqm will be available there to the fashion, design and creative sector.

Located in a low-traffic zone

at the gateway to HafenCity, warehouse Block Q occupies a prominent location directly on the future main thoroughfare between Jungfernstieg and the cruise terminal. Usage options include custom-designed offices, presentation areas and storage space. From early 2011, BRAX will be occupying 700 sqm on the sixth floor of Block Q as offices and a presentation area for its new collections.

Since the fall of the free port fence, Speicherstadt has increasingly become a fashion industry catwalk. With showrooms covering roughly 20,000 sqm, some 45 fashion tenants and more than 125 labels and

brands like Timberland, Mavi Jeans, and Blessed & Cursed, Speicherstadt has established itself as one of Northern Germany's leading fashion centres.

In 2008, the former coffee Warehouse Block R3 has been converted for the fashion industry. Today, 24 tenants occupy 4,500 sqm and use them as showroom and office space. Big names of the textile industry are also at home at Block W at Alter Wandrahm 8 with Marc O'Polo International GmbH, and it neighbour Jack Wolfskin Ausrüstungen für Draussen GmbH & Co. KGaA at Alter Wandrahm 9.

www.hhla.de

SMM marks the beginning of a "green era" in shipbuilding

Marine environmental congress to complement the world's leading shipbuilding fair

SMM 2010 is going green. And green also stands for continued recovery of the worldwide economic climate for the global shipbuilding industry, meeting at the Hamburg Fair grounds for the "24th shipbuilding, machinery & marine technology, international trade fair hamburg" from 7 to 10 September 2010. Greener and more efficient is also the watchword for the new technologies and products, which will be presented by some

2,000 exhibitors from 60 countries to more than 50,000 trade visitors from all continents. Environmental technologies not only help to protect the climate and the environment, but also lower the expenses of ship operating. MAN and Wärtsilä, for instance, now offer marine diesels with lower fuel consumption and lower emission levels. The same applies for improved automation and navigation systems, as shown by ABB and Siemens, Green tech-

nologies also include a whole range of additional equipment such as bilge water management and disposal systems. Concrete solutions for greener and cleaner shipping are also being presented by the 700 representatives participating at the global maritime environmental congress gmec held from 7 to 8 September for the first time at CCH Congress Center Hamburg.

www.smm-hamburg.com

www.gmec-hamburg.com

White ships, blue nights at the 2nd Hamburg Cruise Days

Partners of the Metropolitan Area participated for the first time at maritime festival

From 30 July to 1 August, the Elbe river once again was the catwalk of cruise ships. After its successful launch in 2008, six dream vessels moored at this year's second Hamburg Cruise Days: "AIDAaura" and "AIDAluna" of AIDA Cruises, Transocean's "Astor", Hapag Lloyd Cruises' "Columbus", the TV vessel "Deutschland" of Peter Deilmann Shipping, and TUI Cruises' "Mein Schiff".

For three days, Hamburg celebrated the cruise liners with maritime entertainment, live music, and theatre on the harbour edge and at HafenCity.

The maritime gala kicked off with the Cruise Night, when the paddle steamer Louisiana Star, and the saloon ships MS Hamburg, Olympic Star, Hanseatic, and River Star turned the river into a party zone. In addition, the entire scenery was bathed in the sparkling blue of the Blue Port illumination by light artist Michael Batz. And when the sun arrived on Saturday morning, the partygoers, who were still awake, witnessed the cruise ships arriving, with every half an hour a new vessel. To depart, the ships staged the

"Bon Voyage Parade" and lined up in front of HafenCity and Landungsbrücken. Led by the sail ships Atlantis and Sedov, guided by museum freighter Cap San Diego and surrounded by boats and barks, the maritime flock sail downstream in keel line. To realise the Hamburg Cruise Days 2010, with first-time participation of Wedel and Stade as partners of the Hamburg Metropolitan Area, Hamburg Marketing GmbH (HMG) contracted once again the agency CJP Hamburg.

www.hamburgcruisedays.de

Shortcuts

Breakthrough for patents

Unused patents deprive the economy of eight billion euros, the Institute of the German Economy recently revealed. The gap between the idea and the market product is bridged by the Hamburg-based IPB AG. Its roughly 80 employees and 250 external partners in research institutes and universities evaluate patent-protected technology and provide funds for its further development and marketing. With a managed fund volume of 200 million euros, IPB AG is a leader in technology development funds.

www.ipb-ag.com

MAN invests

MAN SE, a leading European industrial player in transport-related engineering, has merged its diesel engine activities with its compressor, and turbines division in the company MAN Diesel & Turbo SE. The new company plans to invest more than twelve million euros into its Hamburg site until 2012. 1.2 million euros alone have been designated for new cranes and low loaders. Further 650,000 euros will be spent on washing machines for machine parts. In addition, the rental contract for MAN's Hamburg site was extended with Hamburger Hafen- und Logistik AG (HHLA) until 2020.

www.mandieselturbo.com

Strategic games

Hamburg is Germany's games capital. On the banks of Elbe and Alster, innovative online games are invented along with traditional board games, which continue to please players along with their digital counterparts. Highly esteemed specialists of the games scene are Peter Eggert and his nephew Philipp El Alaoui. Supported by their team, they are the brains behind the strategic games of eggertspiele. Launched in 1996, the niche enterprise today also contracts other games authors to produce new strategic games. Two of their board games are deeply rooted in the region: "Hamburgum" and the brand new "Die Speicherstadt"

www.eggertspiele.de

www.hit-technopark.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



Bodo Liesenfeld (picture, left) from Boston is Hamburg's sixth honorary representative in the United States of America.

Liesenfeld, CEO of Liesenfeld International GmbH, was recently appointed as HamburgAmbassador by Secretary of State Carsten-Ludwig Lüdemann at city hall. Liesenfeld not only boast a strong economic competence in New England, but also excellent ties to Latin America as President of the Board of Hamburg's Lateinamerika Verein e.V.

20 years Hamburg – Prague

The Prague-based Hamburg teacher Ursula Schulz, appointed as Hamburg Ambassador in 2007, significantly contributed to the activities and festivities



in the frame of the 20-years of twinning celebrations between Hamburg and the Czechian capital Prague. With "Prague

in Hamburg", "Hamburg in Prague" and the German Reunification Day reception at the German Embassy in Prague as the jubilee's three essential parts, culture formed the main focus of the bilateral celebrations. Ursula Schulz initiated film and school projects, supported concerts, and brought together the two houses of literature in Hamburg and Prague, which not only hosted reciprocal events, but also launched a joint "Writers in Residence" programme. This summer, the Prague author Josef Monik spent four weeks in Hamburg. In October, the Hamburg author Stefan Beusse will work in Prague. Integrated into the jubilee was also the Hamburg-Prague Business Day, followed by a port boat tour (picture) with representatives from Prague and Czechia.

www.hamburg-prague.de

Up-to-date

New twinning partner: Tanzania's port city Dar es Salaam is Hamburg's ninth sister city, and the Hanseatic city's first on the African continent. To sign the twinning agreement, which takes the five-year long co-operation between the two cities to new height, Dar es Salaam's mayor Adam O. Kimbisa recently travelled to Hamburg. Hamburg is also twinned to St. Petersburg, Marseille, Dresden, and Prague in Europe, Shanghai and Osaka in Asia, and Chicago and Leon in North- and South America, respectively.

News-Bits

"Three colours green" is the focus of this year's **Filmfest Hamburg**. Anticipating Hamburg's role as Europe's Green Capital 2011, it involves a short film competition for German film students and a series of environmental films. www.filmfest-hamburg.de

An **Academy of World Religions** is now part of Hamburg University. The new institute, unique in Germany, focuses on the theories of Islam, Buddhism, Christianity, Judaism, and Alevitism and promotes the dialogue and networking between the leading world religions. www.zwid.uni-hamburg.de

Hamburg – Britain's stronghold on the Elbe banks How very British: the Elbe metropolis is Germany's anglophile capital

"Hamburg is the world's most English city. A city in which people wear blazers and flannel trousers, and feel the most comfortable with a Dunhill pipe between the teeth", a correspondent of The Times wrote in December 1991. A fact Heinrich Heine had long recognised. Over and over again, the otherwise very critical poet praised the English manners and customs of the Hanseatic city.

On 8 November 1266, Henry III laid the foundation for the economic ties, which are still strong today. To keep them alive and fruitful for partners in

both states is the main target of Dr. Rainer M. Giersch, regional director of the British Chamber of Commerce in Hamburg. 120 British firms, including petrol companies like BP or global food giants like Unilever, have chosen Hamburg for their headquarters, branches, or sales office. 240 Hamburg enterprises are present in Britain with affiliates and representations. Hamburg's contribution to the bilateral British-German trade annually hovers around eight to ten per cent – a German record.

The close trade relations brought about an early intense

cultural exchange. Two dozen German-British clubs are active in the Hanseatic city, including the British Club Hamburg founded in 1947. With the Anglo-Hanseatic Lodge, a British Masonic lodge with some 100 members has been at home in Hamburg since 1958. A true Hamburg tradition is the "British Day", which celebrates its 20-year anniversary this year. The festival of the roughly 5,200 British citizens who officially live in Hamburg is firmly anchored in the social calendar of the Hanseatic city.

www.britishday.com
www.bccg.de

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