



Hamburg News

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Fair Trade City

As Europe's Green Capital 2011, Hamburg will also apply for the Fair Trade City seal by the end of this year. (p. 2)

A350 XWB productions starts

At Stade, the production of CFRP parts has started for the Airbus A 350 XWB long-range jet with giant upper wing shells. (p. 2)

Hamburg ahead

At the German Reunification Day celebrated in Bremen, Hamburg presented itself as a vibrant metropolis with creative scenes. (p. 3)

150 years Japan – Germany

Sino-German business relations will exist 150 years next year. A leading centre of the bilateral relations is Hamburg. (p. 4)

Newsflash

At home in Hamburg:

Hamburg is the gateway to the world, and the world is at home in Hamburg: 187 nationalities living in Hamburg make it a true cosmopolitan metropolis. Comprising a total of 487,000 people, migrants account for 28 per cent of the city's population. One-fifth of all foreigners have a Turkish passport. With the first guest workers having arrived in 1961, the city today is home to the third generation of Turks. Another major group are Polish people along with immigrants from Serbia and Montenegro. The carpet trade gave Hamburg the largest Afghan community in Germany. Insights into their culture are provided by the Afghan museum at Hamburg's historic warehouse district. Much loved by the locals are Hamburg's Portuguese citizens who operate fish restaurants and coffee shops – and made Galão, not Latte the city's most trendy coffee drink.

Hamburg's new Senate stands for continuity and growth Handling volumes in the Port of Hamburg significantly increased in the first six months

Hamburg has a new senate and continues the black-green coalition government with the Christian Democrat Christoph Ahlhaus as the city state's new First Mayor. The city's former Minister of the Interior won the support of 70 out of 121 members of the Hamburg parliament. New Minister of Economic and Labour Affairs and first immigrant ever to be appointed to a high office in German is the logistics entrepreneur Ian Karan, who left his Sri Lankan home for London at the age of 16 and arrived in Hamburg in 1970. Karan, who obtained his German citizenship last year, made a fortune by a company that rents out shipping containers in the port of Hamburg. Also new to the Senate are Heino Vahldieck as Minister of the Interior and Reinhard Stuth as Minister of Culture, Sport, and Media. Six members of the Senate formed by Ole von Beust, who quit in July on personal grounds, were reconfirmed. Christa Goetsch



continues to be the Second Mayor and Minister of Education and Training; Dr. Herlind Gundelach as Minister of Science and Research. The Ministry of Urban Development and the Environment is headed by Anja Hajduk. Carsten Frigge remains Hamburg's Minister of Finance, Dr. Till Steffen was reconfirmed as Minister of Justice, Dietrich Wersich as Minister of Social Affairs, Family Affairs, Health and Consumer Protection. The new Hamburg senate stands

for continuity and growth, a fact already reflected by the latest economic figures. At the Elbe metropolis, the upswing continues, and is especially strong in the port, where handling volumes increased by 8.1 per cent to 58.6 million tonnes of sea goods in the first six months of 2010. In June alone, container handling increased by 16.5 per cent compared to last year, leading to an estimated total of 7.7 million TEU handled in 2011. www.hamburg.de

Hamburg as the European Green Capital 2011 pushes sustainable construction The Hamburg Metropolitan Area participates with 46 exhibitors and four sponsors at EXPO REAL 2010

Europe's largest fair for commercial real estate and investments EXPO REAL 2010 will welcome even more exhibitors this year: From 4 - 6 October 2010, nearly 1,600 companies will promote themselves in Munich. Organised by HWF

Hamburg Business Development Corporation, Hamburg will participate with a shared stand focussing on the city's sustainability. Europe's Green Capital 2011 will present itself as a vibrant and liveable metropolis,

showcase HafenCity as a best-practice model of sustainable construction, and emphasise its leading role as a cultural metropolis in a film on the future Elbphilharmonie. 46 exhibitors and four sponsors will participate at the joint stand,

including next to investors, developers, and financial consultants competent experts from nearly all areas of the local commercial real estate industry. Hamburg can be found at stand 430 in hall B2. www.exporeal.de

Shortcuts

China invests

For China, Hamburg is the most attractive business location in Germany. According to the federal organisation German Trade & Invest, Hamburg attracts with 210 million euros the highest volume of investments from the People's Republic, followed by Hesse and North Rhine-Westphalia. Looking for advanced technological know-how and an improved closeness to clients, Chinese investors are chiefly interested in process engineering and renewable energies as main industries. This focus makes the Hamburg Metropolitan Area a particularly competent partner for China.

<http://metropolregion.hamburg.de>

Tom Tailor to expand

The Hamburg fashion label continues its global expansion with speed. 23 rental contacts for new retail premises have been signed for the second half of 2010.

Up-to-date, Tom Tailor sells its casual fashion in 96 company stores. Sales of the second quarter 2010 rose by 13.6 per cent to 70.9 million euros.

www.tom-tailor.com

Asians love Steinway

90 grands und 20 pianos are being manufactured by the Hamburg's piano specialist Steinway & Sons every month. They are especially high in demand in Asia, where star musicians like Lang Lang have caused a true piano craze. Largest growth market for Steinway in Asia is China. Total sales in the first six months of 2010 rose by three per cent to 114 million euros.

<http://steinway.de>

Ratsherrn Pils to return

Hamburg is to revive its brewing tradition by revitalizing one of its oldest brands: Ratsherrn Pils. Revived as a CO2 neutral organic beer, the classic brew of the city's senators will be produced at a 2,000 sqm show brewery in the meat district. Located next to Tim Mälzer's famous "Bullerei", Nordmann Group will invest ten million euros into the new brewery.

www.ratsherrn.de

Hamburg to apply for the "Fair Trade City" seal

Appointed as Europe's Green Capital 2011, Hamburg will also apply for the Fair Trade City seal by the end of this year. To be granted the quality seal, Hamburg will have to prove that at least 185 local shops are selling fair trade products. In gastronomy, 92 enterprises will have to feature fair trade drinks or meals on their menu. The five criteria to be met for the seal also comprise political and media promotion of the fair trade application and targets. In its efforts, Hamburg is

supported by the independent initiative "Hamburg mal fair" founded in 2006. With fair trade weeks and young fair trade ambassadors, the initiative strives to increase the awareness of fair trade among children and adults.

German cities, districts, and communities are only able to apply for the seal since 2009. The prestigious title is granted by the registered organisation TransFair e. V., which is supported by 36 member organisations. Currently, 150

licences offer 1,000 fair trade products throughout Germany from coffee to tea, chocolate, cocoa, biscuits, honey, banana, fruit drinks, ice tea, rice, roses, sport balls, and textiles. They are available niche retail premises like the church-run "One-World-Shops", organic food stores, and 30,000 super markets, operated by big players like REWE. Fair traders are also 10,000 restaurants, coffee shops, and bars.

www.fairtrade-towns.de

www.hamburgmalfair.de

Music metropolis Hamburg to showcase talents, tunes & trends**Four events lured stars and newcomer of the creative industries to Reeperbahn**

Four highranking events recently made Hamburg the German capital of the creative industries. Main crowd puller was Reeperbahn Festival, grown since its foundation five years ago into the largest German club festival, which meanwhile also successfully positioned itself internationally. Also well established is Reeperbahn Campus, launched in 2009 as the communications platform of Europe's creative industries. Networking platform of the industries' juni-

or executives network is Kiez Kongress, launched three years ago. Hamburg's local music industry has initiated "Music City Hamburg" already 14 years ago as their meeting place. In total, the quartet, hosted around the last weekend of September, attracted some 20,000 fans, 2,000 international trade visitors, and over 180 bands and solo performers of New International Music to the cultural metropolis Hamburg. The Reeperbahn Festival and Campus were offi-

cially opened by State Minister Michael Naumann. The four-in-one meeting of the creative industries highlighted the two assets that account for Hamburg's leadership as the industry's capital in Germany. The Elbe metropolis boasts a creative scene that networks internationally, and bodies like HMG and HWF supporting them.

www.reeperbahncampus.com

www.reeperbahnfestival.com

www.kiezkongress.de

www.musikwirtschaft.org

Hamburg Metropolitan Area**Production of the long-range jet A350 XWB started in Stade**

Airbus has commenced production of the latest Airbus product A350 XWB at its Stade site. Final assembly of the A350-900 is scheduled for 2011, first deliveries for 2013.

Vast investments

Airbus invested more than half a million euros into the 350 programme at Stade, erected new hangars, purchased advanced technology and extended the site's ground by 50 per cent. As one of Airbus' three CFRP centres of excellence, Stade is an internationally leading site in the research and manufacturing of these future-oriented materials. Its success is rooted in the excellent co-operation with Stade's CFK-Valley. The network brings together the

world's best academic and corporate partners in CFRP lightweight construction technology.

New production era

The first component is already one for record books due to its size: measuring nearly 32 x 6 metres, the upper wing shell is the largest integrated component ever built by Airbus from weight-saving carbon fibre reinforced plastic (CFRP). Using the most advanced production processes, the upper wing shell will be built at a 30,000 square metre hangar. For the first time, automated tape laying will be used not only for the carbon fibre, but also for the lightning strike protection and fibreglass components. The unit, measu-

ring 31.6 x 5.6 metres, will then undergo polymerisation in the autoclave. The high-tech oven is one of the world's largest and can accommodate two wing shells simultaneously. In addition to the production of the upper wing shells for the A350 XWB, Airbus' Stade plant also manufactures the vertical tail plane and, for the first time, CFRP fuselage shells. The weight-saving and thus more eco-friendly CFRP technology used in Stade marks the end of the metal dominance in aircraft production. Some 100 employees will be working in the A350 XWB production by the end of 2010. This figure is to rise to 500 when production reaches full capacity.

www.airbus.com

Hamburg Tourism continues dynamic development Custom-tailored offers for new target groups – additional hotel capacities

Hamburg is Germany's most popular tourist destination. Overnight stays in the Hanseatic City in the first six months of 2010 rose by 8.3 per cent to 4.9 million guests compared to last year, with overnight figures of guests from overseas even enjoying 9.7 per cent increase.

Tourism chef Dietrich von Albedyll is thus confident to reach nine million overnight stays by the end of the year. With nearly 67 per cent, Hamburg also reports the highest occupancy rate after Munich.

A recent survey on Hamburg's hotel capacities, conducted by ghh consult GmbH, shows the city's potential for future

growth. With the projected growth in mind, and respective demands, Hamburg will need to continue the expansion of hotel capacities in the coming years. At the end of the second quarter 2010, Hamburg offered a total of 318 hotels with 44,700 beds to visitors. Until 2012, further seven hotels with a total of 3,500 will be completed, amongst them the luxurious five star hotel Westin Grand at Elbphilharmonie.

In future, the Hamburg Tourism Board (HHT) will promote Hamburg's tourism assets based on a new target group marketing scheme, which allows to bundle resources and to increase the value-added

potentials. The new target group marketing concept holistically approaches the rational and emotional needs of the tourist from home and abroad and allows to custom-tailor themes, packages, and products while simultaneously further strengthening the theme marketing.

An increased emphasis is also placed on gay tourism. To attract more of them, HHT currently works on a brochure dedicated to gay tourism. In addition, the local gay city magazine "Hinnerk" provides HHT's web pages with insider tips and information on events.

www.hamburg-tourism.de

Shortcuts

Eco-friendly StadtAuto

After the successful introduction of the Hamburg's public bike sharing system StadtRAD, the European Green Capital 2011 plans to add a public car sharing system operating with eco-friendly electric cars to its list of green accolades. The city currently discusses two options: the expansion of existing car sharing systems, and the implementation of a new system like Daimler's Car2Go currently tested by Ulm.

www.hamburg.de
<http://stadtrad.hamburg.de>

New academy planned

The summer academy at the International Tribunal on the Law of the Sea in Hamburg is a centre of excellence for studies of both international law of the sea and maritime law and includes related topics of economic and natural sciences. Due to its success, the International Foundation for the Law of the Sea plans to expand the venue, the nineteenth-century Villa Schröder, into an all-year academy for the Law of the Sea. Operations are scheduled to start in 2015.

www.iflos.org

Hotspot of creativity

Where one tea, coffee, and carpets were stored, the media now rule: At Hamburg's old warehouse district Speicherstadt, HHLA has already leased out some 80,000 sqm to companies of the creative industries.

One of them is Kolle Rebbe. The advertising experts recently prolonged their lease contract at Dienenreihe and expanded their premises at block W by roughly 1,000 sqm. These decisions significantly strengthened Speicherstadt as a hotspot of creativity in the inner city.

www.hhla.de

New tent for musicals

Right next to the yellow tent of "The Lion King", operator Stage Entertainment GmbH plans to erect another theatre tent as venue of a new Beatles show. Set up for an audience of 2,000, viewing capacities at Norderelbstraße would thus be doubled.

www.stage-entertainment.de

80,000 new citizens annually welcomed in Hamburg

Hamburg Welcome Centre is a best-practice model for a central point of contact

As one of the world's most livable cities, Hamburg attracts 80,000 new citizens every year, 20,000 of them from abroad. Their first point of contact is the Hamburg Welcome Center (HWC). Set up in 2007, it provides the city's new residents with all information necessary for a good start, from questions on education or employment to the search of homes, doctors, and nannies. High potentials, senior executive, scientists, entrepreneurs, and the

like will be granted a special service, comprising next to the general information on relocating to Hamburg also custom-tailored help on administrative matters. Every first Tuesday in a month, HWC also hosts a "Welcome Club", including a one-hour guided tour or a Jour Fixe meeting at Café-Bistro Kaiser or both. A special service is also offered to students, answering questions of registration and the acceptance of degrees along with insights on

Hamburg as leading location of science, research, and education. HWC is an official service facility of the Free and Hanseatic City of Hamburg located in a wing of the Hamburg Chamber of Commerce right next to the city hall. Meanwhile, chambers of trade and commerce from other German cities have noticed the successful work of HWC, called it a best-practice model, and announced to set up similar schemes.

<http://welcome.hamburg.de>

Hamburg ahead!

The city promoted its cultural diversity at the German Reunification Day in Bremen

Hamburg is a vibrant metropolis, leading the field with creative scenes and a unique flair, paired with economic power and excellent training and research facilities. "Hamburg ahead" was thus the claim of the city's participation at this year's Reunification Day celebrations held in Bremen. It was organised by the Hamburg agency Hock and Partner under the directorate of Hamburg Marketing GmbH and its partners Hamburg Tourismus GmbH, Stage Entertainment, Still, Astra, and NDR 90,3. The latter, Hamburg's

local city broadcaster, travelled to Bremen with its radio format "Hamburg Sounds", in which presenter Christian Buhk showcased live on stage the Hamburg bands "Simple", "Caracho", and "I-Fire". Next to music, also literature, design, visual art, poetry slams, and short films reflected Hamburg's cultural dynamism. Typical Hamburg feeling was also brought to the banks of the



Weser by a beach club, where visitors could relax by a glass of Hamburg brew, an Astra beer. Highlights, must-see events, and special travel packages Hamburg Metropolitan Area were promoted by the Hamburg Tourismus GmbH.

www.hamburg-tourismus.de/einheit

Hamburg maintains excellent relations with Japan by personal commitment Japanese Consulate General and Hamburg Ambassadors actively expand bilateral relations

Hamburg was ahead of its time: As early as 1859, and thus two years before the Japanese-Prussian Friendship, Trade and Shipping Treaty was to be signed, the Hamburg-based trading house C. Illies & Co. has been established in Nagasaki. 1883 saw the inauguration of the Japanese consulate in Hamburg, a consulate general since 1910. Its current consul arrived 37 years ago for the first time at the banks of the Elbe river, as Hamburg was the first German stop of Seisuke Narumiya's student tour in 1977. Since spring 2008, Seisuke Narumiya has been working here as Consulate General. The diversity and depth of bilateral relations in his office district comprising Hamburg, Lower Saxony, Schleswig-Holstein, and Bremen is reflected every month by the Consulate General's publication "Japan at

a Glance". Listed therein are not only regular events such as the cherry blossom festival "Hanami" (photo), hosted by Hamburg's Japanese community since 1967 in May, or



substantial support in maintaining and expanding these ties

Hitzacker's lantern festival in July, but also information on Japan's economy and culture along with insights into bilateral relations. A

is given by Hamburg's honorary representatives, the Hamburg Ambassadors Seinosuke Kuraku from Osaka, still called Mr. Panasonic by Hamburg's locals, and Nikolaus Boltze, Representative Director ThyssenKrupp Steel & Technologies Japan in the metropolitan region Tokyo/Yokohama. With great personal commitment they take care of visitors and delegations from Hamburg, act as first contacts for Japanese partners planning activities in Hamburg, and promote the Elbe metropolis and its region at so-called „Hamburg Evenings“ to political and business partners and other decision makers. A major focus of their honorary work currently form the preparations of next year's jubilee "150 Years Japan – Germany".
www.hamburg.emb-japan.go.jp
www.marketing.hamburg.de

Up-to-date

150 Years Japan – Germany: In 2011, 150 years of bilateral relations will be celebrated. On 24 January 1861, Japan and former Prussia had signed in Edo, today's Tokyo, an agreement on friendship, trade, and shipping. To commemorate the start of official contacts, both countries will launch special stamps next year and reflect the broad diversity of relations between Japan and Germany with numerous events from politics and business to science, culture, sports, and other areas in both countries.
www.hamburg.emb-japan.go.jp

News Bits

A Hamburg illustrator designed the children game of the year 2010: Called **Diego Drachenzahn** and sold by Haba Verlag, the board game was conceived by Peter Braun, an avouted board games passionist.
www.spiel-des-jahres.com

Hamburg's landing bridges were chosen as new location of a **Hard Rock Café**. The latest addition to the franchise chain with 138 affiliates in 53 countries is to open in 2011 next to Hamburg's port club. From its roof terrace, the entire panorama of the bustling port will unveil
www.rockzirkus.de

Hamburg – a leading Japan centre The Elbe metropolis successfully expands bilateral business contacts

With some 100 Japanese companies present, including 25 European and 35 German headquarters, Hamburg is a hotspot for Japan in Germany. Already back in the 1960s, first Japanese companies set up businesses in the Elbe metropolis. Panasonic came first in 1962, Olympus followed in 1963. Employing some 2,400 staff, Olympus today is Hamburg's largest Japanese employer. Various Japanese companies do not only trade, but also produce in Hamburg. As an affiliate of Makita Corp., Dolmar manufactures chain saws in Hamburg, Makino pro-

duces machine tools, Hosokawa Kreuter special machinery for the sweets industry. Endoscopes are being fabricated by Olympus Surgical Technologies Europe. All financial matters are being dealt by the Bank of Tokyo-Mitsubishi, which opened offices in Hamburg 56 years ago. In total, Japanese companies employ more than 6,000 staff in the Hamburg Metropolitan Area. The majority of enterprises present in Hamburg and its vicinity originates from Tokyo and the Kansai region, i.e. from Hamburg's partner city Osaka and its surroundings.

In return, some 550 Hamburg firms maintain business ties with Japan, 35 of them with branches. The Consulate General of Japan in Hamburg actively supports bilateral business ties and closely co-operates with local authorities. Founded in 1959, the Japanese club Nihonjinkai represents the interest of the Japanese entrepreneurs and their families living in Hamburg. Since 1981, their children are guaranteed a proper education within the Japanese system at the Japanese school located in Halstenbek.
www.hamburg-economy.de

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