



# Hamburg News

11/2010



## New elegance

A new fashionable precinct and stylish new buildings: Also in the west, Hamburg's inner city turns chic. (p. 2)

## Green energies take off

With a wind energy centre inaugurated and a cluster initiative launched, renewable energies push ahead in Hamburg. (p. 2)

## Central training for media

The relocation of HAW Hamburg's DMI faculty marks the realisation of the unique art and media campus Finkenau. (p. 3)

## Double joy for Jews

More than 70 years after the Schoa, the Jewish communities of Hamburg and Pinneberg welcomed their Torah scrolls. (p. 4)

## Newsflash

### Honoured by Japan:

HWF – Hamburg Business Development Corporation has been recently honoured by the Japanese Consul General Seisuke Narumiya with an official "Foreign Minister's Commendation". Granted by the Japanese Foreign Ministry, it is an international acknowledgement for the improvement of bilateral relations. The recognition took place during a festive reception attended by guests from business, politics and the press. The certificate honours not only the past performance of the City of Hamburg's business promoters, but also stand for the pledge to continue the support the Japanese community in Hamburg in all business matters. The ceremony also acted as the Hamburg prelude to the nationwide ceremonies celebrating the 150-year anniversary of Japanese-German friendship in the coming year.

[www.hamburg-economy.de](http://www.hamburg-economy.de)  
[www.hamburg.emb-japan.go.jp](http://www.hamburg.emb-japan.go.jp)

## Hamburg's economy returns to full swing

**Bye, bye crisis: order books are full, trading volumes increase, and employment rises**

Hamburg is booming again. In the first half of 2010, container handling in the Port of Hamburg increased by more than four per cent, with terminal operator HHLA even reporting an 8.1 per cent growth in the year of its 125-year jubilee. According to the Office of Statistics North, the worth of good exported via Hamburg totalled 17.2 billion euros, and thus grew by 7.1 per cent compared to last year's period. Exports to Asia even increased by 29 per cent in the first six months of 2010.

The economy's upswing also reached Hamburg's industry. With order books well filled, the city's 221 largest companies reported a 35 per cent growth in sales to 33.8 billion euros in the first half of 2010. Domestic sales were especially strong, climbing by 45 per cent to 26.1 billion euros from January to June. The international business grew by nine per cent to 7.7 billion euros. Overall, the regional economy currently employs 74,200 staff and is ur-



gently seeking skilled workers. According to the local industry association Industrieverband Hamburg, some 1,500 – 2,000 vacancies urgently need to be filled in the Hamburg Metropolitan Area. In particular, Hamburg's booming aviation industry is seeking qualified staff. Also in the coming years, the aerospace industry will be a major contributor to ongoing economic growth, a new study by the Hamburg Institute of International Economics (HWWI)

on behalf of HSH Nordbank revealed. As global wealth will continue to rise, passenger figures are estimated to grow by six per cent every year and increase continued demand for new aircraft, researchers are convinced. With several Airbus sites, Lufthansa Technik, Hamburg Airport, some 300 suppliers, and 40,000 staff, the Hamburg Metropolitan Area as one of the world's leading centres of aviation is well prepared to meet this challenge.

## Hamburg enterprises show social engagement at home and abroad

**Germany's only social exchange brings projects and potential partners together**

Fellowship, commitment, and social responsibility are traditional Hanseatic values. Hamburg companies thus show social commitment in many ways. A pioneer of social sponsoring is the Hamburg insurance company HanseMerkur

that launched its prize for child protection back in 1979. Since 2008, the Hamburg shoe retailer Görtz has been supporting the German Children Prize, an initiative of World Vision. Beiersdorf has allied itself with the charity organisation Plan

International and funds international child education programmes. The Hamburg-based mail order company OTTO has committed itself for five years to the project "YoungClassX," providing children from underprivileged local districts

with access to classical music. Projects and potential private or corporate partners are brought together by a unique database initiated by the Hamburg Chamber of Commerce: the Hamburg Social Exchange. [www.hamburger-sozialboerse.de](http://www.hamburger-sozialboerse.de)

## Shortcuts

### Port integration kick-off

With the Hamburg concept named winner, the EU's "Port Integration" project featuring 13 port and political partners from ten EU countries and Russia kicked-off last month in Hamburg with the aim of formulating ways to make the most of sustainable maritime and hinterland transport structures. Set to last for three years at a cost of 1.4 million euros, partners involved in the project are the Free and Hanseatic City of Hamburg, its Ministry of Economy and Labour Affairs and the Hamburg Port Authority along with the ports of Essex, Valencia, Antwerp, Marseille, Hamina, Genoa, Ancona, Tallinn, Riga, Klaipeda, and Kaliningrad.

[www.hamburg.de](http://www.hamburg.de)

### e-commerce capital

Hamburg is Germany's stronghold of Internet commerce. Headquartered here, the world's largest mail order company OTTO increased online sales by one fifth to 3.8 billion euros in the first half of 2010. Many SMEs in retail like the Hamburg outdoor specialist Globetrotter also generate the bulk of their sales online. Hamburg's leading role in e-commerce is supported by the initiative Hamburg@work, promoting the digital economy since 1997.

[www.hamburg-media.net](http://www.hamburg-media.net)

### Leading the way

No other German state has so many managing directors in terms of population than Hamburg. Here, every 50th resident heads a company. With the two per cent share, Hamburg clearly supersedes the national average of 1.2 per cent, thus the "Managing Directors Demography 2010" of the credit agency Bürgel.

[www.buergel.de](http://www.buergel.de)

### Top earners

Boasting a GDP per capita of 48,220 euros, Hamburg residents are Germany's top earners. Nationally, the disposable income averages 29,406 euros, revealed the state-by-state ranking of the Initiative New Social Market Economy and the magazine Wirtschaftswoche.

[www.wiwo.de](http://www.wiwo.de)

## Hamburg's inner city is changing its face

Hamburg's inner city is becoming even more attractive. After investments of two million euros shared among the tenants as members of the business improvement district, the Hohe Bleichen/Heuberg precinct now features a dynamic mix of high-end fashion like Armani, lifestyle retailers and local labels like Waltraud Bethge along with restaurants and bars. Eye-catcher of the shopping neighbourhood are 13 arbor vitae, eleven metres tall and illuminated at night.

Also to be converted into a business improvement district is Dammtorstraße, Hamburg's opera boulevard. Three new buildings will enhance its noble face. Right next to the opera, the retail and office premises of Opern Plaza are fast taking shape, already precertified in gold as Hamburg's first building for its energy efficiency. Adjacent to the opera's northern side, Hamburg architect Jan Störmer plans to transform the brick building erected by Fritz Schumacher into an

"Opera Palais", housing modern offices behind its traditional red brick facade. Right across, the new Metropolis House will feature the historic metropolis cinema along with modern offices, rented already by Vattenfall Energy Trading. Also realised by Norddeutsche Grundvermögen as investor was the new office block at the courtyard of Sankt Petri church. Towering nine storeys high, it was erected on the highest point of downtown Hamburg. [www.bid-hohebleichen.de](http://www.bid-hohebleichen.de)

## Hamburg – home of superyachts

### Rich people like billionaire Roman Abramowitsch order their boats at Blohm + Voss

For their vessels, the super rich of this world only know one address: Hamburg, where they entrust Blohm + Voss (B+V) with the conversion, maintenance, or building of their super yachts. This autumn, one of the world's biggest private vessels left the dock five: the 170 metres long motor yacht "Eclipse" built for the Russian billionaire Roman Abramowitsch. The luxury liner features not only a cinema and several pools, but also high-tech ame-

nities, like bullet proof glass, a missile defence system, a submarine, and an anti-paparazzi laser shield. In 2005, Blohm + Voss had already equipped his yacht "Pelorus" with a new forward helipad and zero speed stabilisers, and partially refitted the vessel once again in 2008. Abramowitsch also commissioned the Hamburg shipyard with the overhaul of his mega yacht "Ecstasea". Also realised by B + V this autumn was the 96 m long superyacht "Palla-

dium", based on an amazingly round and organic design by Michael Leach. Also built by B + V was the 104 m long super yacht "Moura" owned by the Libanese builder Dr. Mohamed Nasser Ar-Raschid, and Oracle chief Larry Ellison's 38 knots fast "Katana". B+V newest custom-built yacht 111 MY/ Vintage links classical hull lines of yachts of the 1930's with state of the art equipment and manufacturing techniques. [www.blohmvoossyachts.com](http://www.blohmvoossyachts.com)

## Hamburg Metropolitan Area

### Researching and networking to advance wind energy

The Hamburg-based manufacturer of wind turbines, REpower Systems AG, inaugurated its new wind turbine technology centre in Osterrönfeld in the Rendsburg-Eckernförde district. 470 employees from Research and Development, Technical Support and Service, are accommodated at the new complex. Previously, these departments were located at sites in Rendsburg, Büdelsdorf and Husum. The research and technology centre was built by Max Bögl Bauunternehmung GmbH & Co. KG and features 1,700 sqm of floor space. It consists of two structures: a nine-story office building and a second, trapezoid-shaped building with four floors, which also houses a cafeteria in the basement.

In addition to research activities and further development of the REpower wind turbines and products, the worldwide service and maintenance of onshore and offshore turbines is organised from Osterrönfeld. From the control centre of the Permanent Monitoring System (PMS) department, located in the ground floor of the Tech-Center, the global REpower fleet of more than 2,500 wind turbines is remotely monitored 24 hours on seven days of a week.

### Capital of the wind industry

Since its foundation in 2002, REpower has been headquartered in Hamburg. To strengthen the booming wind energy location, the company joined forces with

56 partners from academia and industry and set up the Society for the Promotion of Renewable Energies Cluster Hamburg" (EEHH). Supported by the Hamburg Senate, the initiative aims to create a network of the fast-growing industry of renewable energies in the Hamburg Metropolitan Area to better exploit its growth potential. Already today, Hamburg as Europe's Green Capital 2011 is enjoying an excellent reputation throughout Germany as a business and service centre for renewable energies. The cluster now targets the international promotion of Hamburg in this field.

[www.repower.de](http://www.repower.de)

[www.erneuerbare-energien-hamburg.de](http://www.erneuerbare-energien-hamburg.de)

## Set-up of the Art and Media Campus Hamburg concluded Academy of Journalism celebrates 40-year anniversary

The art and media campus Finkenau in Hamburg is a unique German training centre of the creative industries. Its home are the former grounds of Europe's largest birth clinic. For five years, it has been converted and extended, has seen refurbishments and new buildings. With the relocation of the Faculty of Design, Media and Information (DMI) of the University of Applied Sciences Hamburg (HAW Hamburg), the transformation of the grade II heritage listed building by Fritz Schumacher into an elite training facility for future experts in communications and media has been concluded.

The media metropolis Ham-

burg now boasts a central campus custom-tailored for the training in all fields of the creative industries.

Largest training facility is HAW Hamburg's faculty DMI with some 1,500 students. Also located at the art and media campus are the Hamburg Media School, the University of Fine Arts, the Miami Ad School, the Multimedia Kontor Hamburg, and the citizen and education television channel TIDE GmbH. The concept of the art and media campus at Finkenau was developed in 2003 by the city of Hamburg and has been implemented since then for about 21 million euros.

For already 40 years, the Acade-

my of Journalism has accompanied the initial and further training of journalists from apprentice to editor-in-chief. Founded in July 1970 by publishing houses and journalist association, its seminars were initially funded solely by donations and membership fees. From 1983, tuition fees have been charged. Since 1990, the four-week compact course for volunteers has been firmly anchored in the collective agreement. So far, 26,000 journalists have attended the academy's courses that launched their careers. Among the prominent alumni are, for instance, Gabi Bauer and Markus Lanz.

[www.akademie-fuer-publizistik.de](http://www.akademie-fuer-publizistik.de)

## Promising talents love Hamburg Research and science foundation takes shape

Hamburg attracts highly skilled workers. According to a new study of the Nuremberg Institute for Labour Market and Employment Research (IAB), only Munich is another German city to be just as popular with highly trained professionals as Hamburg.

The Hanseatic city not only scores with the high wage levels, but also lures the high potentials with its diverse and vibrant cultural scenes and the recreational value of its metro-

politan area. A new funding programme now supports these talents even more.

To support their research projects, the Hamburg parliament initiated a research and science foundation. Founding board member is the graduate philosopher Dr. Carsten Klein. For the Board of Trustees, consisting of eleven members and chaired by the Head of the Ministry of Science and Research, the Senate of Hamburg has appointed acclaimed

experts from academia and industry for four years, among them the General Secretary of the Max Planck Society, Dr. Barbara Bludau, and the CEO of Airbus Germany GmbH, Dr. Gerald Weber. The foundation will commence funding first projects by 2011. The funding guidelines are expected to be determined by late 2010 or early 2011. Applications may only be handed in then.

[www.hamburg.de](http://www.hamburg.de)

## New Senate concept to further the integration of migrants Special emphasis is placed on the recognition of foreign degrees

As an international port and trade metropolis, Hamburg has always stood in contact with the world and has a centuries long tradition of being a home to people of all nationalities. Today, people from 180 countries call Hamburg their home, and almost every second pre-school child possesses a migrant background. To better integrate immigrants and their families into the economic, social, and cultural life of the Hamburg Metropolitan Area is the main target of a new Senate concept presented recently.

More important than the question of the immigrant's origin are his skills and knowledge. Special attention in the 36 pages "concept on the professional integration of people with migrant background" is thus given to the improved recognition of foreign professional qualifications.

The Hamburg Welcome Center, since 2007 located as a central service point in the premises of the Hamburg Chamber of Commerce, has therefore been already expanded and now offers expert advice and support for the required reco-

gnition procedures of foreign titles and degrees.

In addition, the Hamburg Ministry of Economic and Labour Affairs will launch a grant programme to fund, if necessary, subsequent qualification. Migrants who still need an advanced course or training will be supported for the time of the training scheme with up to 640 euros per month. In the current year, 500,000 euros have already been allocated for the migrant qualification grant programme.

[www.welcome.hamburg.de](http://www.welcome.hamburg.de)

### Shortcuts

#### Genome research

Each year, some two million people die of tuberculosis (TB). A clue to why some 90 per cent of people are naturally protected from the disease has now been found by researchers of the Bernhard Nocht Institute for Tropical Medicine (BNI). Together with British and African colleagues, they detected in the human genome an area that differentiates TB patients from healthy persons.

[www.bnitm.de](http://www.bnitm.de)

#### Design award

The Hamburg agency feldmann + schultchen design studios has been honoured with the iF Communication Award in Gold for the corporate concept of their client Andreas Doria. Trademark of the design is a black bar, acting not only as a graphic element, but also as a panel, linking the documents, pictures, and other elements of the work flow.

[www.ifdesign.de](http://www.ifdesign.de)

#### Lightweight construction

Car manufacturer Mercedes-Benz is investing ten million euros into a new workshop for the development and production of lightweight components at its Harburg site. The factory already supplies intelligent lightweight structural parts along with axles and steering columns for the passenger car range of Mercedes-Benz, smart, and Maybach.

[www.daimler.com](http://www.daimler.com)

#### Large solar order

Conergy is currently building Greece's largest solar park. The Hamburg-based company has just concluded a 32-MW framework agreement for the construction of 20 solar power plants with a major local investor. The agreement is the largest to date in the country's fledgling solar energy history.

[www.conergy.de](http://www.conergy.de)

#### More registrations

The number of business registrations increased in the first half of 2010 in Hamburg by eight percent to 12,300, reports the Office of Statistics North. With 44 per cent, formations of small enterprises were particularly strong.

[www.statistik-nord.de](http://www.statistik-nord.de)

## Feeling good – visitors, bands, and industry enthralled by Reeperbahn Festival Germany's largest club festival convinces consumers and business as high-quality event for hot discoveries

17.000 enthusiastic guests, 190 newcomers from all over the world, 70 exciting events at the international meeting place Reeperbahn campus, and an exciting multi-media arts programme: in its fifth year, Reeperbahn Festival successfully proved its cultural and economic importance. It thus also confirmed Hamburg Marketing GmbH's strategy. The latter initiated festival and campus and successfully use it in the international promotion of Hamburg. Bernd Neumann, Federal Minister of Culture, thus stated in his opening speech: "Reeperbahn Festival is not only a local event, but one with regional and international impact on the world of music. The culture and creative industries generate revenues of 15 billion euros every year. Those are not peanuts, but a huge economic factor." Highlights of the evening pro-

gramme were its exclusive shows, including "soul machine" Cee-Lo Green, the Jamaican Jolly Boys, the performance orchestra "The Irrepressibles" and Gonzales' piano



also in unusual, yet typical local locations such as the table

show. Performances took place not only in the established music clubs and theatres along Hamburg's Reeperbahn, but also in unusual, yet typical local locations such as the table

dance bar "Pearls", St. Pauli church, the party boat "Frau Hedi" and the Reeperbahn affiliate of the Hamburg saving institute Haspa. During the day, some 1,500 media and industry experts discussed latest trends and developments of the music industry at Reeperbahn Campus. Participants of the international trade meeting included some of the industry's major players like Eric Clapton promoter Vince Power, Australian AC/DC publisher Philip Mortlock and Brent Grulke, Creative Director of the South By Southwest-Festivals celebrated in Austin, Texas. Integrated into festival and campus was an extensive art programme with music-related exhibitions like Flatstock Europe 5, the 4th Comic Festival Hamburg, and screenings of the music film festival UNERHÖRT. [www.reeperbahnfestival.com](http://www.reeperbahnfestival.com)

### Up-to-date

**Sasha & Coco Zhao:** By presenting these stars rooted in either of the partner cities, Hamburg celebrated the German Reunification Day in Shanghai. With their Sistercities Friendship Concert, the Hamburg pop star Sasha and the Shanghai jazz singer Coco Zhao thrilled the audience on the EXPO stage close to Hamburg House. More than 600,000 visitors made the first certified passive house in China built by Hamburg one of the most popular exhibits of the world exhibition, which closed its gates on 31 October 2010. [www.expo2010.hamburg.de](http://www.expo2010.hamburg.de)

## News Bits

Hamburg's borough school of Niendorf and the Jing'an language school in Shanghai have signed a **school partnership** on environmental topics. The Allianz Environment Foundation supports school co-operation. [www.stadtteilschule-niendorf.de](http://www.stadtteilschule-niendorf.de)

Murder and manslaughter on Kampnagel: From 1 – 6 November, star writers of detective novels will create suspense at the **4th Hamburg Crime Festival**. Participants include Åke Edwardson, Ingrid Noll, Jilliane Hoffman, Doris Gercke, Helene Tursten and other stars of the scene. [www.krimifestival-hamburg.de](http://www.krimifestival-hamburg.de)

## Symbol of Jewish belief returns

### Jewish communities of Hamburg and Pinneberg welcome new Torah scroll

More than 70 years after the Schoa, a new Torah scroll was welcomed at Chabad Lubawitsch in Hamburg with a crowd of 600 people and a delegation of rabbis in attendance. Its purchase has been sponsored by some 100 Hamburg Jews, whose names are listed in shining letters on the blue velvet coat of the scroll. Lead by their rabbi Shlomo Bistrizky, they assembled at Joseph-Carlebach-Platz, the former location of the Bornplatz synagogue destroyed by the Nazi, to add the last of the total of 304,805 letters to the leather roll. Reflecting the words of Moses, its content

has remained unchanged for 3,322 years. Protected by the velvet roof of a Chupa, the new Torah scroll then headed a procession with music, dance, and flares, passing past Grindelhof to Rentzelstraße's Chabad. The Torah ceremony also marked the seven-year anniversary of the Jewish community centre.

#### Two cities, two Torah scrolls

Only a few kilometres to the northwest, also the largest Jewish community of Schleswig-Holstein welcomed its own Torah scroll. In Pinneberg in the Hamburg Metropolitan Area, its 220 members also now

boast their own community centre. Built in 1969 by the German Red Cross, the building at Carla-Bartram-Weg 14 served as an old people's home in the past years. Now a property of the Jewish foundation "We help ourselves", it not only comprises a prayer hall and a kiddush room, but also offices, a café and rooms for courses in German, Hebrew, and religion, or classes in music from Israel. Also at home in the Hamburg Metropolitan Area are the newly established Jewish communities in Ahrensburg and Bad Segeberg. [www.chabadhamburg.de](http://www.chabadhamburg.de)

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