Hamburg presents itself as a liveable waterfront metropolis

Large showcase of the real industry at MIPIM 2013

The Hamburg Metropolitan Region presents itself at MIPIM, the world’s biggest property show at Cannes in southern France, as a liveable waterfront metropolis and solid market for investments of the national and international real estate industry. From 12-14 March 2013, 21 partners (2012: 16) will display current projects and innovative services at the joint Hamburg booth. The fair participation also will be used to acquaint industry visitors with two large events taking place in Hamburg this year: the International Building Exhibition IBA Hamburg and the international garden show i.g.s 2013. The booth at the new location Lerins Hall is organised by HWF Hamburg Business Development Corporation. Many of the partners at the Hamburg booth are first-time exhibitors. These include Deutsche Immobilien AG, Dr. Helmut Greve Bau- und Boden AG, Grossmann & Berger GmbH, Quantum Immobilien AG and Wölbern Invest KG. www.mipim.hamburg.de

Hamburg’s industry grows with renewable energies

Elbe metropolis is an innovative pioneer for wind power and hydrogen technologies

The shift from fossil to renewable energies provides the business location Hamburg with ample opportunities for solid, sustainable growth. The demand for renewable energy also acts as a catalyst for a new industrial upswing in the region. Thus, the city’s 600 industrial players with a total of 120,000 staff were able to raise 2011’s total sales of 86 billion euro by five per cent last year. Contributing 16 per cent to the city state’s economic performance, the local industry is confident about its future, based on a healthy sector mix and strong companies. Next to aircraft, automotive and shipbuilding companies and players of basic industries such as Aurubis (copper), TriMet (aluminium) and Arcelor Mittal (steel), especially the wind industry has gained weight in recent years. Out of Germany’s 22,600 German wind turbines, the majority is installed in the Hamburg Metropolitan Region and adjacent areas. With REPower, Nordex and Siemens, leading manufacturers are headquartered in the wind energy capital Hamburg, while others like General Electric have set up research institutions in Hamburg. The expansion of offshore wind power industry gives Hamburg’s renewable industry players new impetus. Hamburg also takes a pioneering role in fuel cell technology, which has become increasingly attractive for the wind energy sector. According to the national organisation hydrogen and fuel technology, the Hanseatic City is a national leader in the application of hydrogen technology. For ten years, hydrogen buses have successfully been handling public transport. Now, researcher work on turning fuel cells into an efficient storage of wind-generated electricity. www.erneuerbare-energien-hamburg.de

Newsflash

Reeperbahn on Facebook: Hamburg’s Reeperbahn is the most popular place for status messages. This is the result of a survey by the world’s largest social network. St. Pauli’s music and entertainment strip was ranked first in the top ten list of most popular locations and places where friends checked in via Facebook. In total, 289,356 visitors have already visited Reeperbahn’s fan page on the net, with 24,403 enjoying their virtual stroll through Hamburg trendy neighbourhood so much that they clicked the like-it button. Also listed in the top ten rankings compiled by Facebook at the beginning of the year was Hamburg’s hip hop band Deichkind. Their song “Leider geil” was ranked third among the most commonly used terms for posts on Facebook in 2012. 652,666 visitors also clicked Deichkind’s like-it button. www.facebook.com

Better sales

Patriotism or wide world: in Hamburg, pop-up stores show how brands can benefit from the innovative shop concept. (p. 2)
Hamburg News

Pop-up stores: success made in Hamburg
Big and small brands from Hamburg stimulate sales by short-term shops

To present brands in the best light, companies increasingly rely on pop-up stores as an essential instrument in marketing and branch policy. In times of fast moving trends, they build up interest by consumer exposure and generate feeling of relevance and interactivity that stimulate sales.

Hamburg is a popular test field for innovative shop concepts. As early as 2011, Adidas set up a pop-up store at the gallery Hafenland in Lange Reihe to showcase its “Ransom” collection. Low costs, high returns: with this mix, pop-up stores are not only great solutions for global brands, but also perfect for the promotion of local products.

Eight female designers from Hamburg thus showcased their creations in the former Häagen-Dazs store at Gerhofsstraße. None of them would have been able to afford a lease in the busy city centre location. But for a few days, their pop-up store was a hotspot for fashionistas. Hamburg’s online streetware platform “Frontline” used the pop-up store concept to present its internet collection for a few days in real life, i.e. in the Aplanat Studio 4 at Lippmannstraße. DJs, art shows and a BBQ complemented the event, and made the show cum shopping an unforgettable experience. Love for its Hamburg home was expressed by the latest pop-up store. High above the Port of Hamburg, where goods from all over the world are being handled, Nicole Beholz and Wolfgang Wopperer opened their “Two-Miles Store”, selling only goods manufactured within a radius of two miles (3.2 km): fashion, food, furniture, software, chocolate and schnapps. Required know-how is provided, for instance, by der east end communications GmbH. The agency set up Germany’s first “DIY” ice pop-up store for Unilever’s Magnum brand. Last summer, it invited locals and visitors alike to create their very own Magnum ice cream on a stick.

Hamburg is building Europe’s tallest lighthouse
Landmark to tower nearly 100 metres tall over Germany’s busiest harbour

The Port of Hamburg will be equipped with Europe’s tallest lighthouse. The 99.2 m tall upper fire ashore Bubendey will be complemented by a 75.92 m lower fire. Both lighthouse are replacements for two older signals that will become too small and thus obsolete after the westward extension of the EUROGATE container terminal. The extension will allow to increase the throughput at the terminal to six million containers. Both lighthouses are part of a line of prevail at the Bubendey-Ufer, used by pilots and captains as an optical aid in navigation. While the new lower lighthouse will be located right at the Elbe banks, the new upper fire will be erected a little bit further back, right behind the container cranes of the extended EUROGATE terminal. To avoid confusion with the container cranes, both towers will not feature the traditional colouring in white and red, but be striped in black and white. The new lighthouse is approximately 17 metres taller than the previous record holder, the great lighthouse on the Breton Île Vièrge. The world’s tallest lighthouse is the beacon of Jeddah (Saudi Arabia) with height of 140 m.

Construction costs of the new Hamburg towers are estimated at ten million euro by the Hamburg Port Authority. Construction, scheduled to start later in the year, will last 18 months. www.hamburg-port-authority.de

Hamburg Metropolitan Region
Döllinghareico: Asians love Elmshorn’s tasty sausages

An inheritted cow, a butcher shop, some money and a great deal of pride: when farmer son Claus Dölling started his business at Elmshorn’s Sandberg on September 6, 1907, he hardly suspected a great business to develop from these humble beginnings. Today, Döllinghareico is still family-run, with the fourth generation producing sausage spreads in pots along with boiled sausages like wiener and cured sausages (e.g. salami) for self-service or serving counters. They are manufactured by some 360 employees along green production guidelines at the headquarters in Elmshorn and a second factory in Lübz in the Hamburg Metropolitan Region. The outstanding quality of all products is continuously tested. In 2012, it was confirmed by testers of the independent Deutsche Landwirtschafts-Gesellschaft (DLG). In their international DLG quality inspection, Döllinghareico was granted two gold, six silver and four bronze medals. Each year, some 11,000 tonnes of sausage products leave the two production sites. Meanwhile, they are not only high in demand at home, but also abroad. Backed by a stable domestic market, Döllinghareico expands its exports. Scandinavians and Asians, in particular, are loving the tasty sausages from Elmshorn. Last year, exports to Asia doubled to eight per cent. A further rise in exports to twelve per cent is expected in the current fiscal year. Döllinghareico is the only company of the sector, which is allowed to export its goods to China. A second important market in Asia is Japan. www.doellinghareico.de

Shortcuts

Airbus takes off
The European aircraft manufacturer Airbus reports new sales records, with order books filled for the next seven years. 3,500 out of the total 4,500 aircraft in the order books are planes of the A320 family assembled in Hamburg. Further growth is anticipated by the A350 programme. Hamburg is significantly involved in the development and production of the new long-haul jet. To meet demands, Airbus hired some 3,000 new employees in 2011/2012, with the majority of staff working in Hamburg. www.airbus.com

Aurubis invests
Europe’s largest copper smelter invests some 100 million euro at its Hamburg home base. 37 million euro are being spent on an advanced plant for the extraction of precious metals from anode sludges. 13 million euro will be invested into environmental protection measures. Further 50 million euro will be used to increase the throughput capacity of copper concentrates to 1.25 million tonnes. The investments will create 25 jobs. Aurubis employs 2,300 staff in Hamburg. www.aurubis.de

State bank for Hamburg
Hamburg is currently setting up its own state bank. Scheduled to start operations already in 2013, the Investment and Development Bank (IFB) will bundle the city state’s business developing programmes, help innovative young companies to start their business, and provide micro entrepreneurs with credits of up to 25,000 euro. www.hamburg.de

Liaison Office moved
Hamburg and Shanghai have been twinned since 1986. Central point of contact is the Hamburg Liaison Office. Since January, it resides at “Hamburg House”, erected as a passive house and reference project on the EXPO grounds. The new address: 2/F Hamburg House, 399 Baotun Road, 200011 Shanghai, PR China. www.hamburgshanghai.org
Hamburg is increasingly popular with foreign guests

From mountain peaks to the waterfront: Hamburg’s maritime atmosphere hugely attracts residents of the alpine countries to the Elbe metropolis. Particularly lured are visitors from Switzerland, with guest figures climbing by 16 per cent to 199,440 last year. Arrivals from Australia increased by 7.5 per cent to 161,300 tourists in 2012.

Today, foreign guests almost account for a quarter of total overnight stay, with 2.4 million nights out of a record 10.4 overnight stays last year. A further increase by 400,000 additional nights are expected for the current year.

Next to the alpine members of the German speaking market, visitor figures also strongly increased from the Arabian gulf states (+61.9 per cent), Denmark (+33.6 per cent), Russia (+28.9 per cent), China (+14.2 per cent), United Kingdom (+12.8 per cent) and the United States (+ 10 per cent).

With 2.5 billion euro spent by tourists in Hamburg each year and 180,000 jobs linked to the booming industry, tourism is a significant economic factor of the Hamburg Metropolitan Region. Major crowd pullers are not only Hamburg’s flair and its diverse districts, large events, musicals and other cultural assets, but also its new hotels and improved traffic infrastructure. In 2012, 13.7 million passengers were recorded at Hamburg Airport, with further growth in view for 2013.

www.hamburg-tourismus.de
www.hamburg-airport.de

Five Hamburg projects named creative and culture pilots

Hanseatic city dominates federal creativity contest with innovative ideas

The web broadcast ELBKiCK.TV, the story telling of story4good, Tatendrang Design, Morgenwelt Rocks and the audiobook series “Listen to countries – discover cultures” by Silberfuchs-Verlag are five particularly creative and innovative ideas from Hamburg, now awarded the title of “cultural and creative pilots Germany” within the framework of the federal contest.

Having taken place for the third time in 2012, a total of 32 creatives and cultural entrepreneurs were honoured with the title for their innovative business ideas. 2012’s contest saw 611 entries. 96 applicants made it to the selection interviews, where the expert jury not only evaluated the project’s innovation and market potential, but also took into account also the entrepreneurial personality.

The award granted to the five Hamburg business models confirms the vitality and dynamism of Hamburg’s creative scene. The cultural and creative industries form a major sector of Hamburg’s economy, comprising 78,775 players.

The programme “Cultural and creative pilots Germany 2012” is organised and performed by the institute for entrepreneurial thinking and action e. V. in co-operation with the competence centre for cultural and creative industries of the German federal government.

www.kultur-kreativpiloten.de

Architectural visions of today, tomorrow and yesterday

The International Building Exhibition IBA Hamburg 2013 is showcasing visions of a sustainable metropolis in the 21st century. The presentation year will be officially launched on March 23-24. In the districts Hamburg-centre and Harburg, visitors will be able to explore more than 60 IBA projects on the Elbe islands of Wilhelmsburg and Veddel and Harburg’s Inner Port, the 7-year IBA process, and a huge range of events, tours, congresses, and exhibitions.

One of IBA’s reference projects include the “Woodcube”. The five-storey high-rise hides its eight flats behind a 32 cm thick, full-massive wood shell. Already during the construction process the house saves 8,500 tonnes of carbon monoxide. In operation, the building is carbon neutral and reduces the heart activity of its tenants by 7,200 strokes per day.

Also located in the district Hamburg-centre is the Elbe island of Kaltehofe where a filter plant supplied the Hanseatic city with clean drinking water for almost 100 years. Based on a master plan by the renowned Studio Heller Architects & Designer on the theme “waterworks”, conversion and revitalisation of the area started in 2003. In the semi-finals of the “Liveable city” contest hosted by German Environmental Aid Association (DUH) and the “Living City” Foundation, the joint application of the Protective Association German Forest and the district of Hamburg-centre successfully competed against 154 projects from all over Germany. Along with five other communities, it was named winner and honoured with 3,000 euro for the conversion of Kaltehofe. The overall winner to be honoured with the first prize endowed with 15,000 euro will be announced in the current year.

80 years prior to IBA, a vision of modernism was erected in Hamburg 1926-1932: Jarrestadt. Uniting 1,800 flats on ten hectares, the red brick district influenced the architecture of large housing estates by its unity all through-out Europe. Today, wind and weather threaten slowly to destroy the historical heritage. Hamburg thus plans to protect the facades from rain by a large innovative canopy.

www.iba-hamburg.de

Barmbek’s new centre

Around Barmbek’s remodelled public transport hub, the new centre of the neighbourhood will take shape in the coming years. In mid-2013, the former Hertie department store will be torn down and replaced by a new three-storey shopping mall, erected by Development Partner for roughly 50 million euro. On the grounds of the former bus station, the new headquarters for the VBG insurance company will be erected, with 550 employees working in the six-storey brick building and its 56 m tall tower. South of the station, Deutsche Telekom plans to open its new service centre by December 2013. The new building by Euroland will also house other tenants. Bert-Kaempfert-Platz is being redesigned since the beginning of the year.

U4 to be extended

Connecting HafenCity with Hamburg’s city centre since late 2012, the new underground line U4 will be extended until 2018 by another 1.3 km of tracks to link HafenCity University via Kleiner Grasbrook to S-Bahn Hamburg’s new rapid rail station at the Elbe bridges. U4 operator Hamburger Hochbahn AG (HHA) has already sought approval for its project. HHA expects a doubling of passenger numbers by the extension.

http://u4.hochbahn.de

Consul of the Year

Sabine Sommerkamp-Homann has been named “Consul of the Year” by renowned Diplomatic Magazine. Born in Hamburg in 1952, the local lady has been appointed as Honorary Consul of the Republic of Latvia in 1997. In this role, she convinced the state office of the Latvian economy to settle in Hamburg and Air Baltic to introduce a direct flight between Hamburg and Riga. A lover of music, she also initiated the Richard Wagner Days. Furthermore, Mrs. Sommerkamp-Homann supports SOS Kinderdorf child care centres in the Baltic states and is central point of contact for 640 Latvians who found a new home in Hamburg.

www.sabine-sommerkamp.de
Hamburg News

Hamburg to host Lions Clubs International Convention from 5-9 July 2013
First Lions Club conference in Germany expects to attract more than 20,000 participants to the Hanseatic city

Hamburg confirms its reputation as a leading MICE metropolis by hosting a giant global event: from July 5-9, the Elbe metropolis will welcome some 20,000 Lions Club members for the 96th Lions Clubs International Convention. Major events of the five-day meeting comprise the official opening show at the O2 world, a market on Jungfernstieg, a colourful parade around the Inner Alster Lake and a tourist sightseeing programme for the participants. Also on the agenda are three plenary sessions and 35 receptions by host countries. Host of the German reception is the Hamburg Chamber of Commerce.

For the first time in Germany
The Lions Clubs International Convention has been held on different continents since 1917. After Sydney (2010), Seattle (2011) and Busan (2012), Hamburg is this year’s host. Following Nice in 1978 and Birmingham in 1989, the club’s annual meeting will be held in Europe for the third time – and for the first time in Germany. The meeting was initiated by the Hamburg Convention Bureau with support of Hamburg Marketing GmbH (HMG) as early as 2007.

Mammoth impact
The five-day event is the most important date in the calendar of the lions. At the gathering, club members not only meet with club members from all over the world to exchange news and opinions, but also define the club’s future by their decisions. The congress is also an important economic factor. According to HMG estimates, its 20,000 participants will spend some 40 million euro in Hamburg. The hotel industry expects 60,000 additional overnight stays. 70 hotels are already fully booked during the five days. Hamburg’s public transport operator HVV announced to provide 180 additional buses to speed up transfers between the hotels and convention venues. Further 50 private buses are available when needed. The smooth operation of the event is also ensured by some 1,000 German lion club members working as volunteers. Mascot of the congress is the so-called “Hummel”, Hamburg’s famous water carrier Hans Hummel. www.lcichamburg.de www.hamburg.de/erlebnis-sport3724526/lions-club-international-convention2013.html

News Bits

The Hamburg-based mail-order company OTTO group opts for sustainability. By 2020, the share of sustainable cotton from initiatives – for instance, cotton made in Africa (GMI) – is to raise from 13 to 100 per cent with home brands. www.otto.com

The ECHO Jazz move to Hamburg and will be awarded in the Hanseatic city until 2015. With the prize, the German Phono Academy and the Association of the German Music Industry annually honour the best national and international artists. www.echojazz.de

Major donation for the renovation of Hamburg synagogue
Elmshorn in the Hamburg Metropolitan Region now boasts its own synagogue

The Jewish communities in Hamburg and Elmshorn have reason to rejoice. In Hamburg, their synagogue will be renovated. In Elmshorn, a new synagogue has been inaugurated.

The renovation of the Hamburg synagogue at Hohe Weide was made possible by a donation of Hermann Reemtsma Foundation, which had already financially supported the restoration of the Jewish cemetery at Königstraße. Now, the foundation contributes one million euro towards the renovation of the pentagonal Hamburg synagogue, built on designs by Karl Heinz Wongel and Klaus May and dedicated in 1960. Most urgent renovation works include the leaded glass windows by Herbert Spangenberg that will have to be replaced. To manufacture replicas, the Hamburg Senate provides 400,000 euro from its restructuring fund Hamburg 2020. In the prayer hall, all 350 chairs are too worn to be repaired and will be replaced. Damaged by worms, the ceiling may have to be replaced, too. Total renovation costs of the synagogue are estimated at 3.5 million euro.

Since autumn 2012, Elmshorn in the Hamburg Metropolitan Region also is once again home to a synagogue. The new Jewish centre is located across the former synagogue’s site in Flam Street, burnt in 1938. It is thus located right in the former heart of the Jewish community, delegated to Flam- und Marktstraße by Count Detlev Graf von Rantzau in 1866. In 1838, Jews accounted for eight per cent of the population in Elmshorn. Today, its Jewish community comprises 70 members. In Hamburg, 3,000 Jews are members of the Jewish community. www.zentralratjuden.de www.jghh.org/de

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