Each day, 321,000 people, and thus every third employee, commute to Hamburg for work. To organise commuting in an eco-friendly way, Hamburg is significantly expanding public transport by introducing advanced forms of mobility.

Hamburg’s vast network of metro lines will thus be further expanded, and buses be converted to zero-emission propulsion. Which technologies fully fulfill the needs of Hamburg will be tested on bus line 109, with three plug-in hybrid buses starting their tests in daily operations along with two fuel-cell prototypes. By 2015, first buses running solely on electric energy are to be acquired.

Metro network to be extended by new tunnel lines • fleet to grow by electric vehicles

Open Energy for jobs
Renewable energies have become a job catalyst: by 2015, further 10,000 jobs will be created by the booming sector.

Green energy for jobs

Cruise boom continues
191 calls, a third terminal, the baptism of “My Ship 3” and the fourth Hamburg Cruise Days: the cruise port Hamburg is hot.

Cruise boom continues

The music of spring
Reeperbahn Festival travels to Austin, world stars to Hamburg’s first International Music Fest: music is the sound of spring.

The music of spring

Hamburg and Schleswig-Holstein increase their co-operation
Germany’s two northern-most states define mutual goals and targets
Schleswig-Holstein and Hamburg agreed to continue their joint efforts to develop the business location Northern Germany also in 2014. The close and trusting co-operation between Hamburg and Schleswig-Holstein has already successfully borne fruit, especially in the fields of transport, science, and the economy.

Schleswig-Holstein and Hamburg agreed to continue their joint efforts to develop the business location Northern Germany also in 2014. The close and trusting co-operation between Hamburg and Schleswig-Holstein has already successfully borne fruit, especially in the fields of transport, science, and the economy. Joined by Lower Saxony as third partner, the Northern German states initiated a maritime cluster headquartered in Kiel. Life Sciences are promoted by a second cluster set up by Hamburg and Schleswig-Holstein. Both states also closely collaborate at the German Electron Synchrotron DESY. Joint efforts also cover the development of industrial sites in the Hamburg Metropolitan Region, with Barsbüttel-Rahlstedt to be set up as Germany’s first cross-state industrial park. Another German pilot project was the launch of the Northern German Air Traffic Concept, formulated in close co-ordination with all the North German federal states. Both states also closely work together in the cluster policies of logistics, food, and information technology.

Both states are leaders in the field of renewable energies and strive to implement them on a wider level. The area of the Lower Elbe river has thus been determined as model region of the wind-hydrogen industry. Further perspectives for future growth are opened up by the fixed Fehmarn Belt crossing due to be inaugurated by 2021. Allowing the closing of ranks with the Öresund region, details and targets of the co-operation along the Hamburg – Copenhagen – Malmö corridor are to be defined in a Letter of Intent in spring, with intentions to broaden the co-operations to the entire Baltic Sea region.

Hamburg and Schleswig-Holstein increase their co-operation

Olympic Games welcome:
59 per cent of Hamburg locals support a new application for hosting the Olympic Summer Games. This was revealed by an EMNID survey conducted by order of the Hamburg Chamber of Commerce. Rather against the event were only 37 per cent of the inhabitants. 77 per cent of locals said they expect an improved awareness and appreciation of Hamburg as a cosmopolitan city by the games. The application period for the Olympic Summer Games 2024 will end in November 2015. The International Olympic Committee (IOC) will decide on the host city in 2017. In 2016, the games will be hosted by Rio de Janeiro, in 2020 by Tokyo. In 2024, they probably will be held in the US, before returning to Europe in 2028. In the 2012, Hamburg had ceded its application on a national level to support Leipzig its pursuit as the one and only German candidate.

Olympic Games welcome:
Hamburg News

10,000 new jobs expected to be created by renewable energies
Siemens, DONG, and Vattenfall to build offshore wind farms

Hamburg leads the way: its metropolitan region is Germany’s competence center for clean energy production based on wind, sun, and biomass. The Northern German metro region has been developing a new industrial sector that plays a key role in the sustainable development of the future. Innovative by nature, the development is supported by the Renewable Energies Cluster. Today comprising more than 185 member companies (2010: 57), they jointly employ some 25,000 staff. By 2015, the booming industry expects employment to grow by additional 10,000 staff within the renewable energies.

Main growth sectors within the booming industry are wind farms on land and on sea. Based in Hamburg, the energy supplier Vattenfall is currently investing more than one million euro into the Dan Tysk wind farm located 70 km west of Sylt. With an installed capacity of 288 mega watt generated by 80 wind turbines, it will provide 400,000 households with clean North Sea electricity by autumn. Also at home in Hamburg, Siemens Energy has recently been contracted by Cape Wind to set up the United States’ first offshore wind farm in New England on Horseshoe Shoal, an area of water toward the centre of Nantucket Sound, Massachusetts.

Siemens will supply 130 3.6-megawatt offshore turbines that are scheduled to provide 468 mega watt of clean energy when starting operations in 2016. Present in Hamburg with German headquarters is also the Danish global player DONG Energy. The firm launched Germany’s largest offshore project by its decision to build the offshore wind farms Gode Wind 1 and 2 in the North Sea. The construction of the 582 MW Gode Wind projects will represent a total investment of 2.2 billion euro.

Montblanc to invest in Hamburg
Production to be expanded in Stellingen • transparent Factory or museum

The Hamburg luxury label Montblanc increased sales to 723 million euro Its fine writing instruments and accessories such as watches, leather goods and jewellery are particularly high in demand in Asia. Operating profit increased from 109 to 119 million euro. The world-wide growth provides for investments in Hamburg, where Montblanc was founded more than 100 years ago. Since 1908, the black fountain pens with the famous white snowcap have been manufactured in the Elbe metropolis. To assemble exquisite collector’s items or individual pieces with jewels, it takes more than 200 hours for the highly trained production staff of 450 professionals. Overall, Montblanc employs some 985 staff in Hamburg, with many working on opening up new markets. With a new sales office in Dubai, the markets in Asia and Arabia are to be conquered, while other teams work on entering Southeast Asia’s growth markets such as Thailand, and South America. The ambitious target: to create a network of 600 Montblanc shops around the globe. To promote the premium brand to the general public, Montblanc plans to open a transparent factory cum museum showcasing the corporate history and the art, history and craft of handwriting in an entertaining and fascinating way.

Montblanc.com

Hamburg Metropolitan Region
District of Pinneberg: a strong location

The district of Pinneberg in the Hamburg Metropolitan Region boasts the highest financial strength of Schleswig-Holstein, Focus Money says. For their ranking, the business magazine examined 402 counties and municipalities based on seven criteria. The district of Pinneberg managed to climb to the top position. With Segeberg and Storman, also ranks two and three were occupied districts located within the Hamburg Metropolitan Region.

With 305,000 inhabitants, Pinneberg is the densely populated district of Schleswig-Holstein. While population figures increased by 0.5 per cent within one year, employment grew by two per cent. Its unemployment rate of 5.5 per cent is well below the average of Hamburg and Schleswig-Holstein. The purchasing power of its inhabitants, on the other hand, has been rated as one of Germany’s highest for years. In 2012, the personal income of households in the district of Pinneberg amounted to 21,590 euro, thus Focus Money, the growth of the gross domestic product a robust 4.8 per cent. Last but not least, also the gross value added of the district of 56,279 euro surpassed the German average by far, as do the investments per employer (6,487 euro).

Many of Schleswig-Holstein’s largest companies are headquartered in the district of Pinneberg, such as E.on Hanse, Harry Brot, the pharmaceutical firm Astra-Zeneca, the automotive supplier Autoliv, the insurer AOK and the Polish petrol chain Orlen.

Hamburg's service providers are driving employment. After 5,450 jobs created in 2013, they announced to top figures by another 9,100 new jobs in the current year. This was revealed by the economic survey DIgNo 2013, annually conducted by Creditreform in co-operation with the employers association AGA. Overall, the services sector created some 30,300 jobs in all five Northern states.

green shipping pays off. Vessels with particular safe and eco-friendly features now pay less harbour dues in Hamburg than conventional ships. Oil tanker with a green award are granted a three per cent reduction. As the first port of the Northern range, Hamburg also grants a 15 per cent discount to vessel powered by liquefied Natural Gas (LNG). The calculation of the reduced harbour dues is based on the Environmental Ship Index (ESI), currently listing more than 2,000 ships. The discounts are effective: every tenth vessel entering the Port of Hamburg, meanwhile meets the requirements for the environmental bonus.

Eco ships save on dues
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Hamburg News

Unique landmarks: new locations for creative industries

Hamburg’s historic industrial heritage turns into hot spots of the creative industries. After the revitalisation of industrial buildings as Zeisehallen, Phoenixhöf, the Altona power plant or the area of Hamburg gas works, a new use of the foundry of Hermann Michaelis is currently being discussed. Founded in 1854 at Beerenweg 3 and currently used by a packaging company as a warehouse, the heritage-listed property has been selected for conversion into a creative centre for media, design, or IT companies. With three levels, the hall at Bahrenfeld boast a unique architecture, a fact taken into account by the winner of the architecture contest. Christian von Bismarck’s design proposes to leave the central hall fully intact and open, with the side aisles taking up walls, ceilings, and staircases. Thus, 15,000 sq m of gross floor space could be created in the 120 m long hall. Also ready for conversion are the former grounds of Kolben-schmidt AG at trendy Ottensen.

Investors discover Harburg

Image and structural changes provide for revival • Top properties change owners

From 2006 to 2013, i. e. for seven years, the Internatio- nal Building Exhibition IBA Hamburg deeply transformed Hamburg’s south and prepared its grounds for a brighter future. More than one million euro were invested on the Elbe island of Wilhelmsburg and further south at Harburg, with one-third covered by the Free and Hanseatic City of Hamburg, and two-thirds by private parties. Follow-up investments until 2020 will reach a similar amount. The sustainable urban development triggered off by the Leap Across The Elbe policy increasingly attracts new investors.

At Harburg’s inner port, Channel Hamburg has well established itself as a premium water-front location suitable for office use, research, and science. Now, four top properties swapped ownership in a 100 million euro deal: Phoenix AG, a port warehouse at Veritas quay, Freudenberger’s production hall, and the shopping centre Harburg Arkaden. Further impetus for the upcom- ing real estate market is expected from the discussion paper “Harburg Vision 2020/50”, formulated by politics and adminis- tration in close co-opera- tion with local businesses and residents. In the document, the University of Technology at home in Harburg has been acknowledged as driving force in the development.

Cruise year 2014: unparalleled boom triggers new investments

Hamburg is a booming cruise destination and increasingly appreciated internationally. Following last year’s 177 arrivals, 191 dream vessels are scheduled to moor at the Port of Hamburg’s cruise terminals at HafenCity and Altona this year. To meet demands, a third terminal will be erected in the port’s southern part. Construction of the 75 million euro building at Steinwerder’s Kronprinzkaai is scheduled for April 2014. The 20 hectares large plot will see the construction of two passenger and luggage handling facilities, bus bays, and 1,546 parking lots for car. The new operations of the terminal are scheduled to start next June. All three cruise terminals will then be operated by a new joint venture of Hamburg Port Authority and Hamburg Airport. Last year, 550,000 cruise passengers visited the Elbe metropolis. This year, figures are expected to rise to 600,000 pax. In 2021, Hamburg hopes to break the one-million cruise guests barrier.

A major contributor to the sector’s growth is AIDA Cruises. Germany’s largest cruise line has chosen Hamburg as starting point for cruises with two large vessels operating all around the year. Highlight of the cruise season 2014 included, inter alia, the 824th port anniversary. The world’s largest port festival will be held 9-11 May 2014. In June, the baptism of TUI Cruises “Mein Schiff 3” will be celebrated, followed by the fourth Hamburg Cruise Days, luring six luxurious cruise vessels to Hamburg 1-3 August. In the magical light of Hamburg’s BLUE PORT illumination by local light artist Michael Batz, they will travel down the Elbe river during the Hamburg Cruise Days Parade. For a very special dancing experience, hop aboard the flotilla of party ships at the Cruise Night.

From 2015 onwards, Hamburg will even offer a full week of cruise flair to trade and leisu- re visitors. Starting next year, the Hamburg Cruise Days and the Seatrade Europe, the lead- ing European trade fair of the cruise industry on the Ham- burg Fair ground, will merge into one event and take place every two years as the world’s one and only cruise week.
Music – a major ambassador of the creative metropolis Hamburg
Creative industries at SXSW • 1st International Music Fest Hamburg tempts the eyes and ears

The music metropolis Hamburg has international appeal. Its vibrant club scene and small indie labels as well as the opera, classical music and ballet productions enjoy an excellent reputation, a fact successfully exported by Hamburg’s festivals.

Hamburg@SXSW
In March, 60 participants of Hamburg’s creative industries from music, film, and interactive will showcase their assets at the leading creative industry platform “South by Southwest” (SXSW) in Austin/Texas. Next to the trade fair participation at the German House, journalist meet-ups and congress panels, a start-up pitch is a key point on the agenda. Held at the Hamburger Intercative Day (9 March), Reeperbahn Festival as Germany’s largest club festival will invite promising start-ups to present their business idea to venture capital investors from North America at a spin-off of Start-Ups@Reeperbahn Pitches on 9 March. Wednesday, 12 March, will focus on Hamburg’s music industry with Reeperbahn Festival’s official Smit Pool, Camera, Fuck Art, Fetsum, and the Duo BOY. Both days will end with buns, beer, and great chances for new contacts at the networking party “Reeperbahn Hamburgers”. Hamburg’s participation at SXSW is supported by the Chancellery of the Hamburg Senate, Hamburg Marketing GmbH (HMG), the Hamburg Tourism Board, the Hamburg Ministry of Culture and the Hamburg Kreativ Gesellschaft. Key organisers are the industry association Interessengemeinschaft Hamburger Musikwirtschaft (IHM) and Reeperbahn Festival.

Beloved and new tunes
In early summer, Hamburg will launch a new festival to celebrate the city’s orchestras and concert operators. From 9 May to 15 June, they will jointly host the 1st International Music Fest Hamburg. In addition to large orchestral concerts, concert opera performances and a series of contemporary music, also a Schubertiade, a “Nightline” of vanguard pop concerts in the late evening, and the concert series “Jazz, World & Co.” will please the ears and eyes of the audience with beloved and new tunes. Seduction is the theme, interpreted by more than 50 concerts from classic, jazz, world music and pop. They are presented by a co-operation of the Elbe Philharmonic concerts with Hamburg orchestras and series, including the NDR Symphony Orchestra, the NDR Choir and the concert series NDR das neue werk, the Hamburg Philharmonic Orchestra, the concert agencies Dr. Goette and Karsten Jahanke, ELBJAZZ Festival, Hamburger Symphonie Orchester, Ensemble Resonanz, Fontenay Classics chamber concerts as well as Kampnagel and Uebel & Gehrlich. Starring famous stars like Anna Netrebko, organist Cameron Carpenter, piano player Maria João Pires and bariton Matthias Goerne or famous orchestras such as Koninklijk Concertgebouworkest Amsterdam with Andris Nelsons as director or Orchestra Mozart, they will make Hamburg a radiant festival city. And a daring one that will venture into new formats of music education with a big band “Star Walk”, “Music raids” and listening experiments.

Internorga Trend 2014: healthy, sustainably, and high quality
World lead fair confirms the catering industry’s high interest in innovation

The future of the Out-Of-Home-Market has been revealed by INTERNORGA for 88 years. This year, some 1,200 exhibitors and 90,000 trade visitors are expected to flock on the Hamburg fair grounds from 14-19 March to attend the world’s lead fair and discover two new formats in 2014: WEINWelt will showcase innovative wine concepts, EISWelt ingredients and tools for the production of ice cream. New drinks and their manufacturers or importers can be tasted at the expanded LiquID Bar, fresh ideas at the Newcomers’ Area. Promising gastro trends are revealed by the Pink Cube, while the SKYWALK Table will put a spotlight on crockery, glasses, cutlery and seating. The positive industry climate reflected by the so-called GV barometer will surely please exhibitors. According to the catering survey, 60 per cent of the decision makers in catering (GV) are planning major investments in machines, POS systems and kitchen equipment for the current year. Healthy food, consistent quality and sustainability are key issues at company canteens, hospitals and cafeterias, with corporate social responsibility highly influencing the daily menu. For his survey, market researcher Prof. Wolfgang Irrgang interviewed the head chef of 309 catering companies, canteens and cafeterias last October. According to the German Hotel and Restaurant Association DEHOGA, Germany’s catering and communal catering industry comprises more than 30,000 canteens serving more than 30 million week per week, along with 16,000 hospitals, nursing homes and rehabilitation facilities with approximately 1.2 million meals daily.

http://internorga.com