Hamburg News to enter a new digital era
Relaunch as business platform and newsletter for the Hamburg Metropolitan Region

More than 20 years of “Hamburg News” mean more than two decades of business news from Hamburg and its metropolitan region. Launched in 1993 as a state of the art facsimile new service, the newsletter has been constantly adapted to changes of technology and style in the course of time, with pictures and graphs added, layout modified and distribution via e-mail. Now, it will fully be integrated into the web to be even more up-to-date and fully customised to readers’ preferences.

In future, Hamburg News will be distributed weekly to subscribers, with the first newsletter send out on 9 July. The newsletter will be compiled from head news and key articles published on a new bilingual online platform, available in both English and German. While the newsletter will touch selected topics only in brief, the website will offer extensive background information and news on industry trends from Hamburg and its region in both German and English. Focal sectors featured in the newsletters are renewable energies, health & life science, trade & finance, port and logistics, aviation, meetings and congresses, media, IT and creative industries, and tourism.

In addition to articles written by the editorial staff of Hamburg Marketing GmbH and its partners, news clips automatically collected from the web and social media platforms will be featured on the platform in real time, with clips from Hamburg News featured in the social web in return. Another feature of Hamburg News’ fresh, modern look is the platform’s adaptive design. It allows not only to browse the online portal on computers, but also on smart phones and tablet PCs.

In the year 2013, 6,407 dwellings were completed in Hamburg. This war reported by the Ministry of Urban Development and Environment based on figures of the Office of Statistics North. Thus, the number of new homes increased by 2,614 units compared to 2012.

In July 2011, the Hamburg Senate had signed an agreement on new housing with Hamburg’s seven districts to boost residential construction. The central objective of the contract is to issue permits for residential applications faster and no later than six months upon receipt. In addition, all districts have launched dedicated housing programmes. Since then, the figures of building permits has risen steadily. From 6,811 residential units approved in 2011, figures went up to 10,328 in 2013. And the boom continues. Currently, more than 11,000 homes are under construction.

Familonet named winner as best digital start-up of the Webfuture Award
WunderCar ranked second, Courtag.io on third position at Hamburg’s local founders contest

Innovative business ideas and friendly teams: at the finals of the Webfuture Awards, Hamburg’s local start-ups impressed the public and the jury by competence and charisma. With 40 candidates preselected, nine of them competed in the finals. Three teams entered the all-deciding pitch live on stage.

It was won by Michael Asshauer, David Nellessen and Hauke Windmüller, who invented the “Familonet” app to allow family members to stay in touch and locate individual members. As best Hamburg start-up of the year, they not only took home the trophy, but also 5,000 euro of prize money and consultancy packages by KPMG. The social car sharing system “WunderCar” was voted on the second position. The advanced software for professional real estate agents called “Courtag.io” was ranked third. The Webfuture Award has been granted in Hamburg since 2007.

Hawesko: 50 years
Founded in a garage, Hawesko developed into a global leader of the wine trade. Growth is secured by three distribution channels. (p. 2)

Port with steady growth
In the first quarter of 2014, sea-borne cargo throughput increased by 8.6 per cent to 35.6 million tonnes in the port. (p. 2)

Games award
For their 3D adventure game “Scherbenwerk”, students of HAW Hamburg were granted the German Games Award. (p. 3)

A new economic region
The fixed Fehmarnbelt-crossing will create a new boom region, the first Hamburg Copenhagen Business Forum showed. (p. 4)
Seaborne cargo throughput continues to grow in the port
First European port agreement entered with Port of Barcelona

In the first quarter of 2014, the Port of Hamburg succeeded in maintaining the previous year’s positive growth trend. Representing 8.6 per cent growth, total throughput reached 35.6 million tonnes. General cargo throughput grew by 10.8 per cent to 25.2 million tonnes. Bulk cargo throughput increased by 3.5 per cent to 10.4 million tonnes. Container throughput climbed by eight per cent to 2.4 million TEU (20-ft standard containers) in the first three months of the year.

Container services with Asia grew by nine per cent to 1.3 million TEU. With 705,000 TEU, container handling for the People’s Republic of China and Hong Kong accounted for around 30 per cent of total container throughput in the Port of Hamburg. Germany’s largest universal port is also Northern Europe’s leading hub for container services with the Baltic region. Transshipment services by feedership in the North Sea and Baltic region reported an advance of 6.5 per cent in the first quarter of 2014.

Leading trade partners in container traffic were Russia with 188,000 TEU (+ 4.0 per cent), Finland with 95,000 TEU (+ 20.1 per cent) and Poland with 93,000 TEU (+ 26.6 per cent). A strong partner of the Port of Hamburg is also Barcelona.

Daimler to invest 100 million euro into Hamburg site
Mercedes Benz’s centre of competence to set up new production line

German car maker Daimler is investing in Hamburg, and will spend around 100 million euro in expanding its axle facility. The new production line is yet another milestone of Daimler’s most northern site.

Repositioned at the turn of the new Millennium, the Mercedes Benz plant today is active in Hamburg in four product fields: axles and axle components, steering columns, exhaust systems and lightweight technology. Furthermore, the production of plastic-metal composite parts has been developed and made ready for production in Hamburg. Here, metal and plastic parts are being merged to so-called polymer metal hybrid parts in a single production step.

Home to this globally unique technology, Hamburg is the centre of competence for lightweight construction in Mercedes Benz’s production network. Hamburg’s leading role in automotive construction is confirmed by international awards. In 2013, the Mercedes Benz facility in Hamburg was honoured by the Society of Plastics Engineers Inc. for production plant and its outstanding innovation performance with not only one, but two awards at the 15th SPE Automotive Awards.

In Hamburg, Daimler currently employs around 2,600 staff.

daimler.com

Hamburg Metropolitan Region
Hawesko – one of the world’s biggest online wine traders

In a garage at Hamburg-Harvestehude, the success story of Hawesko started in 1964. 60 years later, the Hanseatisches Wein- und Sekt-Kontor founded by local merchant Peter Margaritoff is one of the world’s biggest online wine traders and market leader in Europe. Initially, Cognac, Wine, and Whiskey were focal products; wine only became the strongest item of the portfolio in the course of time.

When Peter’s sons took over the business in 1981, annual sales had already grown to ten million German Mark. To service the hospitality and catering market, both brothers founded CWD Champagner- und Wein-Distributionsgesellschaft as wholesale division. The entry into stationary trade followed in 1998 by the acquisition of Jacques’ Weindepot.

In 1999, the Bonn-based group Wein-Wolf and 325 years old wine house Carl Tesdorff Weinhandel zu Lübeck were integrated into the group. Since 2011, also the Spanish wine specialist Wein & Vinos has been part of Hawesko group.

In the same year, Hawesko’s three distribution channels wine wholesale, retail, and e-commerce scored sales of more than 400 million euro. In 2013, consolidated sales increased by a further 4.2 per cent to 465 million euro. Revenue generated in Germany surpassed the previous year’s sales by 2.4 per cent. Hawesko thus performed significantly better than the market, which suffered a decline of 1.4 per cent in Germany. The result from operating activities (EBIT) amounted to 22.6 million euro in 2013.

hawesko-holding.com
hawesko.com

Helm to grow in Asia

With global sales of 9.67 billion euro and consolidated net income of 82.2 million euro, Hamburg, and accounted for an increase of about 10 per cent in Germany. The result also improved by 4.9 per cent in the same period. The company also suffered a decline of 1.4 per cent in Germany. The result from operating activities (EBIT) amounted to 22.6 million euro in 2013.

hafenhamburg.de
hamburg-port-authority.de

New Aircelle facility

Aircelle (Safran) has started the construction of a new facility in Haubesruhr to assemble and deliver nacelles on Airbus A320neo jetliners equipped with CFM International LEAP-1A jet engines. Operations are due to start in 2016. Aircelle is the second largest nacelle systems provider worldwide.

helicom.com

Avalon at Valvo Park

The wind farm service provider Avalon transferred its competence centre to Hamburg. Founded in 2009, it can now be found at Valvo Park, a business park close to Hamburg Airport. There, 23 staff now offer technical support, client management, and distribution for wind farms manufactured by Vestas, GE, and Gamesa. HFW supported Avalon in moving to Hamburg.

avalon.eu

Record first quarter

Hamburger Tourism continues its steady growth. In the first three months of 2014, 2.3 million guests spent a night in Hamburg, and accounted for a plus of 3.2 per cent. Major growth factor were overnight stays by international visitors. They grew by 7.5 per cent, while nights by German guests only increased by 2.1 per cent.

Hamburg currently boasts 302 hotels with a total of 48,919 beds. Not included are guesthouses, inns, holiday accommodations, and camping. In 2014, half a dozen hotels are scheduled to open. 2015 will also see new hotel openings.

hamburg-tourism.de

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hamburg-tourism.de
Hamburg News

Shortcuts

New head of research
Hamburg-based Beiersdorf AG appointed a new head for its Research & Development (R&D) division. On 1 October 2014, the head of Beiersdorf skin research for many years, Prof. Klaus-Peter Wittem, will enter retirement. His successor will be Dr. May Shana’a. The Lebanon-born scientist has more than 26 years of expertise in the management of global R&D organisations of multinational companies. For 20 years, she worked in skin care and cosmetics. beiersdorf.de

Living at Hammerbrook
Close to the centre, affordable, and crossed by waterways: like Loksstedt, Billbrook and Rothenburgsort, also Hammerbrook is one of Hamburg’s forgotten gems. Now, the district of Hamburg-Mitte plans to develop an attractive neighbourhood on a 12,055 sq m large plot. Located between Sonnin canal, Sonninstraße and Nordkanalstraße, the mixed residential area with small retail space and a hotel will feature 330 residential units, 111 units, i.e. more than a third of them, will be erected under a social housing scheme. hamburg.de/mitte

Maritime medicine
Maritime medicine has a long tradition in Hamburg. With the Zentralinstitut für Arbeitsmedizin und Maritime Medizin (ZfAM), Germany’s oldest research facility in maritime medicine is at home at the banks of the Elbe river. For decades, ship officers were being trained at the joint facility of the Hamburg Ministry of Health and Consumer Protection and the University Medical Centre of Hamburg-Eppendorf, where also scientific projects in the port and on board were conducted. Now, medicine students in Hamburg are able to benefit from this broad expertise. Since May, the elective study course “Maritime Medicine” has been added to the integrated model degree course medicine (iMED) at the University Medical Centre Hamburg-Eppendorf (UKE). uke.de

Hamburg’s urban planning promotes “cities in the city”

Hamburg is constantly growing. The city attracts people from Germany and overseas to the banks of the Elbe river. By 2030, population figures are anticipated to climb to 1.85 million inhabitants. 50,000 new households will be looking for residential units. Such a growth is quite a challenge for Hamburg. But also a great chance. In the concept “Perspectives of urban development – green, equitable, and growing city on the waterfront”, Hamburg defines objectives and fields of action for its future development. More urban life in the city is the vision. Densification is the key target, achieved by the development of derelict or vacant lots, attic conversions, and added levels on low roofs. In addition, districts not located close to the centre are to be developed into lively sub-centres, attracting new tenants to areas previously not in the focus. The development initiatives by IBA in Hamburg’s south are to be continued by additional projects realised in Harburg and on the Elbe islands. Furthermore, the expansion of HafenCity will also turn the eastern parts of the inner city, i.e. Rothenburgsort, Hamrorkbrook and Hamm (south) into the limelight, with new waterfront premises being developed on the banks of the Elbe and Bille rivers. Limiting height for all construction will be the roof line of Hamburg’s Wilhelminian-style buildings, with high risers allowed as iconic landmarks. hamburg.de

Schilleroper to be converted into student apartments
Bavarian investor GST also offers artist residences in the former circus building

Hamburg’s Schilleroper is Germany’s last surviving circus building. Erected in 1889 as a roundhouse with steel structure at the limits of St. Pauli, it once housed an arena for 1,200 spectators, elephant stables, and artists apartments. Later converted into a theatre, it also staged a young blond man who became the national celebrity actor of the 1930s: Hans Albers, best known abroad for his role in “The Blue Angel” with Marlene Dietrich. In 2003, Schilleroper was registered as heritage building, and sold to GST-Service GmbH from Pullach near Munich many years later. Now, the southern German company announced to integrate 220 flats into the landmark, with 120 located in the old roundhouse, and further 100 units in a new six-storey block to be built on its side.

Investments are estimated at around 18 million euro. With construction scheduled to start in autumn, first tenants could move in by 2016. The investor from Bavaria boast a vast and diverse experience in the development, design, and construction of residential, hotel and commercial properties. In Hamburg, GST also plans to convert the neo-baroque building of the former regional finance office at central Rödingsmarkt into a five-star luxury hotel. hamburg.de/mitte

Hamburg Games student win German Computer Games Award

Games students of the Hamburg University of Applied Sciences (HAW Hamburg) have been named winner of the German Computer Games Award. At the finals in Munich, their 3D adventure game “Scherbenwerk – a fraction of a eternity” was ranked number one in the category “Best Newcomer Concept” after having competed against 40 other projects from all over Germany. The award is endowed with a prize money of 35,000 euro. 2014’s winning team thus follows in the footsteps of another HAW team, granted the German Computer Games Award last year for their game “GroundPlay” also in the category “Best Newcomer Concept”.

In “Scherbenwerk”, the player takes the role of young Kester Federstein who is inadvertently drawn into the adventure to his home town Rubicon Depth. He discovers strange creatures and far corners of a fantastic city and has to solve many exciting puzzles and tasks. Kester is required to unlock the secrets to the huge rig of the city and put together a magical miniature, which will give him the power to move between worlds and to change the city itself.

Lovely drawn by hand and suitable for all ages, the steam punk scenes were conceived by Vanessa Zeeb, Mathias Fischer, Michael Kluge, Marc Victorin, and Clemens Kügler. The five students of HAW’s Master’s degree programme in Game Design have been working on their game for two years. Even though they have already won other competitions, they are particularly pleased about the German Computer Game Award, as it is the highest and most prestigious award for the quintett. They have announced to use the prize money to finish off urban areas still under construction, and to fully implement and complete the action and gaming options of the game.

Endowed with a total of 345,000 euro, the German Computer Games Prize is one of the most important prices in the media industry. It was launched in 2009 to promote high-quality, educational computer and console games.

haw-hamburg.de
scherbenwerk.wordpress.com
deutscher-computerspielpreis.de
Future Fehmarnbelt tunnel is triggering off growth today
Hamburg Copenhagen Business Forum unfolds great perspectives for boom region

In 2021, the fixed link across the Fehmarnbelt will be inaugurated. With the tunnel, the central north-south axis between Scandinavia and the Mediterranean Sea will be completed. The new transport corridor will bring the cities of Hamburg and Copenhagen closer together and create a strong and highly competitive economic region in northern Europe.

Co-operation in many fields
Changes, opportunities and perspectives created by the new connection were discussed by 270 participants with 75 delegates from Copenhagen at Hamburg Copenhagen Business Forum (HCBF) in Hamburg at the Chamber of Commerce. Topics ranged from vital aspects of green and smart cities to co-operation possibilities in medicine technology, the recruitment of skilled workers from abroad, and the real estate industry in Hamburg and Copenhagen.

Copenhagen’s First Mayor Frank Jensen also proposed a joint application of both cities to host the Olympic Summer Games, a suggestion well received by Hamburg’s First Mayor Olaf Scholz.

Cities with similarities
The Hamburg Copenhagen Business Forum was initiated and organised by the Hamburg Chamber of Commerce and the German-Danish Chamber of Commerce. Partners of the event were the Fehmarn Belt Business Council, the Central Real Estate Committee, the Economic Development Council of the Hamburg Metropolitan Region, its Danish counterpart Copenhagen Capacity, and Dansk Industri.

HCBF’s aim is to strengthen the co-operation between the metropolitan regions of Hamburg and Copenhagen. Like Hamburg, Copenhagen is a pioneer in climate and environmental protection. Moreover, both regions have been developed into brands with international impact. The new traffic artery will stimulate the economy. According to a study jointly conducted by the universities of Kiel and Copenhagen in early 2011, the improved infrastructure will support and stimulate cross-border clusters. These positive effects have already been experienced by the Øresund link between Copenhagen and Malmö in Sweden.

Hamburg’s civic art gallery to undergo major facelift
Alexander Otto donated 15 million euro for modernisation

Hamburg’s civic art gallery will be extensively modernised. The facelift was made possible by a 15 million euro donation of the local Hamburg entrepreneur Alexander Otto, and the Dorit und Alexander Otto Foundation founded together with his wife. In addition, Hamburg will provide seven million euro for the restoration of the Kunsthalle depot and the redesign of the grounds at Deichtorplatz / Ferdinandstor.

The modernisation will integrate all units of Hamburger Kunsthalle into a single museum complex. To achieve this, the historic main entry will be re-opened and the central staircase, out of use since 1919, reshaped to lead the way into an open arcade room. Flooded by natural light, the spacious new entrance hall will offer amazing views of the Alster lake through its large glass windows.

From the barrier-free new lobby with ticket sale, museum shop and visitor info, two new walks will guide through the collections of contemporary works or arts before 1950. The wardrobe and other service facilities will be located at a new mezzanine level.

At the site of the former Café Liebermann, a new coffee shop will be set up. Modern LED lighting, new flooring and new wall surfaces will improve the presentation of paintings and other art objects. During the renovation works, only parts of the art gallery will be closed to visitors. A selection of 200 major works from the Kunsthalle’s permanent collection will be on display at the Unger building, where also large art shows will be feature during the construction time.

Hamburg News Bits

The topping-out ceremony has been celebrated at the IBA project Georg-Wilhelm-Höfe. At the large residential neighbourhood at Wilhelmsburg, 150 units – privately owned flats, homes, and social housing – will be erected in two construction phases.

50 years ago, the first guest workers from Portugal arrived in Hamburg, today home to 9,000 immigrants from Portugal. The 50-year anniversary of the foreign worker agreement will be celebrated by a week-long celebration in Hamburg.

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hamburger-kunsthalle.de