



# Hamburg News

02/2011



## We are energy!

At the official public kick-off for Hamburg's European Green capital year, a sustainable dancefloor created renewable energy. (p. 2)

## Aviation takes off

Airbus showroom, airport jubilee and a unique learning co-operation: Hamburg as the place for aviation is soaring high. (p. 2)

## The cats are back

In the cultural metropolis Hamburg, musicals have been an important economic factor for more than two decades. (p. 4)

## Active HamburgAmbassadors

HamburgAmbassadors are highly committed to promoting Hamburg's assets, examples from Boston and Stockholm show. (p. 4)

## Newsflash

**A true passion:** Hamburg's local are proud of their city – their identification with their home town is unparalleled in Germany. According to a recent survey by Germany's number largest savings institute HASPA among 800 citizens, 89 per cent are proud of being truly Hamburg-born. The pride of being a local does not know any boundaries of age, sex, or income, but is especially strong with citizens over the age of 60 and between 18 to 29 years.

Their home pride has many good reasons: one of the country's best gross domestic products per capita, employment rate, and available private income, the excellent job and training perspectives in the city and its metropolitan area, its international flair, and Hamburg's courage to take a pioneering role and pursue visions, reflected by the city's new landmarks HafenCity and Elbphilharmonie, and plans to reshape the Hamburg's inner city. [www.haspa.de](http://www.haspa.de)

## Hamburg's industry is increasingly eco-conscious

In the European Green Capital 2011, corporate partners support the city's green goals

In Hamburg, Europe's Green Capital 2011, the local industry sets examples of sustainability. Some 170 guests from business and politics thus recently met at the energy-efficient Unilever headquarters, bathed in green LED light, to attend the meeting "Sustainability pays off" hosted by the Hamburg Chamber of Commerce and the Free and Hanseatic City of Hamburg.

Hamburg set up a strong environmental network for the local industries as early as 2003. Bundling all corporate activities in environmental and climate protection, some 659 companies have meanwhile joined the public-private "Environmental Partnership" initiative, with 1,000 members as the goal for late 2013.

Thanks to the energy efficiency measures implemented by the Environment Partnership companies, more than 100,000 tonnes of carbon dioxide and around 16 million euro of operating costs have been saved



so far. An active member of the Environmental Partnership is Aurubis. Europe's largest copper smelter has announced to reduce CO2 emissions by 40,000 tonnes until 2012. Another vital impact comes from the Hamburg-based aircraft manufacturer Airbus. Its flexible air conditioning system installed in 2010 allowed to reduce the energy consumption by 50,000 kilowatt hours and to save 32 tonnes of CO2 in 2010. This year,

numerous small-scale projects are on the agenda, including, inter alia, an improving sealing of hangar doors. Green goals are also pursued by E.on Hanse on a pilot plant unique in Europe. At its Hamburg-Reitbrook site, micro algae feed on CO2. By doing so, the green house gas is turned into biomass, and thus into a base for sustainably new energy.

<http://umwelthauptstadt.hamburg.de>

## Hamburg's historic centre to be better linked to maritime HafenCity

Main city entrances to be newly designed – BID Opernboulevard to invest 4.7 million euro into Dammtorstraße

Hamburg's historic centre is to be linked more closely to the maritime expansion of HafenCity. To achieve this, pedestrian connections will be extended, retail strengthened, the main city gates redesigned, and living in the city made more at-

tractive. These points are the cornerstones of a new inner city development concept presented by the Hamburg Ministry of Urban Development and the Environment. The concept also proposes a better connection between Gänsemarkt,

the train station Dammtor and Hamburg University by redesigning Stephansplatz. The conversion of Dammtorstraße into an elegant opera boulevard is already under way, with landowners and the Free and Hanseatic City of

Hamburg as partners of the city's latest Business Improvement District. Jointly investing a total of 4.7 million euro, the city will rehabilitate road and sidewalks, while the landowners have entered the obligation to redesign public spaces.

## Hamburg danced into 2011 as Europe's Green Capital "We are energy" was the claim of the official public kick-off ceremony

Environmental protection in Hamburg begins with small steps. The public opening of the European Green Capital year provided locals with countless ways to start. A central feature of the kick-off festival was the "Sustainable Dancefloor", capable of transforming kinetic energy into electricity. The dance floor also staged "energy battles", where 13 teams competed in producing the maximum of energy. Their culminated energy provided the base for a donation to be granted to an environmental project in Hamburg's Tanzanian sister city Dar es Salaam. Exemplary environmental projects were showcased by orga-

nisations, local companies and Green Capital sponsors around the dancefloor. Premium partners included Siemens and the Deutsche Bahn; additional sponsors were Budnikowsky, Unilever, Globetrotter, Otto, Panasonic and ECE. Projects were also presented by the International Building Exhibition (IBA), the HafenCity, and the International Garden Show (igs). Inside city hall, visitors were able to explore the past and future of environmental protection in Hamburg in the exhibition "Environment has a Story", and view the "Win With Energy" show at Europa Passage. Another highlight was the opening of the info pavilion on

Glockengießerwall, inviting residents and visitors to gain insights into the granted EU title, its key projects, and upcoming events. While the permanent exhibition at the pavilion presents Hamburg's environmental objectives, several temporary exhibitions will explore themes such as "Nature Conservation in Cities", "Climate Protection" and "Environment and Economy" in depth. Hamburg's year as European Green Capital will be a very promising one for the city. Already now, Hamburg is perceived nationally and internationally for its assets in economy, quality of life, and sustainability.  
<http://umwelthauptstadt.hamburg.de>

## Russia increase its activities in Hamburg 120 Russian companies already active at the Elbe – 35 feeder services to Russia

Russia's economy is booming again, and Hamburg nourishes on its fruit. After China, also companies from the former Tsarist Empire appreciate the assets of Hamburg as a business location. With business ties dating back to the heydays of Hanse merchants in the Middle Ages, and the twinning of St. Petersburg and Hamburg signed as early as 1957, it's only in the past few years, however, that Russian companies became active

in Hamburg on a broad and increasingly higher level. While 800 Hamburg companies are present in Russia, only 120 Russian companies are based in Hamburg, but numbers are increasing. In 2008, 15 Russian companies relocated to Hamburg, in 2009, further eleven firms moved to the Elbe metropolis. In 2010, additional nine enterprises chose Hamburg until late summer. Since the end of the economic crisis, bilateral trade has been recovering fast.

Meanwhile, Russia confirmed itself once again as third-largest trade partner in container traffic. In conventional general cargo, the Russian Federation is also one of Hamburg's major trading partners for iron, steel, cellulose, and machinery. Each week, 35 feeders vessels leave for Russia. More Russian transports are handled in transit via the Baltic States and Finland or by rail and road from Hamburg.  
[www.hwf-hamburg.de](http://www.hwf-hamburg.de)

## Hamburg enhances traffic network to the Golf region Emirates to start second daily non-stop service from Hamburg to Dubai



To meet the strong and increased demand, Emirates, the international airline of the United Arab Emirates has added a second daily non-stop flight from Hamburg to Dubai

to its services. On the additional Hamburg flight, Emirates will operate Boeing 777-200 jets with twelve seats in First, 42 seats in Business, and 220 seats in Economy Class. The daily flight will take off at 9.25 p.m. in Hamburg and land in Dubai the next morning at 5.40 a.m. The return flight will leave Dubai at 3 p.m. and reach Hamburg at 7.40 p.m. Emirates

already operates a daily flight from Hamburg to Dubai that leaves the Hanseatic City at 2.45 p.m., reaches Dubai at 11.55 p.m., returns from there at 9.00 a.m. and touches down in Hamburg at 12.50 p.m. The current daily non-stop service is also operated with a Boeing 777-300 in a three-class configuration. The new flight will also increase cargo capacity to Hamburg by additional 17 tonnes of daily underdeck load, giving customers of Emirates SkyCargo more flexibility.  
[www.emirates.de](http://www.emirates.de)

### Shortcuts

#### Five years of nano centre

In spring, the Hamburg centre of nanotechnology will celebrate its first five years. CAN GmbH offers companies and institutions contract research and development services in the area of nanotechnology and participates in national and international research programmes. A current research project, for instance, focuses on the development of novel fuel and solar cells based on functionalised nanostructures. In addition, 21 patents have been handed in for registration by CAN GmbH since 1996.  
[www.can-hamburg.de](http://www.can-hamburg.de)

#### Climate neutral Elbe island

With the "Energy Atlas", IBA Hamburg recently presented its sustainability concept for the Hamburg district of Wilhelmsburg. The 224 pages-concept show that it is possible to cover the energy consumption of the Elbe island's buildings by 2025, and by 2050 even their heating needs entirely by renewable and locally produced energy. The switch to 100 percent renewable energy will not only make Europe's largest river island climate-neutral, but also create jobs, IBA claims.  
[www.iba-hamburg.de](http://www.iba-hamburg.de)

#### Scientific heavyweight

How could one better process shell-shaped parts such as fuselage and wing skins of aircraft or rotor blade segments for wind turbines? Scientists from the Institute for Production Management and Technology of the University of Technology Hamburg (TUHH) hope to clarify this question with the help of a large-scale research tool allowing to develop and improve production processes and real-life conditions.  
[www.tu-harburg.de](http://www.tu-harburg.de)

#### Passenger record

Just in time for the 100-year anniversary, Germany's fifth-largest airport reported record figures: In 2010, 12.96 million passengers used Hamburg Airport, i.e. 730,000 passengers or six per cent more than in 2009. The increase in passenger figures has been achieved by the use of larger aircraft and better utilisation.  
[www.ham.airport.de](http://www.ham.airport.de)

## Shortcuts

**Maritime cluster**

Hamburg, Lower Saxony, and Schleswig-Holstein jointly launched the "Maritime Cluster Northern Germany" at the beginning of the year. The joint cluster management strives to enhance co-operation of the Northern German states within the maritime industries. Main targets are to increase the sector's competitiveness and to secure and create employment.

[www.maritimes-cluster.de](http://www.maritimes-cluster.de)

**Office market: good year**

2010 was a good year for Hamburg's real estate agents as sales climbed by 27 per cent to 500,000 sqm leased to new tenants. With the inner city as Hamburg's strongest office market, also HafenCity and City-Süd performed well. In the ranking of tenants, local authorities were dominant, followed by consultants ahead of information and telecommunications companies.

[www.grossmann-berger.de](http://www.grossmann-berger.de)

**Mercedes invests**

The car manufacturer Daimler invests 35 million euro into its Mercedes branches at Niendorf and Wandsbek. The works will allow to significantly reduce CO2 emissions. In Niendorf, funds will be used to modernise the work shops. Wandsbek, also home to corporate headquarters, will undergo extensive modernisations and see the construction of a new service workshop.

[www.hamburg.mercedes-benz.de](http://www.hamburg.mercedes-benz.de)

**Job engine service industry**

Northern Germany's service industry created 33,400 new jobs (+2.8 per cent) in 2010, a survey by the industry association AGA and the credit agency Creditreform among 1,064 companies from Northern Germany revealed. This year, the services providers based in Hamburg, Bremen, Schleswig-Holstein, Lower Saxony, and Mecklenburg-Pomerania have announced to hire further 26,400 staff and thus increase employment by 2.2 per cent within the industry.

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

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

**Port of Hamburg grows by innovation and diversification**

Effective 1 January 2013, the Free Zone in the Port of Hamburg will be abolished. The dismantling of the customs fence will make the port faster, lower port operating costs, and thus make Hamburg's hub more competitive. In addition, Hamburg will once again be given absolute sovereignty in terms of planning and design for the port district. The Hamburg Free Zone currently covers around 23 per cent of the entire port.

With the official inauguration of the Fraunhofer Centre for

Maritime Logistics and Services (CML), located at TU Hamburg in Harburg, Hamburg now boasts its first Fraunhofer facility. At CML, an international team of scientists focusses on practice-oriented applied research and develop innovations for seaports, terminal operators, shipping agents, forwarding agents, public authorities, and other players of the maritime economy.

The Hamburg Port Authority also no longer places the emphasis only on increasing

handling volumes, but also on opening the port for future-oriented technologies and services providers. A first success is the acquisition of the US company "Better Place" bringing electromobility to the port. Ties to Hamburg's major trade partner Far East have also been further extended, with Busan in South Korea as the port's seventh partner. Furthermore, CMA CGM has introduced direct scheduled liner services to Vietnam.

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

**The future of flying takes off in Hamburg****Airbus: A320 record order and A350 showroom – HCAT: inauguration in May**

Hamburg as the place for aviation started the new year at full throttle, with IndiGo placing the largest single firm order in commercial aviation history for an Airbus jet manufactured in Hamburg. In total, India's largest low-cost carrier ordered 180 eco-efficient Airbus A320 aircraft, of which 150 will be A320neo's and 30 will be A320s. The order also makes IndiGo a launch customer for the industry's most fuel-efficient aircraft A320neo.

In Hamburg, Airbus will also invest some seven million euro into a showroom for its A350. To be located in a converted hangar at Finkenwerder, the Customer Definition Centre will allow airlines to view and customise the A350's cabin. Among the 200 staff employed will be mostly engineers, but also newly hired personnel.

Unique in Europe is also the Hamburg Centre of Aviation Training (HCAT) that will unite school-based, corporate, and

academic training under one roof in key areas such as avionics/electronics, cabin/cabin systems, modern manufacturing methods, and new materials. Located at the State Technical School for Production Engineering and Aircraft Technology, the HCAT was set up as a public private partnership to secure demand-oriented skilled labour in late 2010. HCAT will be officially opened in May 2011.

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

**Hamburg Metropolitan Area****Successful Hamburg Metropolitan Area attracts new members**

800 localities, 14 districts, three federal states, one region: that's the Hamburg Metropolitan Area. Home to 4.3 million people, the Hamburg Metropolitan Area is one of the most competitive regions in Germany and Europe.

**Double benefits**

Its concept creates a win-win situation for the city and its surrounds. While the assets of the metropolis are best training and job perspectives, a diverse cultural scene and cosmopolitan flair and lifestyle, its surroundings offer the premises needed for housing, company expansion or relocation. Together, they attract new citizens, new companies, and thus new capital, while rural

areas not attached to a metropolitan area will slowly erode both demographically and economically.

**New fields of action**

To advance the work of the Hamburg Metropolitan Region, founded in 1995, and further sharpen its profile, the regional council as governing body adopted a "Strategic Framework 2011-2013" and defined new fields of action. They are: partnership of urban and rural areas, dynamic business location, green metropolitan area, infrastructure, and mobility. Within these fields, there will be core projects concerning skilled labour, technology transfer, and recreation, for instance.

**Four candidates to join**

Blessed with excellent infrastructure, a skilled workforce, innovative companies and research institutes at the leading edge of their disciplines, the economy of the Hamburg Metropolitan Area is continuously growing and attracting not only new citizens, but also new members: four candidates – the federal state of Mecklenburg-Pomerania, the rural district of Ludwigslust, the Hanseatic City of Lübeck and the city of Neumünster – would like to join the strong network. Until the decision on their membership application, the four candidates enjoy a guest status within the bodies of the metropolitan region.

<http://metropolregion.hamburg.de>

## HamburgAmbassadors show high commitment in the promotion of Hamburg In Boston, Bodo Liesenfeld presented the energy-efficient construction of Hamburg's HafenCity to 100 guests

HamburgAmbassador Bodo Liesenfeld and the German Consulate General in Boston recently jointly invited 100 guests to a talk at the Boston World Trade Center titled "Building The Future – Energy Efficiency Made in Germany".

### Hamburg & Boston: parallels

Claudia Schütt, Vice Consul General, welcomed the guests in both their names. On occasion of the event hosted in the frame of the trade show "Build Boston", Ingrid Spengler (Spengler-Wiescholek) flew in from Hamburg as one of the architects of Hamburg House to present the city's contribution to EXPO Shanghai 2010 and to explain the concept of sustainable building at Hamburg's HafenCity, where the predecessor of Hamburg House had been erected. With its "Waterfront", Boston is home to an ur-

ban district between the Atlantic and the port only partially developed yet and with many parallels to Ham-

burg's HafenCity. The second keynote speaker was Matt No-



blett of Behnisch Architects, who is responsible in Boston for the construction of the Genzyme headquarters in Cambridge. The planning office significantly shaped the face of HafenCity with its design of the Unilever headquarters.

### Bilateral dialogue

HamburgAmbassador Liesenfeld emphasised in his speech the importance of the public quest for energy efficiency, and how much a political will is needed to implement sustainable building along with the willingness and expertise of the general contractor. He offered a co-operation with Hamburg and proposed the establishment of a permanent dialogue between administration, urban development, and property investors in both cities.

As a Hamburg delegation already visited Boston in the autumn of 2009, a delegation of Boston politicians and leading business men has now been invited to visit Hamburg from 15 - 18 June 2011 on a delegation trip on sustainable urban development and clean tech.

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

## Stockholm

HamburgAmbassador Leif H. Sjöström lured many Swedes to Hamburg last year, set up their programmes, and led hundreds of visitors through the Hanseatic city. His largest group consisted of 70 Navy officers, including several admirals and generals, who celebrated their 50-year jubilee with an opulent banquet aboard the historic barque Rickmer Rickmers and a pronounced maritime programme, including visits to HafenCity and the Port of Hamburg, an Alster cruise and a VIP tour of Prof. Peter Tamm's International Maritime Museum Hamburg.

## News-Bits

Hans-Joachim Flebbe, founder of Cinemaxx movie theatres, plans to build a **premium cinema** at HafenCity's Überseequartier, offering the advanced 3D viewing, comfortable leather seats with funderfood and beverage service, valet parking and doorman.

With 104 arrivals, the Hamburg Cruise Centre enjoyed the best season so far. Once again, 345 m long Queen Mary 2 was the largest vessel to call at Hamburg. Most frequent visitor of the 26 different ships from 16 shipping lines was AIDAluna with 17 departures.

[www.hamburgcruisecenter.eu](http://www.hamburgcruisecenter.eu)

## Musicals are an important economic factor

### "Cats" returned to Hamburg – Stage Entertainment plans new musical theatre

With "Cats" came cash: the start of the show in Hamburg in 1986 launched an unparalleled musical fever in Germany still ongoing today. It also made Hamburg the national's musical stage. For 15 years, "Cats" lured crowds to the Operettenhaus at Reeperbahn. When "Cats" said good-bye, Hamburg successfully kept the hype alive with musicals like the "Phantom of the Opera", the Udo Jürgens medley "I have never been to New York", and the 1980's show "Dirty Dancing". Today, Disney's "Lion King", "Tarzan", and Whoopi Goldberg's "Sister

Act" are major crowd-pullers, and since late 2010, even the "Cats" have returned to Hamburg. Until 6 March, Andrew Lloyd Webber's famous melodies will be heard in the temporary "Cats" theatre tent erected at Heiligengeistfeld. With more than two million visitors in the past year, musicals are a major factor in the city's tourism and economy. Ahead of shopping and sightseeing, musicals are the main reason for tourists to travel to Hamburg and account for 600,000 overnight stays every year. In addition, lovers of musicals are usually culture-conscious and

also visit Hamburg's museums or other theatre on the second day of their stay, a survey by the Hamburg Ministry of Culture revealed.

Further impulses for the German capital of musicals are expected by Stage Entertainment's building plans to construct a new musical theatre in Hamburg at Steinwerder, making it the fourth musical venue in Hamburg. The construction permit is expected to be granted in the first quarter 2011.

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

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

[www.stage-entertainment.de](http://www.stage-entertainment.de)

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