



Hamburg News

03/2011



Improved IT in the port

With three IT projects, the Hamburg Port Authority will improve intermodal traffic integration and speed up cargo handling. (p. 2)

Second phase of research

The Aviation Cluster Hamburg Metropolitan Region will receive further funds for its strategy on "New Flying". (p. 2)

Train of Ideas

Europe's Green Capital Hamburg will promote its projects and visions by a "Train of Ideas" travelling the tracks of Europe. (p. 3)

"Elphi" to take shape

While the spectacular glass facade is being mounted, concerts already reveal the diversity of Hamburg's new music hall. (p. 4)

Newsflash

Hamburg to strengthen Latin America competence:

The European Union-Latin America and Caribbean (EU-LAC) Foundation will be based in Hamburg. This was decided at a joint meeting of EU senior officials and the states of Latin America in Brussels. The EU-LAC Foundation is designed to promote cooperation between the EU, Latin America and the Caribbean, thus making a key contribution to taking relations between the two regions to a new level. It will function as a catalyst for joint strategies and joint action and will intensify the partnership between Europe and Latin America.

Already located in Hamburg are the Ibero-America Institute and the Latin America Association.

An easier access to the European market will be made possible by the future European Centre for Latin America (EZLA) also to be set up in Hamburg.

www.auswaertiges-amt.de

Hamburg's industry is strongly picking up Games industry and renewable energies give a new impetus

Hamburg's economy has recovered: order books are full, and new recruitments care for increased employment. The positive economic development is also reflected by the results of HWF Hamburg Business Development Corporation for 2010. In the past year, its business developers relocated 114 enterprises (2009: 104) from Germany or abroad to Hamburg or assisted in their expansion. Thereby, investments of 347.5 million euro (2009: 338.7 million euro) were launched and 1.527 jobs (2009: 1.239) newly created. Further 4,700 jobs were successfully being secured.

With its excellent digital infrastructure and related industries such as multimedia, film, music, and advertising, Hamburg is the hotspot of the Games industry. More than 2,500 people work in this sector of the digital entertainment industry. This success is deeply rooted in the successful work of the HWF initiative Hamburg@work



that has been supporting the Games industry for the past seven years with its networking project "gameCity:Hamburg". One of HWF's major projects of 2010 also came from this industry: the expansion of the leading German gaming platform www.bigpoint.com. In May 2011, the booming company will move to its new heritage protected premises at Drehbahn 47/48 found with support of HWF.

Hamburg has also benefited in recent years like no other location from the growth of wind energy producers. HWF provided the grounds for many leading manufacturers that started or expanded a branch or company in Hamburg. In 2010, HWF's business developers convinced further industry giants of Hamburg's assets, including Broadwind Energy Europe and General Electric. www.hamburg-economy.de

Hamburg to promote itself at MIPIM as Europe's Green Capital 2011

The Elbe metropolis will showcase model projects and visions to international investors in Cannes

Hamburg will present itself at the world's largest commercial property fair MIPIM, hosted in Cannes 8 - 11 March, as Europe's Green Capital 2011 by showcasing pioneering projects of sustainable urban development.

Throughout the city, Hamburg has already initiated several model projects. They include CO2-neutral residential quarters, zero energy and passive houses, the heat supply to the eastern part of Hafencity, and the "energy bunker", a former anti-aircraft bunker transformed into a powerhouse for renewable energy. These projects are all being realised in the framework of the International Building Exhibition (IBA) 2013 on predominantly urban land. Hamburg's largest area for sustainable urban development, however, is Hafencity Hamburg, where a new sustainability pavilion at Osakaallee informs visitors of the neighbourhood's landmark projects in green construction. www.mipim.hamburg.de

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Port of Hamburg invests into free travel by road, rail and water Hamburg advances port network – environment and IT are key issues in 2011

The Hamburg Port Authority (HPA) will continue to drive the progress by advancing the integration of the port's infrastructure. Three IT projects will thus be implemented in 2011. In spring, the IT-based traffic information system is due to start. 14 LED panels will then provide up-to-date information on traffic conditions within the port to drivers. Simultaneously, the port's railway will be equipped with a new IT system, directed to optimise rail traffic within the Port of Hamburg by 2012. Europe's largest port railway forms the backbone of the harbour's efforts in sustainable logistics. In 2010, the cargo transported

on its tracks reached 40.1 million tonnes, a record unparalleled in the 145-year history of Hamburg's port railway. Handling flows will also be improved on the water. Until the end of the year, PRISE Port River Information System Elbe will start its pilot phase. In the long run, HPA plans to create an integrated system allowing to centrally monitor water, rail and road traffic, thus facilitating the optimal use of the existing infrastructure. The second main theme in 2011 will be the combination of the environment and the economy in the Port of Hamburg. In the current year, HPA's headquarters in the old ware-

house district and the St. Pauli Elbe tunnel are both to be certified by "Ökoprofit". With the introduction of environmental components in the port dues and at port railway tariffs, the HPA will provide incentives to use environmentally friendly vessels and locomotives along with cleaner cars and trucks in the Port of Hamburg. Further impetus for a sustainable and environmentally sound development of the Port of Hamburg will be given by the international "GreenPort Congress", hosted by HPA on 14 / 15 September 2011 in Hamburg.
www.hamburg-port-authority.de
www.greenport.com

Full throttle for Hamburg as the place for aviation Excellence cluster to be further supported – Airbus to increase production and staff

The expansion of the aviation industry in the Hamburg Metropolitan Area continues this year at rapid pace. With Airbus having received a record order from India by the country's low-cost carrier IndiGo for more than 180 A320s, and a further order by Virgin America for more than 60 A320 jets, production capacities in Hamburg will be booted. The European aircraft manufacturer plans to hire 1,500 new staff for its Northern German

sites, with the majority being employed at Hamburg-Finkenwerder. Lufthansa also plans to expand its services to the Elbe metropolis. The carrier with the crane announced to increase seat capacities by 20 per cent, to operate larger jets on routes to Hamburg, and to add flights to its schedule. The successful research work by the Aviation Cluster Hamburg Metropolitan Region e. V. was recognised by the Federal Ministry of Education and Research (BMBF) that

will fund the cluster's projects of the "New Flying" strategy in the next three years with ten million euro. Some 30 million euro have already been allocated to the aviation cluster as winner of the excellence cluster competition in September 2008. For the second phase of funding, the aviation cluster submitted a progress report last November and passed a mid-term review by an independent jury.
www.lufffahrtstandort-hamburg.de

Hamburg enjoys boom of industrial and logistics premises Compaction and new buildings – huge growth potential in Winsen/Luhe

The Hamburg commercial property market ended 2010 with one of the best results of the past years. In comparison to 2009, sales increased by 360,000 sqm and thus 69.5 per cent to 610,000 sqm, Engel & Völkers Commercial Hamburg reports. With a 66 per cent share and 386.000 sqm sold, Hamburg's inner city was the metropolis' strongest market, with 139 objects leased or sold. Next to the Port of Hamburg, where 116,000 sqm were traded in the Free Port area, at Waltershof and at Altenwerder, Billbrook

surprised with a gross floor turnover of 115,000 sqm. Largest single project of the past year was the new Aldi property, erected with 37,000 sqm gross floor space in Bargteheide, and 29,000 sqm lease by Unisped at Waltershof.

Winsen – a new destination

In the Hamburg Metropolitan Area, Winsen/Luhe is a rising star on the logistics property market due to excellent access to the A 39 (formerly A 250) and the Port of Hamburg. As first major project, a warehouse

for 45,000 pieces of furniture was recently inaugurated by DEDON, an internationally successful manufacturer of exclusive outdoor design furniture headquartered in Luneburg. Next door, a logistics centre is going to be built by Segro Germany, which will then hand the building over to the Takko Fashion chain. The hall will be constructed on a plot measuring 50,000 sqm. The first construction phase is slated for completion by the middle of 2011.
www.hamburg-logistik.net
www.engelvoelkers.com

Shortcuts

Companies hire staff

One in four Hamburg companies plans to increase its number of employees. This was revealed by the Hamburg Chamber of Commerce's economic barometer that analyses the city's business climate every three months. 27.5 per cent of respondents see a need for additional staff this year; only nine per cent plan to cut staff. 20 jobs alone will be created by Hamburg's new e-mobility operator ar2go. The willingness to invest has also grown for the fourth consecutive year.
www.hk24.de

REpower: record order

REpower Systems AG and the Saint-Laurent Énergies Consortium (SLE) have concluded a contract for the delivery of 150 wind turbines. The turbines have a total power of 300 MW and are destined for the Lac Alfred wind farm project in the Canadian province of Québec. In two phases, REpower will deliver, install and commission 54 MM82 turbines and 96 MM92 turbines. This contract marks the largest project of the company to date.
www.repower.de

Volksbank: 150 years

On 24 July 1861, merchants and craftsmen from Hamburg-Harburg founded the "Harburger Vorschussverein", which later developed into the "Hamburger Volksbank". This year, the credit union celebrates its 150-year anniversary by presenting the best result ever. In 2010, its operative result grew by 20 per cent to nearly eight million euro. Lending to SMEs increased by eight per cent in 2010 to 870 million euro.
www.hamburger-volksbank.de

IKS Hamburg inaugurated

To improve networking between industry and science, the InnovatioAlliance Hamburg has opened an Innovation Contact Point at Schauenburgerstraße 49, and thus within walking distance to Hamburg's city hall and the Hamburg Chamber of Commerce. All consultancy directed at Hamburg companies and start-ups is free of charge.
http://iks-hamburg.de

Shortcuts

Successful year for HMC

With 11.6 million euro in 2010, Hamburg Messe und Congress GmbH (HMC) achieved the best operative result in the company's history. The turnover climbed to 76.3 million euro. Overall, a gross floor space of 891,961 sqm was leased by HMC last year. The 42 fairs and conventions – ten of them organised by HMC, 32 by other operators – attracted 11,797 exhibitors and 700,342 visitors. CCH - Congress Center Hamburg reported 321,539 visitors to 276 national and international meetings, congresses, concerts, and culinary events.

<http://hamburg-messe.de>

Cruise highlights

The cruise season 2011 will start in Hamburg on 11 March with the arrival of AIDAcara. Seven dream vessels will attend the Port of Hamburg's anniversary on 6-8 May – Sea Cloud 2, AIDAblu, AIDAcara, MS Fram, Amadea, Queen Mary 2, and Mein Schiff 2, which will be officially baptised by TUI Cruises on 14 May 2011. After the baptism of Mein Schiff 1, TUI Cruises thus committed itself once again to the Elbe metropolis. For the first time, the Hanseatic City also serves as home port of MS Costa Magica operated by Costa Cruises.

www.tuicruises.com

www.hamburgcruisecenter.eu

More high school leavers

Never before so many pupils passed the "Abitur" as in the past school year: 7,803 pupils, i.e. 49 per cent, left the schools of Hamburg as high school graduates. When taking into account the effects of high school tuition cut to eight year, with two levels graduating within the same year, the quote even rises to 59 per cent or 12,176 pupils. In 2009, the "Abitur" quota totalled 44 per cent, in 2001 only 31.5 per cent. On the other hand, the number of school leavers without any secondary certificate has sunk by 40 per cent (national average: 30 per cent) since 2001. In total, 20,641 pupils left Hamburg's public schools in 2009/10.

www.hamburg.de

"Train of Ideas" to take Hamburg's green goals to Europe

Hamburg will take its environmental projects, aims, and visions as Europe's Green Capital to the tracks and send a "Train of Ideas" throughout Europe. Its onboard exhibition will foster exchange and mutual learning throughout Europe. The central theme addresses how cities of the future may be sustainable and environmentally friendly while maintaining a high quality of life. The exhibition features the Hanseatic city's best practice projects from the metropolitan region. It reflects

upon key themes such as urban development and living, mobility, energy and climate protection, nature and city greenery, resource protection, economy and consumption. Also presented are achievements by the train's sponsors Panasonic, Siemens, and Deutsche Bahn. Additionally, guest cities are invited to present their innovative environmental projects as well. The train will stop at 18 cities, including Warsaw, Malmö, Copenhagen, Oslo, Tallinn, Brussels, Paris, Vienna,

and Barcelona. The "Train of Ideas" will be officially inaugurated in Hamburg on 15 April, where it will start its paneuropean trip six days later. On 29 September, the green ambassador on wheels will be back in Hamburg, where its exhibition can be viewed until 23 October. The "Train of Ideas" was a decisive factor in Hamburg's European Green Capital 2011 application, as it transports green ideas on both a regional and international level.

<http://hamburggreencapital.eu>

Hamburg to receive 2,000 new hotel beds this year**25hours Hotel to open this month as HafenCity's first hotel**

The opening of the 25hours Hotel at HafenCity's overseas district shows: Hamburg tourism booms, and the local hospitality industry takes money and new ideas to create attractive accommodation. 2,000 hotel beds will join the market this year, 340 of them at the 25hours Hotel, which has interpreted Hamburg's maritime flair as hip and trendy.

In autumn, the Scandic Hotel Hamburg will add 650 beds in 325 rooms in the former Unile-

ver headquarters. The ancient Klockmann house at central station will be transformed by then into the Generator Hostel Hamburg, offering some 700 budget beds. Further beds are brought along by extensions of existing hotels. At the banks of the outer Alster lake, the luxurious Kempinski Hotel Atlantic will add 196 beds to its premises. On the banks of the Elbe, the Zollenspieker Fährhaus will grow by 180 beds in the four star segment.

Highlights of next year will be the inaugurations of the five star hotel Westin/Arabella Sheraton "Elbphilharmonie" with 500 beds and the four star hotel Arcotel Onyx Hamburg with 434 beds. Planned or already being built are also the three star hotels AHZ Euro-Hotels Airport (320 beds) and Bramfeld (480 beds) along with the Cruiser Hotel (800 beds) and the Stadthaushotel (160 beds) at HafenCity.

www.hamburg-tourism.com

Hamburg Metropolitan Area**Centre for Structural Systems Biology to be set up at DESY**

A new Centre for Structural and Systems Biology (CSSB) will be established at the DESY campus to support infectious researchers and physicists in Northern Germany in their hunt for pathogens. The interdisciplinary centre with several universities and research facilities from Hamburg, Lower Saxony and Schleswig-Holstein as partners pursues the goal to identify the attacks by pathogens with atomic resolution.

Potent super microscopes

Pathogens are extremely small but have substantial effects on mankind. Even smaller are the tools the pathogens use to infect us: with the interaction of molecules on their surface they gain access into

our body. Structural biologists decipher these interactions at an atomic level. Systems biologists, however, investigate biological systems, i.e. cells or pathogens as a whole: which processes take place simultaneously in an organism at a given time? They collect and evaluate huge amounts of data on metabolic processes or protein interactions.

The future CSSB will build a bridge between structural biology and systems biology: here, biologists, chemists, medical scientists, physicists and engineers, university and non-university groups will investigate the interaction of pathogens with their hosts. DESY offers to them facilities unique in Germany: PETRA

III, the best storage ring X-ray radiation source, and FLASH, the world's only free-electron laser in the vacuum ultraviolet and the soft X-ray range. As a complement, the European XFEL is currently being built, an X-ray laser of superlatives. At the DESY campus, these particle accelerator-based light sources enable scientists get the opportunity to investigate biological samples in various ways – ranging from the structural analysis of single molecules up to real-time display of processes in living cells.

Construction is planned to start in 2012. The building costs of 50 million are shared by the federal German government, Hamburg, and Lower Saxony. www.desy.de

Elbphilharmonie: spectacular glass façade already shines impressively

While the building takes its distinctive shape, concerts already reflect the diversity of the unique music venue

The Elbphilharmonie gets contours: with every day passed, the unique glass façade of Hamburg's future concert hall becomes more distinctive, more unique and truly amazing. Every day, six of the total 1,089 glass elements, many of them individually curved and bent, are mounted. They already impress by stunningly glittering in winter's sunlight.



Music of all styles for all

While the building noise still dominates atop the former port warehouse A, where the concert hall is being erected along designs of the Swiss architects Herzog & de Meuron, first impressions of the music to be performed there in future can already be heard and enjoyed today. Its concert programme is not directed at adults only, but all age groups.

In the current season 2010/2011,

Easter sounds

The "Hamburger Ostertöne" have successfully been linking the compositions of Johannes Brahms to the music of today for six years. Headed by Simone Young, some 20 artists and orchestras will stage a festival programme with concerts, readings, and open singing at Laeiszhalle and Kampnagel from 22 - 25 April. Concerts are given, inter alia, by violoncellist Mischa Maisky, violonist Julian Rachlin, the soprano Mojca Erdmann, the "Deutsche Kammerphilharmonie Bremen", the chamber ensemble "Neue Musik Berlin", and the Jerusalem String Quartet.

www.ostertoene.de

general director Christoph Lieben-Seutter presents more than 100 concerts, two festivals, and extended offers for families and children. Ranging from the Elfi baby concerts performed for pregnant mums and infants in various local districts to the kindergarten series "Of bees and scoundrels" and "Dr. Sound in action" for pupils from the age of eight onwards, the concerts confront the younger generation with the diversity of music. Newly launched is the series "ePhil", dedicated to experimental electronic music. Very innovative are also the Elbphilharmonie concert projects staged on Kampnagel. To experience the building project at close, click to the new image website www.elbphilharmonie-erleben.de, where up-to-date news, artist interviews, and a web cam will provide detailed info. www.elbphilharmonie.de

News-Bits

Prof. Dr. Christian Büchel, Head of the Department of Systems Neuroscience at the University Hospital Hamburg-Eppendorf (UKE), received the Leibniz Prize for his research on neuronal network features. With 2.5 million euro, it is the most remunerative German research award.

www.uke.de

Hamburg's scientific foundation, formed in 2009, has been renamed **Ernst-Cassierer-Stiftung**. Its new name honours the former Jewish director of the University of Hamburg, Prof. Dr. Ernst Cassierer (1919 - 1945).

www.uni-hamburg.de

HamburgAmbassador builds bridges for the UEFA Euro 2012

Ukraine and Hamburg want to use UEFA Euro 2012 to strenghten economic ties

Hamburg supports the Ukraine in the preparations for the European soccer championships UEFA Euro 2012. On invitation and with the support of GIC German Society for International Cooperation (formerly GTZ), a 16-member delegation of the four UEFA Euro 2012 venues Donezk, Kiev, Kharkiw and Lwiw visited the Elbe metropolis at the end of last year.

The trip was initiated by the city of Kiev's Euro 2012 department and the Hamburg Ambassador Dr. Michael Hamalij, who has been successfully pursuing Hamburg's interest in the Ukrainian capital for the

past five years as honorary representative. Dr. Hamalij is also a soccer expert and has realised major event in collaboration with the GIC in Kiev.

The delegation included the heads of the departments of the Euro 2012 venues and representatives of the national agency for the preparation of the Euro. The aim of the trip was to benefit from the experiences gained by the Free and Hanseatic city of Hamburg during the FIFA World Cup in Germany 2006 in regard to professional city marketing and branding, and to use the city's expertise for the preparation of the four

host cities of Euro 2012. Central points on the agenda were thus talks with representatives of Hamburg Marketing GmbH and with experts of media and fan support issues. The dialogue is to be continued and deepened. Of particular interest to the Ukrainian guests were marketing matters and questions of fan zones management.

In the framework of Ukrainian-German development cooperation, the Federal Republic of Germany will support the Ukraine with roughly two million euro in the preparation of the European soccer championships UEFA Euro 2012.

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