



Hamburg News

01/2012



Hamburg

Naturalisation campaign

Hamburg has launched the largest naturalisation campaign in history to better integrate migrants. (p. 2)

Representative office

To expand relations with the Indian subcontinent, Hamburg has opened a representative office in Mumbai with its partners. (p. 2)

Fresh wind for offshore

With Cuxhaven on the Elbe estuary, the wind energy capital Hamburg has strengthened its offshore expertise. (p. 3)

Hamburg in Boston

Hamburg and Boston steadily increase bilateral co-operations in the cities' cluster industries and urban planning. (p. 4)

Newsflash

A founders' capital:

With 6,349 new corporate entries listed in the trade register 2010, Hamburg is one of Germany's most active cities in regard to new companies and startups. Boasting 3.57 new firms per 1,000 inhabitants, the Elbe metropolis was ranked fourth ahead of Berlin in a brandnew survey. Set up by Lübeck-based Databyte, the analysis considered all trade register entries of 2010 listed by 38 German cities with a population of more than 200,000 people. Hamburg's excellent climate for the formation of new firms is also reflected by last year's figures. According to the Office of Statistics North, 12,300 companies were registered in the first six months, including 10,800 new firms. 79 per cent of the new businesses were sole proprietorships, founded mainly by migrants (38 per cent) and women (35 per cent).

www.databyte.de

Hamburg continues its growth course in 2012 Hamburg companies are looking for new staff – order books well filled

Hamburg's industry is continuing its growth course in 2012. In 2011, the citystate's 218 largest enterprises successfully increased sales by 19 per cent to 61.9 billion Euro, with the vitally important crude oil sector even reporting a 25 per cent increase. The domestic business grew by 20 per cent to 48.5 billion Euro, international sales by 14 per cent to 13.4 billion Euro. The export ratio remained unchanged at 22 per cent in 2011.

The continued growth raises employment. Especially aircraft manufacturer Airbus is looking for new staff.

To meet the demand for the successful A320 Family aircraft, A350s, and A380s, some 3,000 new employees will be hired, 1,000 of them for Hamburg. Airbus supplier Dasell announced to stock up its 500 staff by 50 to increase the manufacturing of lavatories from currently 2.250 units to 2.650 units by 2013.

No sign of crisis is also reported



by Hamburg's service providers, who announced to recruit 8,300 new staff and thus increase personnel figures by 2.6 per cent. Next to the so far largest federal employment dynamics in this sector, the industry boasts a unique diversity: Hamburg's service providers are 35 percent of the 840 000 social insurance contributions – a German record. Major growth factors are MITT (+5 %) and the service sector (+4,7 %), including personnel

services, catering companies, and laboratories. 100 new employees alone will be recruited by the analysis laboratory GALAB, which will double its staff when moving to Bergedorf's Schleusenengraben this year. Also relocating to Hamburg will be the DIY chain Praktiker that is currently hiring 300 new employees to set up headquarters in Hamburg. Soon, a total of 470 people will be working for Praktiker in the Elbe metropolis.

Restructurings coins the new motto for 2012: One voice for Hamburg

Harmonisation of the city's marketing bodies concluded to strengthen the promotion of the metropolitan area

"With one voice for Hamburg", that's the claim of Hamburg's city marketing in 2012. To create this one-stop brand policy, the public bodies Hamburg Marketing GmbH (HMG), Hamburg Tourismus GmbH (HHT) and Hamburg Business De-

velopment Corporation were merged into HMG as a central marketing holding. Together with the marketing affiliates, HMG will focus the marketing of the Hamburg Metropolitan Area on business development and tourism, in particular. The

goal is to make use of all actors to strengthen the Hamburg Metropolitan Area. To achieve this, HMG has already signed a co-operation agreement with Hamburg Airport; further collaborations are in the pipeline. All administrative tasks, cor-

porate communications and PR activities will be bundled in the holding. HHT and HWF will continue to independently perform their operational tasks in co-ordination with the holding company.

www.marketing.hamburg.de

Migrants are welcome in Hamburg Elbe metropolis to launch the largest naturalisation campaign of its history

To welcome foreigners is a Hamburg tradition: for centuries, migrants have coined the face of the city state. High above the banks of the Elbe river, the only Michelin starred cook with Turkish roots, Ali Güngörmüş, prepares culinary miracles in the pots of "Le Canard Nouveau". Born in Tunceli, he came to Germany at the age of ten, where he is now regarded as one of country's best chefs. Germany's first Turkish minister of a German government was even born here: Aygül Özkar. Like Güngörmüş' ancestor, also her father had come to Hamburg in the 1960s where he set up his business as tailor.

Özkar's political career started with the Federal German President Christian Wulff who appointed her as Prime Minister of Lower Saxony to his government in Hanover. where she has been working since 2010 as Minister of Social Affairs, Health, and Integration. Most vital for a migrant's success is a successful integration. Following the implementation of a migrant pilot and a poster campaign, the Elbe metropolis has launched its largest naturalisation campaign ever, with Hamburg's first mayor Olaf Scholz addressing 137,000 foreign citizens eligible for naturalisation in person to convince them to take

up German citizenship. The administrative proceedings will be complemented by naturalisation ceremonies. In addition, migration is a compulsory topic in the curriculum at school and has to be covered in the classes 9 – 13. The potential is great. Out of Hamburg's 1.8 million inhabitants, 400,000 people, i.e. one-fifth, boasts foreign roots. 236,000 of them meet the formal requirement for naturalisation. But only 5,295 of them were naturalised in 2010. The main countries of origin of the Hamburg migrants are Turkey (19 per cent) and Poland (11 per cent). www.hamburg.de

Hamburg to expand business ties to India Representative office in Mumbai – Indian scientists to research at DESY

Hamburg steadily expands its ties to the Indian subcontinent. Recently, Hamburg's joint representative office in Mumbai was officially opened. Designed to strengthen economic, but also cultural and academic ties between the two countries, it is supported by the Port of Hamburg Marketing, the Hamburg Senate and the Hamburg Chamber of Commerce and headed by Peter Deubet, Deputy CEO of the German Indian Chamber of Commerce.

With 2.6 million tonnes transported between the Hanseatic city and India in 2010, the growth market India is the Port of Hamburg's twelfth important trade partner, with figures rising. In the first nine months of 2011, container traffic grew by eleven per cent to 148.000 TEU. Following the increased involvement of Rickmers Linie, also the shipping lines Chipolbrok, Hapag Lloyd, and Hamburg Süd have expanded their India-bound services by

deploying larger vessels. Exports accounted for 48 per cent of total tonnage. In addition, scientific co-operation has been expanded with 3,500 hours of measuring time at DESY research facilities granted to Indian scientists. In return, India will contribute 14 million euro to the extension of PETRA III at DESY, the world's most brilliant synchrotron radiation source. <http://hamburgmumbai.com> www.desy.de

Hamburg – the creative capital of mobile apps StartUp YieldKit and Intenium GmbH granted prestigious awards

The market entry of Apple's iPhones in 2007 triggered off the unparalleled growth of touch-screen smart phones. Their applications are being developed in the media capital Hamburg, highly esteemed also as think tank and catalyst of the digital economy. The innovative potential of Hamburg's software and apps developers was reflected by the finalists of the Web Future Award, launched by the initiative Hamburg@work five years ago to stimulate start-ups and to recognise their achievements.

Among the finalists 2011 was the web application ICOO that helps to detect the consumption of electricity, heat, water and fuel and convert it into CO2 emissions figures. The Finest Spot-App developed by Parkview Media GmbH delivers custom-tailored location recommendation on the smart phone. The Gigalocal by fast-forward RSA GmbH has already been downloaded more than 20,000 times. Launched in Hamburg, real time market place for local services is now also available in Berlin and Münster. The Hamburg app De-

alomio reveals local bargains; myTaxi turns the mobile phone into a taxi company. The business speed dating of the Web Future Award finalists was won by Yieldkit. The tool for publishers automatically converts the names of products, manufacturers and shops automatically into affiliate links. Honours were also bestowed upon Intenium GmbH. The Hamburg Russian enterprise was granted the Otto Wolff von Amerongen SME Award of the German Russian Chamber of Commerce Abroad (AHK). www.hamburg-media.net

Shortcuts

Elektro mobility

Hamburg is pioneering electro mobility. The Elbe metropolis thus participates in the national showcase programme "Schaufenster Elektromobilität" and hopes of up to 50 million euro of funds to support e-mobility projects. Currently, some 350 e-cars are being tested by Hamburg's authorities and companies, and 200 charging stations have been set up in the city's seven districts. www.hamburg.de

Humanitarian logistics

Hamburg-based Kühne Logistics University (THE KLU) has partnered with the leading international business school INEAD to open a Research Centre on Humanitarian Logistics. The centre's main activities will take place on THE KLU's campus in Hamburg with a satellite research group at INEAD in Fontainebleau, France. Research associates on both campuses will launch their activities by focusing on three key areas: immediate disaster response, global healthcare supply chains and fleet management. www.the-klu.org www.insead.edu

Airport eco-certified

Environmental protection has long been an issue at Hamburg Airport. In 2006, it had been the first German airport to be certified under EMAS and ISO 140014. Hamburg Airport's new green goals have been laid down in the fifth Environmental Declaration valid until 2014. Meanwhile, the airport has successfully passed the strict audits of EMAS and ISO 14.001 certification and validation for the fifth time in sequence. <http://hamburg-airport.de>

13 million passengers

Hamburg Airport celebrated its 100 year jubilee 2011 with a new record of passenger figures. Utilisation increased by 4.5 per cent to more than 13 million travellers last year. Some 60 airlines directly link Hamburg to 125 destinations around the globe. <http://hamburg-airport.de>

Shortcuts

Research competence

In Hamburg, research and teaching are excellent. In the CHE-Ranking 2011/12, the most comprehensive and detailed ranking of German universities and colleges, the University of Hamburg showed particularly strong research competence in English / American studies, business administration, economics and education. The private HSBA Hamburg School of Business Administration, has been rated best rated in offering the city's best business administration degree program.

www.uni-hamburg.de
www.hsba.de

EHEC defeated

Antibody treatments are crucial to bettering the health of patients suffering severely from EHEC. This is confirmed by a study conducted at the University Hospital Hamburg-Eppendorf (UKE) with patients infected with the hemolytic-uremic syndrome (HUS). In 85 per cent of the 148 patients that underwent the antibody therapy at Eppendorf, Eculizumab brought along significant improvements and stopped the deadly chain reaction.

www.uke.de

IFSH celebrates 40 years

40 years in the service of peace: Since 1971, the Hamburg Institute for Peace Research and Security Policy (IFSH) has been successfully exploring strategies for conflict resolution, peacekeeping, and violence prevention. The IFSH is internationally recognised as editor of the OSCE yearbook and co-editor of Peace Report.www.ifsh.de

Best public transport

Hamburg's public transport is Germany's best. In the ranking of the automotive association "Mobil in Deutschland", (mobile in Germany) Hamburg's HVV clearly won the ranking with three outstanding assets: low fares for child, continuous services by train and bus on weekends' nights, and steadily growing passenger figures. The comparison included eleven criteria.

www.mobil.org

Hamburg to increase international tourism by ten projects

Hamburg is to enhance its attraction to international visitors. By 2020, the number of overnight stays is to climb to 18,2 million, thus the ambitious vision of the Hamburg Chamber of Commerce. Even today, Hamburg holds rank eight in the European Destination Index, which tracks the competitiveness of 227 European destinations. With an annual turnover of 3,3 billion Euro, Hamburg's city tourism is a major economic factor, contributing six per cent to the

city's economy, thus the Hamburg Tourismus Board. Further growth and more visitors, especially from international market, are to be generated by ten projects defined by the Chamber of Commerce and partners in an industry paper. New international lead fairs and a revitalised CCH Congress Center Hamburg are to stimulate MICE tourism. Furthermore, the tourism potential of sports and Hamburg role as capital of music are to be more deeply exploited.

Further stimuli are expected from regional co-operations and differentiated target group marketing. Industrial tourism is to become another vital pillar of Hamburg's attraction. The port's touristic assets are to be enhanced by a cable car crossing the Elbe river from St. Pauli to Wilhelmsburg high above the ships. In Asia, Hamburg will be increasingly promoted as a wedding destination as Chinese, for instance, love to head for marriage in Hamburg.

www.hamburg-tourism.de

Eco labels: decisive factors in real estate construction and lease

Sustainability is a major criteria in office and residential building

Hamburg's office real estate is increasingly going green. In the Elbe metropolis, nearly 40 commercial properties have been granted the sustainability certificates from DGNB and LEED. In addition, Hamburg even boasts a globally unique label for green buildings erected at HafenCity. So far, eleven buildings have been pre-certified for HafenCity's gold seal, including the headquarters of Spiegel Group and Unilever and HafenCity

University. While the sustainability certification initially was mainly an issue for new construction, the first rehabilitation was concluded along green lines last year; with further eco-renovations due to be finished this year. Out of all completions of office space of the years 2009 – 2014, approximately one third has been certified or pre-certified along green standards.

Sustainability is also met by HafenCity's "Intelligent Quar-

ters", a knowledgeable neighbourhood featuring HafenCity University, Greenpeace headquarters and designport hamburg at Elbtorquartier. In close vicinity to central Lohsepark, HafenCity's large green heart inaugurate with first parts in 2013, some 140 flats, subsidized lodgings, and condominiums are being erected along green standards next to services facilities, shops, high school, and child care centre.

www.hafencity.com

Hamburg Metropolitan Area

Hamburg and Cuxhaven to co-operate in wind energy

The lower Elbe valley is Northern Germany's wind energy corridor: here, companies and cities co-operate in research, production, operation, and distribution of the zero-emission energy source. After Stade and Brunsbüttel as production locations, Hamburg has now teamed up with Cuxhaven on the Elbe estuary as co-operation partner for the expanding of the green energy.

Workbench for wind energy

With its unique infrastructure of Cuxport, two offshore terminals, numerous offshore companies and services providers, Cuxhaven perfectly complements the competence of the offshore wind energy capital Hamburg. The newly entered

co-operation turns Cuxhaven into Hamburg's workbench on right at the doorstep of the future facilities: production, pre-assembly, and handling of offshore components has to take place only a short distance away from the wind farms of the North Sea.

Wind energy capital

100 kilometres upstream, Hamburg's boasts one of Europe's highest concentration of players of the renewable energy business in particular. Product development and distribution, concessions and finance, but also headquarters of global manufacturers such as REpower Systems, Nordex, Siemens, General Elec-

tric, AREVA Wind, or Vestas are concentrated in Hamburg. Also from its Hamburg base, Vattenfall plans its North Sea wind farms: 70 km offshore the island of Sylt, the Hamburg energy company plans to erect "Dan Tysk" with 80 units and further 96 turbines in the neighbouring "Sandbank 24" wind farm. In addition, the Elbe metropolis will host the international lead fair Wind-Energy by 2014. The Hamburg Metropolitan Area that also comprises Cuxhaven, has been pioneering wind energy for 25 years. Already in 1987, it erected Germany's first wind farm at Kaiser-Wilhelm-Koog in the district of Dithmarschen.

www.erneuerbare-energien-hamburg.de/windenergie.html

Hamburg successfully intensifies its manifold bilateral relations to Boston HamburgAmbassador Bodo Liesenfeld shoes US companies how to profit from Hamburg's assets

Hamburg and Boston are two booming port cities, sharing also interests in science and academia, culture, and business. Bilateral relations between the two large cities have thus been continuously expanded over the past years.

On occasion of Hamburg's appointment as European Green Capital 2011, a CleanTech delegation from Boston visited Hamburg last year to gather first-hand insights on topics ranging from energy efficiency to sustainable construction and renewable energies. Next to green building, Hamburg and Boston also see mutual growth prospects in the cities' future-oriented clusters such as life sciences, health care, MITT, and aviation. Further topics of interest to both cities are urban planning issues, port redevelopment and revitalisation of derelict industrial sites. A ca-



talyst and incubator, HamburgAmbassador Bodo Liesenfeld (photo) has been successfully stimulating and promoting bilateral relations for the past years. Recently, Bodenfeld represented the interests and assets of Hamburg at the Babson College Global Entrepreneurship Expo in Boston. A

market place for undergraduates and grates, Liesenfeld set up a Hamburg stand to inform today's and future executives on Hamburg's location advantages for US companies.

On occasion of the Build Boston 2011 trade fair, the German Consulate General and Hamburg's honorary representative Lie-

senfeld hosted a Hamburg talk at Seaport Hotel. Attended by 150 experts from business and local politics, Hamburg's chief urban planner Prof. Jörn Walter explained the reasons that had led to the formation of Hafencity GmbH, while its CEO Jürgen Bruns-Berentelg focused on the structure and functionality of the area's development company. Meetings with professors and fellows of the Harvard Graduate School of Design and the Massachusetts Institute of Technology (MIT) and with representatives of the Boston City Hall were also on the agenda, along with visits of the Fraunhofer Center for Sustainable Energy Systems and the Innovation District of Boston's Waterfront. In March, a Hamburg delegation headed by Jutta Blankau, Minister for Urban Development and Environment, is scheduled to travel to Boston.

News Bits

Michelin has granted a **second Michelin star** to two Hamburg cooks: Thomas Martin of Hotel Louis C. Jacob and Christoph Ruffer of Restaurant Haerlin. In the Hamburg Metropolitan Area, Christian Scharrer of Lübeck's "Buddenbrooks" has been given two stars for the very first time. www.michelin.de

In November 2012, the musical metropolis Hamburg will host a world premiere by staging **Rocky**, a production of Hamburg-based Stage Entertainment in cooperation with Sylvester Stallone and the Klitschko brothers. www.stage-entertainment.de

Elbe Philharmony concerts: the broad spectrum of music High-end programme with two festivals and exciting genre mix

Even though not yet opened, Hamburg's future concert hall Elbphilharmonie in the port of Hamburg already invites audiences of all ages to discover its innovative approaches to classic music and its vast and varied programme.

Reflected each season by 100 "Elbphilharmonie Konzerte" since 2009, classic, Jazz and new music, international stars and tomorrow's talents perform on stages ranging from neobaroque Laeiszhalle to the avantgarde halls of Kampnagel, and from school to kindergarden and even nurseries, where babies will be able to

enjoy their first encounters with classic music.

Magdalena Kožená, Christiane Karg, Ian Bostridge and Christian Gerhaher will sing recitals; Hamburg's star violinist Christian Detzlaff will perform at Laeiszhalle, and the Belcea Quartet will play all of Beethoven's 16 string quartets on six evenings.

The ambitious programme is complemented by two festivals: "Hamburger Ostertöne" and "Sounds of Israel", inviting to explore the incredibly vivid contemporary music of Israel. Deeper insights into Elbe Philharmonic Hall as a landmark

construction project are provided by its relaunched website, now featuring an exciting three-dimensional animation. A brainchild of Hamburg Marketing GmbH, also responsible for the Elbphilharmonie's image trailer, the new animation takes visitors on a virtual tour of the building, and even invites them to fly around the construction site.

The innovative animation, accompanied by Elbtonal Percussion's "Song for Lea", will soon also be available as an app for iPhones and smart phones.

www.elbphilharmonie-erleben.de

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