



Hamburg News

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Hamburg

Hamburg's new heart

To merge Hamburg's HafenCity with the existent downtown areas into a lively inner city is the target of Hamburg's city concept. (p. 2)

Hot retail location

International top labels head for Hamburg. Especially high in demand as hot new retail location is reconverted Alte Post. (p. 2)

The taste of success

The food industry strengthens Hamburg, with Nestlé and Stollwerk investing millions into new plants and expansions. (p. 3)

Creative powerhouse

Hamburg's creative industries successfully showcased their expertise and talents at the SXSW festival in Austin. (p. 4)

Newsflash

Cheaper than you thought:

Hamburg is Germany's best bargain among Germany's metropolitan cities, Frankfurt the country's most expensive city, followed by Munich and Berlin. This is the result of a survey by the U.S. consulting firm Mercer, which annually examines the cost of living in 214 cities around the world. The comparison considers the prices of more than 200 products and services, including rent, food, clothing and transportation.

The fact that Hamburg offers more value for money than other large cities is confirmed by other independent surveys. Also in ECA International's comparison of lease rates for upmarket residential properties, Frankfurt was confirmed as Germany's most expensive patch ahead of Munich, while Hamburg occupied the third position in the ranking.

www.mercer.com

www.eca-international.com

Laurels for Hamburg: Pixomondo honoured with Oscar Nomination of Max Zähle reflects the training expertise of Hamburg Media School

Hamburg has a good reputation in Hollywood. In 2010, star director Martin Scorsese thus entrusted the 3D specialists of Pixomondo with the visual effects of "Hugo Cabret". The reward for the mammoth project: an Oscar (picture).

Next to Pixomondo's Hamburg team, staff at the company's nine locations around the globe jointly worked on 854 sequences with visual effects. Adding up to 62 minutes, they account for roughly half of the film. In total, the 438 members of the Hugo Cabret team created 4.1 million of individual pictures and sent more than 3.000 terabytes of data back and forth between the various studios of Pixomondo's network. With Hugo Cabret, Pixomondo has successfully proven its ability to supply the complete visual effects for a large Hollywood production on schedule and in perfect quality.

The next projects are already waiting in the pipeline: a series



with Roland Emmerich and a new film by J. J. Abrams.

Promising new talents of the industry include the young Hamburg director Max Zähle. After being honoured with the Student Oscar last year, his film "Raju" was now nominated as best non-animated film for this year's Oscar. Even though not taking home the award, Zähle was more than happy about the nomination of the work. Due to the film

he had realised as graduation project to mark the end of his studies at Hamburg Media School, he and team members Stefan Gieren and Sin Huh had the chance to meet the world's most influential directors in Hollywood. So, when flying home to Hamburg, they returned with promising contacts and new contracts in their luggage.

www.pixomondo.com

www.hamburgmediaschool.com

Port of Hamburg promotes sustainability with pioneering projects

LNG on test in harbour conditions – Europe's largest and most modern hydrogen fueling station inaugurated

The Port of Hamburg focuses on sustainability. Together with The Linde Group, the Hamburg Port Authority (HPA) is currently testing the use of LNG (liquefied natural gas - LNG) as green fuel in the port. The results of the feasibility study on

the use of LNG in the shipping industry and with other applications are expected by mid-2012. Also developed by Linde was the refueling technology of Europe's largest and most modern hydrogen fueling station that was recently inaugurated

at Oberbaumbrücke. Each day, the plant converts the waters of Zollkanal into 750 litres of hydrogen, fueling 20 buses operated by Hamburg's Hochbahn AG and numerous cars. That also ships could be operated more environmentally-friend-

ly is proven by Hapag-Lloyd. Hamburg's global shipping line currently equips 15 of its container vessels with a shore power connection.

www.hamburg-port-authority.de

www.hochbahn.de

www.hapag-lloyd.com

Hamburg's industry is stocking up staff

Aviation and automotive industries are recruiting new employees

Hamburg's industry is booming again, with sales of its large industrial companies in the manufacturing sector climbing by 16 percent to 83.3 billion euro last year. According to the Office of Statistics North, the impact of the economic crisis has thus been overcome. With total sales of 48.3 billion euro (+23 percent), petroleum refining was the strongest sector. The metal production and processing increased its sales by 25 per cent to 8.7 billion euros and continues to benefit from the ongoing economic growth. The food industry, including tobacco products, enjoyed a five per cent growth to 8.1 billion euro.

The good order situation created new jobs, with staff figures improving by one per cent to 75.000. The revenue per employee amounted to 1.1 million euro per person.

Every fifth company plans to hire new personnel this year, every third announces higher investments than in previous years. This positive economic outlook was indicated by the industry barometer of the Hamburg Chamber of Commerce, reflecting the opinions of 120 company representatives interviewed by the chamber. In particular, the aviation industry, and there, especially Airbus, is urgently looking for additional staff. In total, some

1,000 highly qualified new employees are to be hired at the aircraft manufacturer's Northern German locations Hamburg, Stade and Bremen, with the largest number of new staff to be employed in Hamburg and its metropolitan area. Another vital catalyst of growth is the automotive industry of the Hamburg Metropolitan Area. After sales of nearly 200 million euro last year, Harburg-based Phoenix has announced to hire new staff and to convert temporary staff's contracts into permanent ones.

www.statistik-nord.de

www.airbus.com

www.phoenix-ag.com

Perfect cooling enhances server performances

Stulz manufactures precision air-conditioning series for data centres

Computers are delicate plants - the bigger and more powerful they become, the more sensitive they react to humidity and air temperature. The growth of traffic and more complex applications, however, leads to an increased need for cooling. The high performance servers of Microsoft, IBM or Facebook, for example, require a constant temperature of 21-24° C to operate properly. The ideal operating conditions are created by Stulz's precision air conditioning systems.

With a global market share of 21 per cent, sales of the Hamburg climate specialists amounted to 250 million euro. Further 80 million euro were generated by the sale of Mitsubishi air conditioning systems to private homes. As the industry's second largest global player, 110 offices around the globe are part of Stulz's worldwide network, managed from its home base in Hamburg-Schnelsen. Affiliates in 14 countries and production

facilities in Hamburg and further six countries, including Italy, India, China, and the U.S., complement the network.

The steady demand for high precision cooling systems is creating new employment. For its Hamburg headquarters, Stulz is currently searching engineers on mechanical engineering and thermodynamics. The staff of the production is to be increased by ten to 15 employees to a total of 190.

www.stulz.de

Inner city concept to integrate HafenCity into today's downtown

Reborn and larger, Hamburg's heart becomes the place to live, work, and play

With the new maritime district of HafenCity, Hamburg's city centre grows by 40 per cent in size. To merge the old heart of the Hanseatic city with the redeveloped port area, the Ministry of Urban Development and Environment developed an inner city concept. The goal of the city planners: to create a vibrant new centre, attractive not only to shop and work, but also to live, play, and relax.

With the new concept, the post-war splitting of the inner city through the wide corridor of the Ludwig-Erhardt and Willi-Brand-Street, which separates

the old city center from the new south, will finally be overcome. A change in traffic flow or an avenue of trees are soon to restore the ancient connection between the Alster lake and harbour area on the Elbe river. At historic Burchard square, all parking will be moved underground to create an oasis within busy Kontorhausviertel, bordered by cafes, restaurants, bars and shops. New residents are to be attracted by various residential projects. First projects have already been approved in the heart of the historic centre at Reimarswiete and in

St. Catherine neighbourhood. Public housing is also considered in the concept. Housing co-ops are particularly active in creating new flats. In total, some 1,000 new lodgings with a volume of 189 million euro are waiting to be realised. Hamburg is also Germany's major building site in the office property market, with 420.000 sq m currently under construction. High-end premises are especially in demand in the inner city, where extensively refurbished old properties continuously enter the market.

www.hamburg.de/bsu

Shortcuts

GlaxoSmithKline recruits

The pharmaceutical company GlaxoSmithKline strengthens its commitment to the Elbe metropolis and transfers its Consumer Healthcare to Hamburg. To push the business with over the counter medicines and health products from its brands Dr. Best, Odol mouthwash, Corega, Formigran, Sensodyne and Zovirax 60 new employees are being recruited.

www.glaxosmithkline.de

VTG continues growth

Europe's largest wagon hire and rail logistics company VTG AG increased its revenue by 19.2 per cent to 750 million euro. 800 million euro are 2012's target. Global employment rose by 171 to 1,170, with staff figures at the Hamburg headquarters increased by 33 to 360 employees.

www.vtg.de

Cruising competence

MS Titanic sinks over and over again in Hamburg, and also ferries like Estonia and modern cruise ships disappear in high water. With their simulations, the scientists of the Institute of Ship Design and Ship Safety at the Technical University Hamburg-Harburg explore the cause of serious accidents and develop scenarios for increased safety on board. After the virtual shipwrecking, a practical test follows at Hamburg Ship Model Basin (HSVA). In its 300 metres long basin, all kinds of swells and ice can be simulated.

www.ssi.tu-harburg.de

www.hsva.de

Innovation award

The CoRE (Communication over Real-time Ethernet) workgroup of the IT department at the Hamburg University of Applied Sciences (HAW Hamburg) was named winner in the "Communication & Mobility" of the Network of Automotive Excellence's innovation award. Headed by the professors Dr. Franz Korf and Dr. Thomas C. Schmidt, the network specialists have been researching innovative concepts for electrical car systems since 2008.

<http://core.informatik.haw-hamburg.de>

Shortcuts

Model for New York City

In Bergedorf, the US-American urban planner Michael Amabile found his example for best practice for sustainable traffic: the new bicycle parking at Bergedorf's centre bus station. Inaugurated last month, it has become the research object of Amabile, who promotes it as an example for New York City, planning to launch its public bike rental system soon. The results of the study will be published in autumn on the website of the "Eurist" association that supports Amabile's research.

www.eurist.info

Air cargo security

With his two X-ray scanners that have been recently put into operation, the World Cargo Center in Norderstedt is a pioneer in security checks for air freight. Allowing to simultaneously check the cargo both from above and aside, the 300,000-euro dual view equipment from Smiths Heilmann are among the most advanced systems in the market. Today, roughly 15 per cent of all air cargo is scanned. After 25 March 2013, when all previously "known shipper" will lose this status, the number of cargo requiring scanning will increase considerably. Already today, WCC is ready for tomorrow's demands.

www.hamburg-logistik.net

Best apps from Hamburg

In autumn, the first smartphone with the fast-LTE standard will enter the market, opening up the road for advanced applications. For example, new apps allow to use the phone as a control module for intelligent home technology. How this could work is currently shown by Freenet AG. The mobile phone company from Hamburg set up test boxes for heating control via mobile phones in Berlin and Potsdam. The app was developed in Hamburg. According to Freenet CEO Christoph Vilanek, the Elbe metropolis is the powerhouse of the industry. Or, in his own words: "All our successful apps have been developed in Hamburg."

www.freenet-group.de

Tourists love Hamburg – and the locals love tourists

With more and more people wanting to spend their free days in Hamburg, overnight stays in the Hanseatic city climbed to 9.5 million last year.

After the tenth consecutive year of growth, the Elbe metropolis now strives to break the magic barrier of ten million overnights in the current year. Another positive trend: overnight stays from international visitors grew by 10.2 per cent to more than two million.

Unparalleled in Germany is also Hamburg's occupancy

rate of 75 per cent, placing the Elbe metropolis ahead of Munich (74 per cent) and Berlin (70.5 per cent).

This fact is even more impressive as the bed supply has been increased in the last decade by 68 per cent from 28,000 to 48,500 beds, with further 3,500 new hotel beds joining the market this year.

Hamburg is also very popular for day trippers, with 111 million short-term visitors registered last year. Together with the overnight guests, they ac-

counted for some 7.4 billion euro of sales.

People from all around the world are welcome in Hamburg. In a first-time nationwide survey, 86 per cent of the locals positively assessed the increasing number of overnight stays and tourists.

The international guests are not only accepted, but perceived as an essential part of a dynamic cityscape that enriches urban life and cultural diversity.

www.hamburg-tourism.de

**Shopping metropolis Hamburg in high demand internationally
Poststraße: prime address for top brands – Alsterhaus celebrates 100-year jubilee**

The retail location Hamburg is more in demand than ever before: last year, 64 new contracts for retail and restaurant spaces with a total volume of 15,000 sq m have been reported by Grossmann & Berger. Last year's largest deal was the 2,000 sq m lease of the Apple flagship store at Jungfernstieg. For the U.S. trend label Abercrombie & Fitch, Grossmann & Berger contracted 1,850 sq m at Poststraße, for Zara Home some 1,500 sq m at Große

Bleichen. Particularly strong in demand was the refurbished landmark building "Alte Post" built by Chateaufort after the big fire of 1842. Recently honoured at Cannes' MIPI with the Special Jury Award, it has been chosen by two in-labels already in late 2011: Tommy Hilfiger and Adidas with NEO. The opening of Abercrombie & Fitch is scheduled for this month. Further retailers that headed to Poststraße include the Munich-based fashion

chain Hallhuber, Mutterland delicatessen, the French lingerie label Aubade, and the Paris fashion brand Sandro.

Shopping must be an experience. This fact was recognised by Hermann Tietz, founder of a luxury department house now celebrating its 100-year jubilee: Alsterhaus. Next to an international portfolio of premium brands, it also boasts a VIP service.

www.grossmann-berger.de
www.alsterhaus.de

Hamburg Metropolitan Area**Food industry appreciates the region's assets and invests**

The Hamburg metropolitan region has become the focus of the food industry. In 2012, numerous companies plan to invest and expand.

To meet the growing demand for small-sized chocolates and pralinés, Stollwerk wants to invest into its chocolate factory in Norderstedt with production lines of Sarotti, Alpia and other brands. In addition, new creations are scheduled to enter the market in autumn. New products include cocktail chocolates with pina colada and caipirinha flavours.

Every year, some 12,000 tonnes of chocolate bars, pralinés, and dragees leave the production lines in Norderstedt to meet increasing demands. In the past five months alone,

sales grew by nine per cent. 30 per cent of the commercial brands are exported abroad. Chewy candy in five flavours are the specialty of Sweet Tec/ Toffee Tec. Based in Boizenburg, the companies boosted its revenue by 20 percent to 65 million euro last year.

New jobs in the Northeast

The Swiss food producer Nestlé plans to invest some 220 million euro into new production facilities for coffee machine capsules in Schwerin. The laying of the foundation stone in the industrial park "Göhrener Tannen" is scheduled for next month, the start of production is envisaged by the end of 2013.

Primarily serving the German,

Scandinavian and Eastern European markets, the new factory brings along 450 new jobs to the country's capital area.

Edeka already inaugurated its easternmost plant back in 2004. Located in Valluhn in the rural district of Ludwigslust, a total of 420 jobs have been created since then.

Right after the fall of the wall, Dr. Oetker recognised its development potential in Wittenburg. Today, 75,000 frozen pizzas left its factory each day. Its main competitor chose Steinhagen, where 150,000 tonnes of potatoes are annually processed to "Pfanni" products.

www.stollwerk.de
www.nestle.de, www.unilever.com
www.sweet-tec.de

Hamburg's creative industries successfully promoted itself at Austin's SXSW

International contact made in music, film, and interactive - first joint stand – new format for Reeperbahn festival

Music festival, digital conference, film fest: South by Southwest (SXSW) is one of the most important events of the creative industries. More than 40,000 designers, consultants, marketing experts, agency representatives, computer programmers, Internet activists, startup founders and scientists used this year's event in Austin, Texas, for networking and promotion. Among the participants were 40 companies from film, music, and interactive based at the Hamburg Metropolitan Area at Hamburg's first joint stand at SXSW.

A creative powerhouse

The first joint presentation of the city's creative potential met with great interest. Organised by the Interessengemeinschaft Hamburger Musikwirtschaft e.V. (IHM), it was supported by Hamburg Marketing GmbH,



the Senate Chancellery, the Ministry of Economy, Transport, and Innovation, the Ministry of Culture, and the Hamburg Creative Society. Set up close to the Convention Center and the festival venues in Hamburg, Hamburg's "Reeperbahn Burgers" soon became one of the festival's most popular outdoor

locations for b2b-encounters, enjoyed by hundreds of invited guests. Hamburg's first joint trade fair stand with leading representatives of Hamburg's creative industries was also highly appreciated as interface, presentation platform, and catalyst of ideas, contacts, and projects.

New festival co-operation

The trip to Texas was also a big success for the team of Hamburg's Reeperbahn Festival, with MLOVE and the festival announcing a ground-breaking co-operation at SXSW. The leading German think tank of the mobile industry and Reeperbahn Festival as the most important event of the international music and live entertainment industry in Germany have agreed to jointly launch the new format Mobile X Music.

Preparations for the Reeperbahn Festival held in Hamburg 20-22 September 2012 are already underway. Next to confirmations of bands and acts for Germany's leading club festival, preparations for the industry platform Reeperbahn Campus are in full swing.

www.marketing.hamburg.de
www.reeperbahnfestival.de

News Bits

44 years ago, she founded her company, eight years ago, she sold it to Prada, but now she is back: **Jil Sander**. Often called the "Queen of Lean", the Hamburg fashion designer last designed budget basics for the Japanese fashion chain Uniqlo.
www.jilsander.com

The German Heritage Foundation has honoured the ideas and activities of pupils attending the Gymnasium Allee and the local district school Am Hagen on occasion of the **400-year jubilee of the Jewish cemetery** in Hamburg-Altona last year.
www.denkmalstiftung.de

Where the heath meets the marshes and the orchards

Hamburg Metropolitan Area to present its cultural landscapes at igs 2013

At the international garden show hamburg (igs) taking place in 2013, visitors will be able to explore the five distinct cultural landscapes of the Hamburg Metropolitan Area at close: Europe's fruit bowl Altes Land, the nature park Lüneburg Heath, the flower and vegetable fields of Vier- und Marschlande, the hedgerow landscapes of Schleswig-Holsteins with their large canola, corn, and wheat fields, and Pinneberg's countryside known for its nurseries of trees and rose bushes.

The five cultural landscapes are not only important re-

creational areas, but also traditional trading partners of the Elbe metropolis Hamburg, providing the Hanseatic city with fish, meat, poultry, fruit, vegetable, flowers, and other plants. The interaction between city and country is therefore also addressed in the cultural landscapes as well as their respective uniqueness.

On nearly 1.5 hectares between Hauland and rail tracks, visitors will be able to explore the five cultural landscapes along with their gardens and products from April to October. A market and a stable

make up for a lively atmosphere. In Co-operation with the farmers, agriculture, trade and craft associations, mainly products are offered fulfilling these five criteria: they are regional, seasonal, free of genetic engineering, ecologically grown, and fairly traded. The presentation of the five cultural landscapes typical of the Hamburg Metropolitan Area and its Northern German home, is a cross-country hallmark project of the Hamburg Metropolitan Area that will thus cover 600,000 euro out of the total costs of 700,000 euro.
www.igs-hamburg.de

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