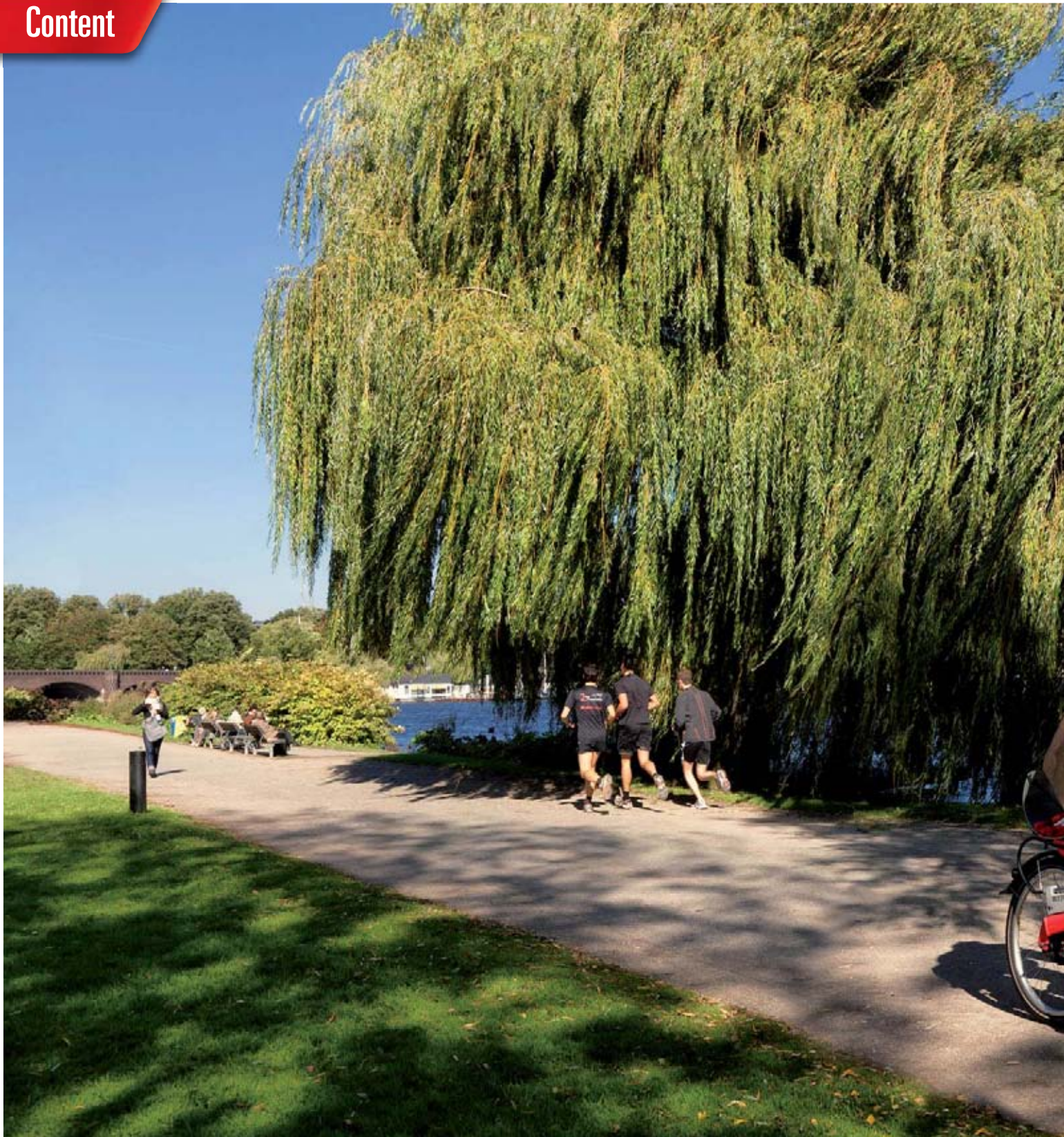




Media Handbook 2011

Hamburg and the Metropolitan Region



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Welcome to Hamburg

With the Elbe and Alster and its boulevards, public places and parks, Hamburg is known as one of the most beautiful cities in the heart of Europe. The Hamburg Metropolitan Region is home to 4.3 million people. They treasure its unique location by the water and the openness to the world of a big city that is also a fine place to live.

With its port and its strong economy, this dynamically growing, international trading metropolis offers a highly attractive business environment. The range of international sport and culture, the shopping and leisure opportunities, massive street festivals and pulsating life, all bring millions of visitors here every year. Come discover Hamburg and the Metropolitan Region, offering you a wealth of topics!



All routes lead to Hamburg

Whether by air, rail or road – Hamburg has excellent traffic links with the whole world. Hamburg Airport offers direct international connections to Europe, North America, Africa and Asia. Along the ICE route, Berlin can be reached by rail in 90 minutes. As an international motorway hub, Hamburg has excellent links with the whole of Central and Northern Europe.



Arrival by rail:

With its four long-distance rail stations, Hauptbahnhof (centre), Dammtor (centre), Altona (west) and Harburg (south), Hamburg is perfectly embedded in the European high-speed train network. In addition to Hamburg's main rail stations, ICEs call at Lüneburg and Uelzen, and IC/ECs at various other towns in the Metropolitan Region. With Hamburg as the rail hub for Northern Germany, all the main cities in Germany can be reached within a few hours (e.g. Munich in 6 hours, Stuttgart in 5 hours, Cologne in 4 hours, Frankfurt/Main in 3 hours) and so can the Northern European capitals of Copenhagen and Stockholm.

www.bahn.de

Arrival by road:

Hamburg is also a North German hub for road traffic. South Germany and Scandinavia can be easily reached from the Hamburg Metropolitan Region by the A 7 motorway, while the A 1 (Lübeck-Bremen-The Ruhr) links Hamburg with the Baltic States and West Germany, the A 24 leads to Berlin and Eastern Europe and the A 23 (towards Heide) directly to the North Sea.



Mobility on the spot:

The Hamburger Verkehrsverbund (HVV) operates an extensive S-Bahn/U-Bahn system connecting the city and the Hamburg Metropolitan Region with regular services every few minutes. Modern bus routes, ferries in the port and night buses complete the range. A large choice of low-cost tickets, as well as the HamburgCARD is available for Hamburg visitors.

www.hvv.de and www.hadag.de (for port ferries)



Arrival by air:

With more than 157,000 flights and more than 12 million passengers per year, Hamburg's state-of-the-art airport is served by 60 German and international airlines. Almost all of the German and European Metropolitan Regions can be reached in less than three hours. Nonstop intercontinental flights, e.g. to the Asian hub Dubai (Emirates Airlines) and the US hub New York (Continental Airlines), take North Germans around the globe and bring all the world to Hamburg. The S-Bahn rapid transit rail provides a convenient and reliable link with the city's central train station. Trains run from the early morning hours to the late evening and get you to the central train station in 25 minutes.

www.hamburg-airport.de

STORY: 100 years of Hamburg Airport

Hamburg Airport is one of the oldest airports worldwide and is still situated at its original location. Originally built outside the gates of the city, it is now Northern Germany's biggest international airport. As a major employer for Hamburg and the Metropolitan Region, the airport is an economic engine for the entire region. In 2011, Hamburg Airport is celebrating its 100th anniversary – a celebration that stretches through the whole year.

www.100-jahre-hamburg-airport.de





Facts and Figures on Hamburg and the Metropolitan Region

Location, size and population

The Free and Hanseatic City of Hamburg lies in the North German plain on the lower reaches of the Elbe, around 100 kilometres from the river's estuary on the North Sea. After Berlin, Hamburg is Germany's second-largest city with 1.77 million inhabitants (October 2009) in an area of 755.2 square kilometres. The city-state of Hamburg is one of the 16 federated states of the Federal Republic of Germany.

www.hamburg.de

Hamburg Metropolitan Region – joining forces

In recent years, Hamburg as a metropolis has joined forces with the neighbouring districts of Lower Saxony and Schleswig-Holstein in developing what is the fastest-growing conurbation in Germany. The Senate of the Free and Hanseatic City of Hamburg and the state governments of Lower Saxony and Schleswig-Holstein had already decided to strengthen cooperation back at the beginning of the 1990s. It was agreed that the city-state of Hamburg plus eight administrative districts in Lower Saxony and six in Schleswig-Holstein should be combined as the Hamburg Metropolitan Region, a competitive location in Europe implementing joint projects without hindrance from administrative demarcations.

Along with the Free and Hanseatic City of Hamburg, the Hamburg Metropolitan Region consists of the administrative districts of Dithmarschen, Herzogtum Lauenburg, Pinneberg, Segeberg, Steinburg and Stormarn, as well as the rural districts of Cuxhaven, Harburg, Lüchow-Dannenberg, Lüneburg, Rotenburg, Soltau-Fallingb. St. and Uelzen, and Ludwigslust as a partner district. Altogether 4.3 million people live here in an area of approx. 20,000 square kilometres.

www.metropolregion.hamburg.de

Further information:

Metropolregion Hamburg, Marion Köhler

Fon.: +49 (0) 40 42 841 26 04

E-mail: presse@metropolregion.hamburg.de

	Hamburg	Metropolitan Region incl. Hamburg
Inhabitants	1.77 m	4.28 m
Size	755.2 km ²	19,800 km ²
Gross domestic product	85.8 bn (2009)	147.7 bn (2008)
Gross added value	76.6 bn (2009)	132.5 bn (2008)
Workforce	1.125 m	2.124 m
Companies/workplaces	104,000	217,000
Universities	20	28

Culture

Hamburg possesses a dynamic architectural landscape and a rich cultural scene with around 40 theatres, including two renowned state theatres (Schauspielhaus and Thalia Theater), Hamburg State Opera and John Neumeier's world-famous Hamburg Ballet. Almost 30 cinemas, four theatres featuring big musicals, as well as 60 public and private museums, offer something for every taste.

In addition, there is a vibrant gallery and clubbing scene, mainly located in the St. Pauli quarter. The Metropolitan Region further enriches this already varied cultural scene with its historic towns, traditional celebrations, concerts and festivals.

- Approx. 800 Hammaburg is built on the Alster
- 1189 Charter from Emperor Friedrich Barbarossa permitting toll-free trade on the Elbe and at sea
- 1321 Joins the Hanseatic League
- 1401 Pirate captain Klaus Störtebeker is executed in Hamburg
- 1558 Founding of the Hamburg Stock Exchange
- 1618 Hamburg becomes "Imperial Free City"
- 1664 Hamburg is first freeport in Northern Europe
- 1731 First merchant ship from China reaches the Port of Hamburg
- 1815 Accedes to the German Federation
- 1842 Great Fire destroys one-third of the city
- From 1850 More than 5 million people from Europe emigrate via the port of Hamburg to the USA by 1939
- 1888 Customs union with the German Empire with the building of the freeport and Speicherstadt
- 1892 Terrible cholera epidemic
- 1910 Population exceeds 1 million
- 1937 Greater Hamburg – now including Altona, Harburg-Wilhelmsburg, Wandsbek and other districts
- 1943 Air raids during World War II destroy more than half of the city and cause over 55,000 deaths
- 1952 New Hamburg constitution
- 1955/57 Joint trilateral state planning by Hamburg – Lower Saxony – Schleswig-Holstein
- 1962 Hamburg hit by catastrophic flood
- 1974 Football World Cup matches in Hamburg
- 1975 Opening of the new Elbe tunnel
- 1992 Hamburg Metropolitan Region is formed
- 1996 International Tribunal on the Law of the Sea opens
- 2001 Building of new Hafencity starts
- 2006 FIFA Football World Cup 2006 in Hamburg
- 2007 World Future Council
- 2007 Live Earth Concert in Hamburg
- 2008 First Hamburg Cruise Days
- 2011 Hamburg European Green Capital

International Stronghold

The world is at home in Hamburg, for centuries trade and shipping have ensured a climate of openness to the world in this city on the water. More than 36,000 trading companies with over 125,000 employees make Hamburg the leading foreign trade centre in Germany. Over 400 Chinese companies are located here in Hamburg, making it China's leading base in Europe. With around 100 consulates, coming second after New York, the city has the world's second-largest concentration of consulates. Hamburg cultivates these manifold links through various networks and partnership programmes. Its first twin city was St. Petersburg in 1957, with Marseilles following in 1958, and Shanghai, Osaka and León between 1986 – and Chicago 1994. The most recent city partnership is with Dar-es-Salaam.

The Hamburg Ambassador Programme represents another way of broadening contact with other cities. Hamburg Ambassadors are appointed to this honorary office by the First Mayor. Those appointed feature officially abroad as "Honorary Representative of the Free and Hanseatic City of Hamburg", the aim being to further enhance awareness of the city worldwide.

www.hamburg.de, www.hk24.de,
www.marketing.hamburg.de, www.statistik-nord.de

Hamburg's Senate, State Parliament and Constitutional Court

The city-state of Hamburg is both a state of the Federal Republic of Germany and a municipality. The Hamburg Bürgerschaft is the state parliament, its members being directly elected every four years. The Bürgerschaft elects the First Mayor (Erster Bürgermeister) as president of the Senate for the duration of one legislative term, who along with the senators (ministers) forms the state government of the Free and Hanseatic City of Hamburg.

The First Mayor appoints the senators, lays down policy guidelines and represents the Free and Hanseatic City of Hamburg externally. As the third governing body alongside the parliament and the senate, the Hamburg Constitutional Court oversees observance of the constitution of the Free and Hanseatic City of Hamburg. As both a city-state and a municipality, Hamburg offers short decision-making chains and thus optimal conditions for companies opting to locate here.

www.fhh.hamburg.de,
www.hamburgische-buergerschaft.de



STORY: What is typically Hanseatic?

Hamburg's motto runs: *Libertatem quam peperere maiores digne studeat servare posteritas.* ("May posterity preserve with dignity the freedom gained by its forbears"). Cultivated for centuries, this libertarian tradition characterises the people of the city. Ever since the days of the Hanseatic League, free trade and interchange have been just as much part of this ethos as delight in experimentation, entrepreneurship and the power of innovation. Yet what of all this has survived until today? What does "typically Hanseatic" mean nowadays? Is it understatement and courteous behaviour, or a faintly supercilious arrogance towards the rest of the world? Form a picture for yourself; speak to the people in the streets, parks and city precincts. Visit parliament or some of the city's historical museums – or one of the innumerable street festivities, concerts and sporting events. In other words, just allow yourself to be inspired by the atmosphere of openness to the world which pervades the city ...





Metropolis on the Water

Water gives life – people strive for proximity to water – and find this in Hamburg as nowhere else.

This city on the water is incomparable and of unique character. Almost 2,500 bridges – far more than in Amsterdam, London and Venice combined – cross the innumerable watercourses between the Elbe, Alster and Bille. Maritime flair, clean air and Hanseatic openness to the world make Hamburg the finest city in the world for many people. With the North Sea and the Baltic Sea not far away, the Hamburg Metropolitan Region is seen as one of Germany's

favourite holiday areas. Anybody wishing to discover Hamburg's most typical features will embark from the Elbe landing stages by launch on a round trip through the harbour and historic Speicherstadt. The trip will take you past the Hamburg Elbphilharmonie, the city's new icon now under construction, and Hafencity Hamburg, Europe's largest urban development project.

The surrounding "region along the river" is also best explored by water along the Elbe. More recently, Hamburg has also taken a "leap across the Elbe" by strategically improving the quality of



life in the districts of Wilhelmsburg and Veddel, located south of the river. Measures include the development of the Harburg inland port, the International Building Exhibition (IBA) as well as the international garden show (igs) 2013. The ongoing development of Hamburg's south will enhance the potential for sustainable growth and reconnect Hamburg's north with the region south of the river.

Again, this riverside region is best explored by water along the Elbe.





HafenCity Hamburg – City for the 21st Century

Hamburg is reinventing itself – and grasping a unique opportunity to grow in the city centre by around 40 percent. HafenCity Hamburg, the largest urban development project in Europe, is being built on 157 hectares formerly used for the port. Located directly on the Elbe and at the port, a new district of the city is being created to provide a unique mix of culture and leisure, urban living and working, shopping and eating – its parks and public places, promenades and perspective views all right on the water.

The first sections of the new quarter are already completed and occupied. More than 1,500 people are currently living in HafenCity and approx. 7,200 people work there (March 2010). The dedicated U-Bahn line U4, connecting HafenCity and the city centre, will go into service in 2012. By the year 2020, 45,000 people will be working and around 12,000 will be living in the HafenCity district. This new area of the city and the cultural institutions planned will also attract around 3 million visitors a year.

Hamburg's new icon, the Elbphilharmonie Hamburg, is currently being built on the historic warehouse Kaispeicher A site. Other attractions include the Hamburg Cruise Center, HafenCity University and, in the near future, Überseequartier's Science Center.

www.hafencity.com

HafenCity Hamburg in Figures

Total area	157 ha (123 hectares of land)
Largest extension	east – west 3,000 m, north – south 1,000 m
Building sites	
New buildings	Approx. 2.32 million m ² gross floor area
Apartments	5,800 for 12,000 to 20,000 people
Service industry	Floor space for more than 45,000 work places
Distances to	City Hall (Rathaus) 800 m, Main train station 1.1 km, Airport 9.5 km
U-Bahn	Two new U-Bahn stations linked by U4 to existing S-Bahn/U-Bahn network
Stages in development	
1997	Decision to go ahead with HafenCity project
2000	Hamburg Senate passes the master plan
since 2003	Building construction of Am Sandtorkai Quarter and Dalmannkai Quarter starts
2007	Building construction of Überseequartier and Elbphilharmonie Hamburg starts
2009	Completion of first quarter Am Sandtorkai / Dalmannkai
2009	Opening of first primary school and crèche
2010	Presentation of revised master plan for east of HafenCity
2020–2025	Expected completion of HafenCity Hamburg

Getting there by public transport:

Via U-Bahn U1 (Meißberg);
via Metrobus 6 (Osakaallee)
and via buses 3 and 4 (Bei St. Annen).
Please visit www.hvv.de for public
transport timetables.



TIPS

HafenCity InfoCenter in the Kesselhaus

The Kesselhaus, a former boiler house, hosts a vivid exhibition on Europe's largest urban development project. Located inside the Kesselhaus, the HafenCity InfoCenter presents an 8 x 4 metre model of the development site as well as layout drawings and informative events.

Am Sandtorkai 30, 20457 Hamburg

HafenCity Viewpoint

Anybody wishing to see for themselves just how HafenCity Hamburg is growing from day to day can most easily do so from the viewing tower opened in 2004 on Großer Grasbrook.

Großer Grasbrook, 20457 Hamburg

HafenCity SustainabilityPavilion

With the HafenCity development project, Hamburg is laying the foundation for the future of the city. This is the reason why Hamburg is setting the bar for eco-friendly, sustainable urban development. Further information can be obtained in the HafenCity SustainabilityPavilion.

Osakaallee 9, 20457 Hamburg

Überseequartier

The foundation stone for Überseequartier, a core area of the new HafenCity Hamburg, was laid in 2007. Überseeboulevard with a host of shopping facilities, restaurants, cafés and bars, runs through the whole quarter, opening out on to squares, terraces and views directly on to the water. In 2010, the first residents moved in and shops and restaurants have also opened in the north of the area. The building of the south part is due to start in 2011. The InfoPavilion on Osakaallee provides visitors with details of all aspects of Überseequartier and on progress with the construction process. Überseequartier is set for final completion in 2013/14.

www.ueberseequartier.com

Squares, parks and promenades on the water

HafenCity enriches Hamburg by providing large urban spaces along the historical port basins as well as by the Elbe. Magellan-Terrassen (4,700 m²) is already completed; and so are Marco-Polo-Terrassen (6,400 m²) and Vasco-da-Gama-Platz (2,700 m²). The Tall Ship Harbour at Sandtorhafen offers moorage for up to 30 historical ships; and Sandtorpark opens in April 2011. All in all, the quayside promenades will have a length of 105 kilometres.

STORY: Working and Living in HafenCity Hamburg

What is it like to live in a growing, brand new district of the city? What makes HafenCity so attractive that numerous Hamburgers pack their whole family up and move there? What are the hopes and desires that people associate with this new quarter of their city? And why do companies such as SAP and Der Spiegel, as well as major global players such as Unilever, opt for HafenCity Hamburg as their new base? These are but a few questions you can best clarify in Hamburg first hand. There's certainly abundant material here for a report or a portrait – we shall be happy to find the appropriate persons for you to interview.

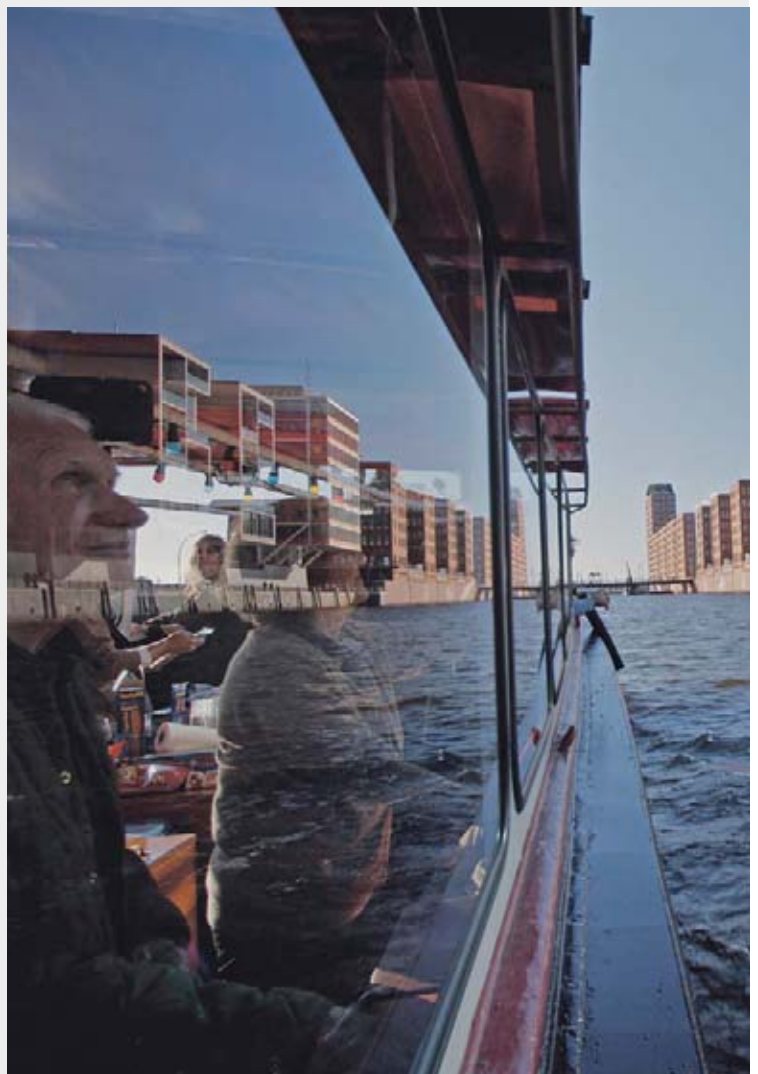
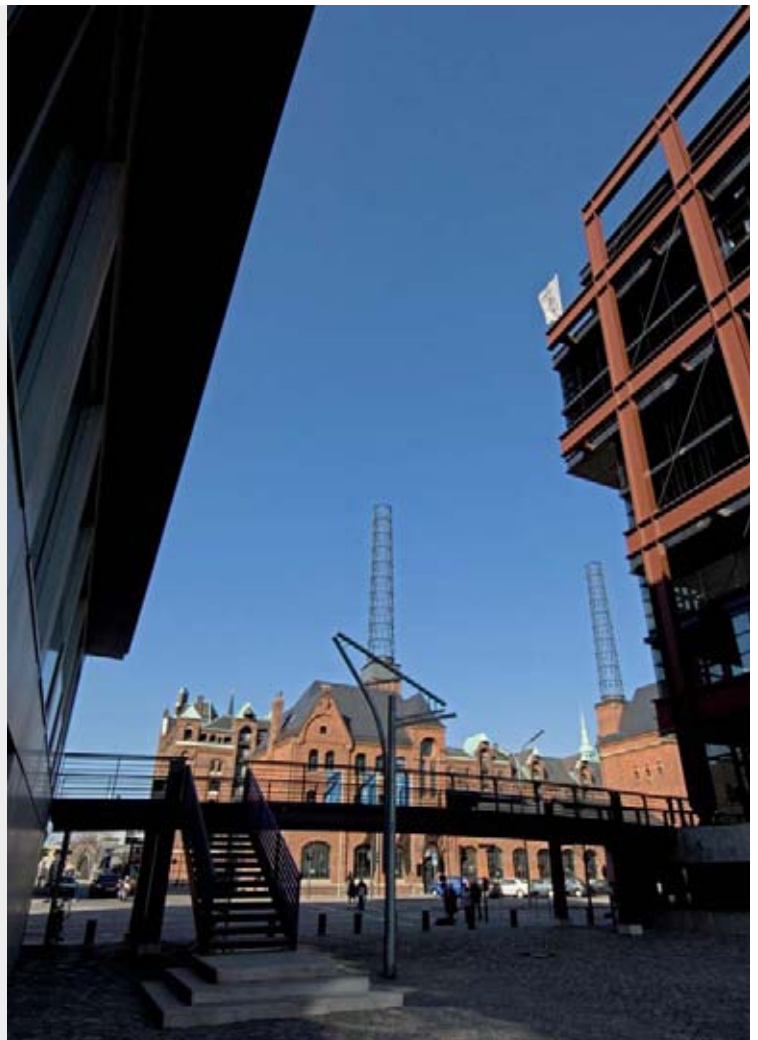
Further information:

www.hafencity.com

HafenCity Hamburg GmbH, Susanne Bühler

Fon: +49 (0) 40 37 47 26 14

E-mail: buehler@hafencity.com



Hamburg's International Building Exhibition IBA – Projects for the City's Future

The aim of the International Building Exhibition (IBA) is to design the Hamburg of the future. The Elbe islands, in the heart of the city, have become a showcase of creativity and opportunity, as well as contrasts and tensions. Over a seven-year period, the IBA is showing how cities and Metropolitan Regions can face the challenges of globalisation as well as providing fresh momentum for the establishment of a sustainable modern building culture. Between now and 2013, IBA Hamburg is putting ideas into practice and implementing around 50 projects on the Elbe islands of Wilhelmsburg and Veddel, and at the Harburg inland port.

The world's biggest cities are today facing the same issues over and over again, and each time these issues, which concern urban society and design and the environment, become more pressing. IBA Hamburg has adopted three key themes (Cosmopolis, Metrozones, and Cities and Climate Change) in order to respond to these developments and to make them the focus of planning, process and dialogue. www.iba-hamburg.de



Cosmopolis

What is the best way of dealing with the potential, but also the problems, of an increasingly international urban society? IBA Hamburg intends to create a "Cosmopolis" in its showcase area between HafenCity and Harburg: new urban spaces that allow the different cultures of 21st century urban society to develop – without any pressure to integrate but with the possibility of building bridges.

Metrozones

The key theme Metrozones deals with transition areas, namely traffic arteries, bridges, railway lines and canals, between which you find the remains of old neighbourhoods, or new office blocks and showrooms punctuated with patches of wild grass, or even the odd abandoned garden. Many major European cities have spaces similar to these – derelict industrial sites and workers' housing in which no worker has lived for many a year. They are

STORY: From the depths of contaminated land to the peak of renewable energy

The Georgswerder waste mound will become a renewable energy "mountain" as part of IBA Hamburg. The idea is for the mound to supply almost 3,000 households on the Elbe island with electricity produced from wind and solar power. From the summer of 2011, the innovative building at the foot of the energy mountain will provide information about renewable energy and the history of waste. The change of use shows how an environmentally problematic location can become a place of learning and discovery.

often on the outskirts of inner cities. Sites such as these offer new opportunities for urban development and a chance to breathe new life into the city. The Elbe islands – where city and port as well as industrial land and marshland come together – are a good example of such inner city peripheries.

Cities and Climate Change

Is it possible for a city to grow and at the same time protect the environment? IBA Hamburg is looking at this question and others that deal with the relationship between the general demands of a Metropolitan Region such as Hamburg and cities' responsibilities in a time of climate change. Particularly relevant to this key theme is IBA's Future Concept Renewable Wilhelmsburg project, which is developing targets and drafts for climate-compatible metropolises as well as for architecture in a time of climate change.

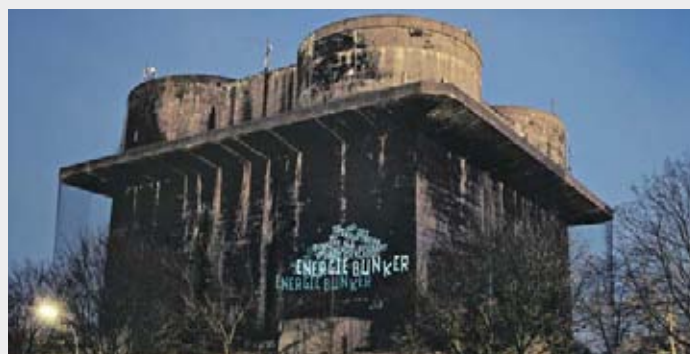
TIPS

The Elbe islands educational offensive: building projects and educational concepts

IBA Hamburg, along with the Get the Kick association, is building Project House – the Mügge, a centre for initial and further education, crafts and culture in Veddel, on the south side of Muggenburger Zollhafen. Project House is part of the Elbe islands educational offensive. Five education projects are being launched as part of IBA. The biggest construction project is the Door to the World educational centre. A knowledge marketplace, an educational city within a city that links schools, institutions and advice centres, is also being established in the centre of Wilhelmsburg. Construction projects are only part of the Elbe islands educational offensive as there are also plans to develop – in conjunction with local initiatives, the relevant authorities and the district council – a model educational landscape with attractive educational offers.

Energy bunker: a renewable energy resource, a symbolic change of direction

IBA Hamburg intends to convert the former flak bunker in the heart of Wilhelmsburg's Reiherstieg district into a renewable energy resource as well as a destination for excursions as the top of the 30-metre bunker affords visitors a clear view over the entire district right up to the port of Hamburg. An information centre will give visitors the chance to discover the bunker's varied history.



Further information:

www.iba-hamburg.de

Internationale Bauausstellung IBA Hamburg GmbH

Tel.: +49 (0) 40 22 62 27-330, E-Mail: presse@iba-hamburg.de

Seven Worlds, seven Wonders – The international garden show hamburg 2013

The south of Hamburg will become a hotspot for garden enthusiasts and nature-lovers on 26 April 2013, when 100 hectares of green space in the heart of the Elbe island of Wilhelmsburg will be turned into the international garden show Hamburg 2013 (igs 2013) and showcase modern landscape architecture. In line with the show's slogan "In 80 Gardens around the World" visitors will be taken on a journey through time and around the world, through different cultures, climates and vegetations. The gardens will be divided up into seven theme worlds covering wanderlust and the travel bug, foreign languages and customs, water shortage, and exotic plants and herbs. All summer long, the park will become an open-air theatre for concerts, cultural events and interactive theatre, a sports paradise for skaters, climbers and canoeists, and a gastronomic highlight for health and environmental enthusiasts. In October 2013, at the end of the event, the new park will be handed over to the residents of the Elbe islands, providing them with a green oasis in the middle of the city with sunbathing and barbecue areas, sports and games areas, a swimming pool and other modern sporting facilities.

www.igs-hamburg.de.

TIPS

Around the world in 80 kitchens

The Wilhelmsburg water plant is one of the oldest landmarks of the Hamburg waterworks. The water plant is a cubed structure with a hipped roof and lattice windows; it is further complemented with lanterns on the roof to give light. The end of 2011 will see the opening of this hundred year-old building as the gastronomic highlight of the international garden show (igs).

17 metres up

Just a short walk from the Wilhelmsburg S-Bahn station, in the Garden Show park, the most advanced indoor climbing wall hall in Northern Germany will be built by the end of 2011. It will offer unique climbing fun for beginner and intermediate climbers alike, with the added special attraction of an opened glass facade in good weather.



FACTS

Dates

26 April–13 October 2013

Location

Wilhelmsburg island, Hamburg

Surface area

100 hectares (equivalent to around 140 football pitches)

Number of visitors expected

Up to 30,000 daily, 2.5 million overall

Further information

www.igs-hamburg.de

internationale gartenshow hamburg 2013 gmbH

Ina Heidemann

Tel.: +49 (0) 40 22 631 9840

Channel Harburg

The Harburg inland port is another model project for working and living on the water. A mix of traditional waterfront construction, industrial architecture and modern high-tech design will be developed on almost 100 hectares of port land. More than 150 companies and around 6,000 employees form the Channel network. Among them companies from the aerospace, telecommunications and pharmaceutical industries, as well as media companies, engineering offices, innovative business start-ups and the technology and knowledge transfer company run by Hamburg's universities. The development of "Castle Island" in Harburg for cultural and free-time facilities, as well as flats, will complete the opening up of the city to the water.

www.channel-harburg.de



Elbphilharmonie Hamburg – Hamburg’s new Icon

A bold glass structure is rising above Kaispeicher A, the massive, monumental redbrick block at the western tip of Hafencity Hamburg. This architectural vision will soon become reality – the Philharmonic Hall is Hamburg’s new cultural landmark. The design by Swiss architects Herzog & de Meuron combines tradition and modernity just where the Hanseatic city is at its most authentic, directly on the water and in the heart of the city. This is where one of the world’s finest concert venues is being built.

TIPS

Unity of brick and glass

The glittering glass body on Kaispeicher’s brick base will open up brilliant spaces for sound, contrasting plays of light and spectacular views of the Elbe, port and city. At the core of the venue lies the plaza, a public space that is destined to become a popular spot not only for concert-goers, but also for locals and guests to the city. In the large auditorium, the orchestra is positioned in the centre, with irregular rows of seats for listeners, interwoven and stacked vertically in a steep-sided cauldron.

The joy of music

Elbphilharmonie Hamburg will be a superb venue not only for classical music but also for world, jazz and pop music. World-class concerts, spectacular architecture and a unique location will make a visit to Elbphilharmonie Hamburg a very special experience.

Christoph Lieben-Seutter, artistic director of Elbphilharmonie Hamburg and the time-honoured Laeiszhalle, will supply music enthusiasts with an excellent programme, and the renowned NDR Sinfonieorchester will serve as the resident orchestra.

Elbphilharmonie Hamburg in Figures

Gross floor area	120,000 m ²
• Warehouse	58,000 m ²
• New building	62,000 m ²
Total weight	200,000 tons
Highest point	110 m
Plaza	At a height of 37 m
Roof terrac	80 m ² at a height of 75 m
Large auditorium	Approx. 2,150 seats
Small auditorium	Approx. 550 seats
Third auditorium	170 seats
Apartments (planned)	Approx. 47
Hotel rooms (planned)	Approx. 250
Building started	April 2007
Topping-out ceremony	May 2010

STORY: The Hanseatic way of financing culture

Social and cultural commitment is part and parcel of living in Hamburg. One conspicuous example is the Elbphilharmonie Hall. Citizens of Hamburg have already given 67.6 million Euros for the new concert hall. Along with large gifts such as the 30 million Euros from Hannelore and Helmut Greve, countless smaller donations demonstrate the breadth of support from the local population. Advocates of Hamburg’s new icon can be found in all age groups and professional fields. The theme offers a host of possibilities for stories and reports on the Hanseatic manner of financing culture.

www.stiftung-elbphilharmonie.de

Further information:

www.elbphilharmonie.de, www.elbphilharmonie-erleben.de

HamburgMusik gGmbH, Nataly Bombeck

Fon: +49 (0) 40 35 76 66 50,

E-mail: bombeck@elbphilharmonie.de

www.rege-hamburg.de

ReGe Hamburg, Nina Siepmann

Tel.: +49 (0) 40 380 880 72

E-mail: nina.siepmann@rege-hamburg.de

Architecture in Hamburg

For over a century, Hamburg has been renowned for its bold urban planning. Such striking architectural designs as Chilehaus, dating from the 1920s, or today's Hafencity Hamburg are setting the bar for living and working in a big city. Much has been done in recent years to make the city centre between the Alster and the port even more inviting. In the 1970s, the first spacious shopping passages were built there. Today, the new Europa-Passage and the new layout for Jungfernstieg are in the same spirit. Such renowned architectural practices as Bothe Richter Teherani or gmp von Gerkan, Marg und Partner are just two of the standard-bearers for an ambitious architectural scene in Hamburg – of a kind impossible to find elsewhere in Germany and Europe.

TIPS

Architectural "string of pearls along the Elbe" and "Elbmeile"

For some years, the edge of the port along the northern bank of the Elbe between St. Pauli and Oevelgönne has gradually been transformed into an attractive ensemble of buildings housing offices, apartments, restaurants and shops. Along the riverbank zone that is barely 100 metres wide but continuing for several kilometres, converted former port buildings alternate with unconventional new blocks. Working and living with an enthralling view of passing containerships is no longer the sole privilege of the villa dwellers (and shipowners) downriver in Blankenese. This string of architectural pearls underlines the city's affection for the water and has today become a magnet for tourists. One outstanding example of spectacular architecture by the water is Hadi Teherani's "Docklands" office block on Van-der-Smissen-Straße.

www.brt.de, www.elbmeile.de

Architectural history in Kontorhausviertel

Kontorhausviertel, located in the southern part of Hamburg's old town, can be considered a pioneering building project for 20th century architecture. It was Europe's first quarter that was designed purely for office usage. Created in the 1920s and 1930s by Fritz Schumacher, the three most striking buildings are Chilehaus, Meßberghof and Sprinkenhof. These buildings rank among the major artistic monuments of our time and are thus protected buildings. Chilehaus with its pointed tips can be regarded as the most significant artistic achievement of German Brick Expressionism. This extraordinary building, heavily influenced Northern European brick architecture of the 1920s and 1930s, and is considered Germany's first skyscraper. In 2013/2014 Hamburg is going to apply to have both Kontorhausviertel and Speicherstadt included in the UNESCO World Heritage list.

www.chilehaus.de, www.kontorhausviertel.de



STORY:

Sustainable architecture – Unilever House at Hafencity

One of the most spectacular buildings of the new Hafencity Hamburg is Unilever's head office for Germany, Austria and Switzerland.

The architectural design was created by Behnisch Architekten, Stuttgart and is based on the guiding principles of sustainable building construction. Thanks to its unique energy concept, this new office building will be compliant with ecological regulations throughout the next decades.

The building has received several awards; for instance, it is the world's largest building that is completely equipped with energy-efficient LED lamps. In addition, the building is fitted with thermal component activation as a cooling device and a heat recovery system on its roof. Eco-friendly building materials have been used in the construction of the building.

The sustainable construction method, original architecture and the spectacular location in the middle of the port make this publicly accessible building one of the most exciting architectural sights of the city.

www.unilever.de, www.behnisch.de

The Elbe as the Region's vital Artery

For many people the finest feature of the landscape and certainly the most European of all rivers, the Elbe threads a blue ribbon through the Hamburg Metropolitan Region. The Elbe is not only a vital artery, a transport route and a source of jobs for the people living here, but also a unique leisure area for trippers and tourists. From Hamburg to Cuxhaven, the river is lined with beautiful sandy beaches. With North Sea and Baltic Sea beaches on its doorstep and the cosmopolitan city at its centre, the Metropolitan Region of Hamburg offers visitors both relaxation and excitement. No wonder that tourism is a sector that is continuously growing. Whether for sailing, surfing or canoeing, the region is a true paradise for all water sports fans.

TIPS

By catamaran to Heligoland

The trip could not be more swift, relaxing or handy: the express catamaran "Halunder Jet" makes the journey between Hamburg and Heligoland, Germany's only island on the high seas, within four hours. Or one can disembark at Cuxhaven after just two hours and explore this attractive seaside town.

www.helgoline.de

Kiel Canal – the world's busiest artificial waterway

It was in 1878 that Herman Dahlström, a Hamburg shipowner and merchant, had the bright idea of building a canal linking the North Sea and the Baltic Sea and saving ships the detour via Skagen – a distance of 250 nautical miles. Thus he convinced the imperial German government of his plan, and between 1887 and 1895 the "Kaiser-Wilhelm-Kanal", now known as the "Nord-Ostsee-Kanal" or Kiel Canal, was built. With a maximum width of 162 metres, this runs for 98.6 kilometres between Brunsbüttel where the Elbe estuary merges with the North Sea and Kiel Fjord on the Baltic. Today an average of appr. 40,000 vessels a year transit one of Northern Europe's main traffic arteries, which links the Baltic states with the global market.

www.kiel-canal.org

Elbe cycle track – from the Czech Republic via Cuxhaven to the North Sea

The Elbe is among the last natural river landscapes in Central Europe. The Elbe long distance cycle track provides a close experience in the truest sense of the word of a unique landscape, with rare animal and plants species, idyllic hamlets, romantic towns and vast Elbe meadows. The Elbe cycle track starts at the source of the river in the Czech Republic and runs for approx. 900 kilometres along the river to Cuxhaven – in the Metropolitan Region, downstream from Lauenburg, for most of the way there is a track on both banks.

www.elberadweg.de

The cycle tracks along the Lower Elbe also form part of the North Sea cycle route running along North Sea coasts for more than 6,000 kilometres, from Norway via Denmark and Germany, as far as the United Kingdom and the Shetland Isles.

www.northsea-cycle.com

The maritime landscape of the Lower Elbe

Offering a unique river landscape combining abundant nature with a lively maritime culture
www.maritime-elbe.de

Glückstadt

Maritime and Danish flair by the Elbe
www.glueckstadt.de

Wattenmeer National Park

Unique in the world, the mudflats between land and water, recently declared part of World Nature Heritage
www.wattenmeer-nationalpark.de



Port of Hamburg Highlights

See the Port of Hamburg at work

Port operations right in the city
www.hafen-hamburg.de

Hamburg Dungeon

History you can even touch
in Speicherstadt
www.the-dungeons.de

Alter Elbtunnel

By clanking lift into the dark realm
under the Elbe

"Cap San Diego" & "Rickmer Rickmers"

Museum ships and handsome witnesses
to the earlier days of shipping
www.capsandiego.de
www.rickmer-rickmers.de

Museumshafen Oevelgönne

A harbour for veteran ships and boats,
proud and picturesque captain's houses
and Hamburg's city beach
www.museumshafen-oevelgoenne.de

Blankenese

Much visited, often quaint place of
residence favoured by wealthy
Hamburgers, its steep flights of steps
have Mediterranean flair.

Harbour / Speicherstadt Boat Trips

A "must" for every visitor wishing to
see the port close-up
www.hamburg-tourismus.de

HafenCity Hamburg

Birth of a new district of the city
in central Hamburg
www.hafencity.com

International Maritime Museum

Shipping history brought to life
www.international-maritime-museum.com



Port of Hamburg as Magnet for Tourists

In Hamburg, the port is not simply a factor in the economy, but, being so centrally located, it is also a great tourist attraction. The comings and goings of the ships and the loading and discharge of goods at state-of-the-art container terminals are all equally fascinating. But the port also houses long-established leisure and cultural facilities. The historic Speicherstadt houses several museums and various entertainment centres. Soon the new HafenCity will be offering additional sightseeing highlights. The best way of discovering the port is on a round trip by boat – or by taking one of the ferry lines linking the north and south banks of the Elbe.

Tip: Trip with HADAG ferry No. 62 to Finkenwerder, www.hadag.de

TIPS

Cruiseliners in the heart of the city

Throughout the last years, Hamburg has turned into one of Northern Europe's major cruise liner destinations. Not only the spectacular visits of the "Queen Mary II", the world's longest cruise liner, prove how fond the Hamburg citizens are of these queens of the ocean. The Hamburg Cruise Days, taking place biannually, as well as stunning ship christening ceremonies in the heart of Hamburg's port, make the Hanseatic City the favourite Northern European destination for cruise liners. Thus, in the cruise liner season of 2010, the port of Hamburg reported more than 100 arrivals, while the passenger volume rose to 246,000 – twice the number of passengers that was reported for 2009. Due to the rising number of arrivals, a second cruise liner terminal will be opened in the summer of 2011. It will be located at Altona Elbmeile and will complement the HafenCity's Hamburg Cruise Center.

www.hamburgcruisecenter.de, www.hamburgcruisedays.de, www.hafen-hamburg.de



Hamburger Speicherstadt

Over a century old, Speicherstadt (or "Warehouse City"), the world's largest integrated complex of warehouses, runs from Deichtorhallen to Baumwall. Here, visitors to Hamburg find an idyll of a kind they could hardly suspect in a world port: redbrick Gothic architecture dating from the bustling days of the Wilhelmine era, bizarre gables and towers, all reflected along with barges in the nearby canals. Stored at controlled temperatures behind their massive walls are many valuable goods: coffee, tea, cocoa, spices, tobacco, computers and the world's largest stock of Oriental carpets.

www.speicherstadtmuseum.de

St. Pauli Landungsbrücken

Hamburg's waterfront station on the Elbe is one of Germany's most heavily visited tourist attractions. The floating landing stage adjacent to Landungsbrücken U-Bahn station is the departure point for harbour round trips as well as HADAG ferries to Finkenwerder, Oevelgönne, Blankenese and other destinations. From time to time, imposing luxury liners also berth here. Colourful souvenir shops sell waterfront mementos, and cosy fish restaurants serve ample helpings of plaice fresh from local fishing boats or North Sea prawns. Not far along from the "Rickmer Rickmers" museum Windjammer on Bridge 1 lies the "San Diego" museum ship.

www.hamburg-tourismus.de, www.stpauli-landungsbruecken.de



Miniature Wonderland – the world’s largest model railway

Here’s a landscape model of many superlatives, with over 1,000 trains, altogether 15,000 railcars as well as 250,000 trees, 250,000 figures, 15,000 cars, 15,000 metres of track, 5,000 buildings and countless bridges. The model railway attracts almost one million visitors every year. All train movements are digitally controlled. In this railway world, you can even experience day and night – and all this every thirty minutes. In short: it is a “must” for young and old alike.

www.miniatur-wunderland.de

Hamburg Fischmarkt

Virtually anything not nailed down firmly has been traded at Hamburg’s most traditional market since 1703. From dusty porcelain coffee pots to a quacking family of live ducks, anything can be acquired down here in the shadow of the former fish auction hall. Every Sunday morning, night-clubbers from the Reeperbahn, clutching fish rolls and hot coffee descend on the waterfront and hope that it will give them a second wind. For early risers, bargain hunters and tourists alike, brunching to jazz, pop or rock music in the historic building is a popular option.

www.hamburg-tourism.de

Maritime Circle Line

The main sights in the port are linked by this regular launch service. The best place to start the tour is at St. Pauli Landing Stages (Bridge 10), but this is also possible at any stop, since BallinStadt is only the first out of six. The second stop is at Hafenumuseum (housed in 1950s sheds with the MV “Bleichen” berthed nearby). Among the sights you can explore from the third stop (HafenCity) is Miniature Wonderland. The fourth stop is in Speicherstadt, handily placed for the Speicherstadt Museum and the Spice Museum. The penultimate stop is at Überseebrücke, where the museum ship “Cap San Diego” beckons from her berth, and then the launch reaches the Landing Stages again. The fare is 8 euros.

www.maritime-circle-line.de

International Maritime Museum Hamburg

Situated amidst HafenCity, in the historic Kaispeicher B, Hamburg’s oldest existing storage structure, is the International Maritime Museum Hamburg, which also includes the Academic Institute for Shipping and Naval History. With a total of 6,000 models, the museum showcases the world’s largest collection of model ships, as well as maritime paintings, atlases, nautical devices and much more.

www.international-maritime-museum.com

Hafenmuseum Hamburg

Schuppen 50–52, protected buildings from the early 20th century, is an original harbour site with a unique flair. These buildings are the port’s last remaining symbol of the Wilhelmine era. This is where Hafenmuseum Hamburg is located, a tourist attraction for anyone interested in the history of the maritime trade.

www.hafenmuseum-hamburg.de

STORY: Neuwerk island by horse-drawn wagon

Approximately 100 kilometres west of Hamburg in the Hamburgian tidal flats lays the little island of Neuwerk. Neuwerk can be reached according to tides from Cuxhaven – either by ferry boat, horse-drawn wagon or by foot. The fortified lighthouse built in 1310 can be found on Neuwerk, which is also the oldest building of Hamburg.

Further information:

www.hamburg-tourismus.de

Hamburg Tourismus GmbH

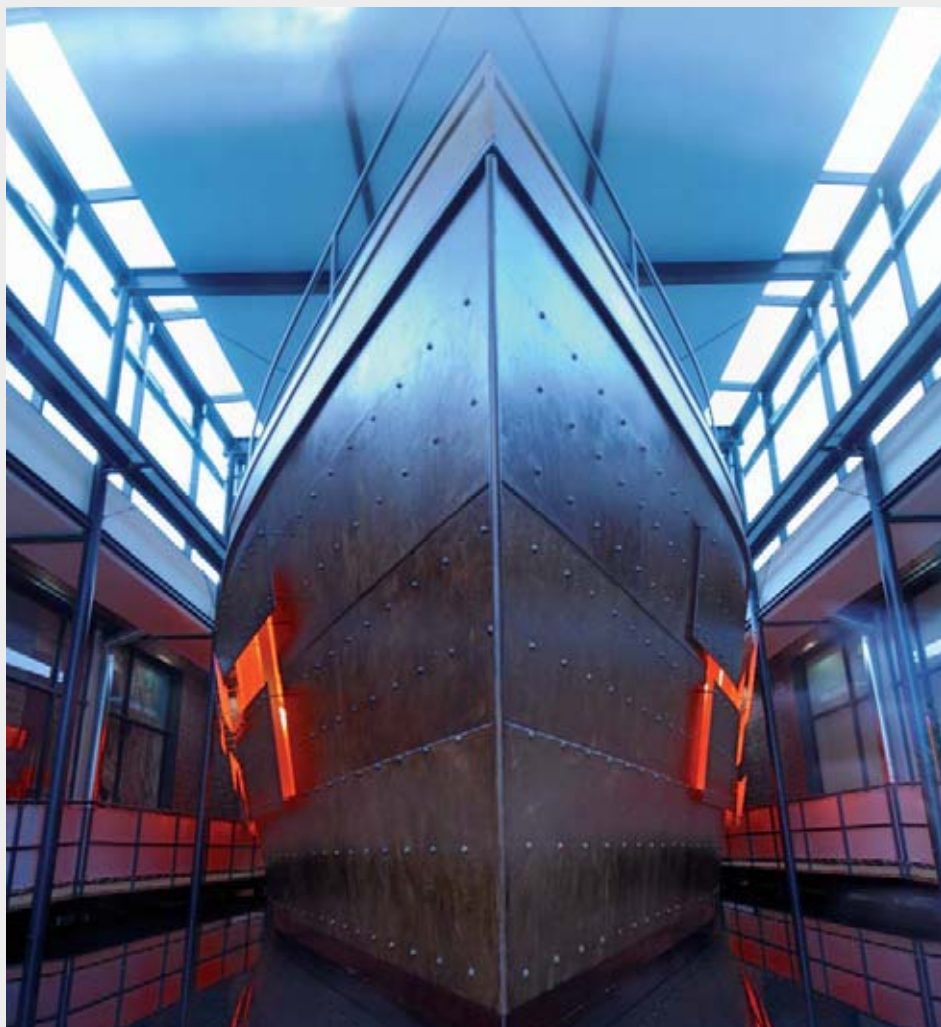
Tel.: +49 (0) 40 300 51 111

E-Mail: presse@hamburg-tourismus.de



Emigration – from Hamburg to the New World

Hamburg made emigration history. Between 1850 and 1939, around five million people emigrated to the USA via the port of Hamburg. In addition to German emigrants, a large number of people came from Central and Eastern Europe. For all of them, Hamburg was the “gateway to the world”. They left their homelands to find fortune in the “land of unlimited opportunities”. All of them made a stopover in the port of Hamburg. Large shipping companies such as Hamburg-Amerika-Linie (HAPAG) organised their passages and looked after health checks, passport formalities and ticketing.



STORY: Albert Ballin – a Hanseate of character

The story of emigration via Hamburg is closely associated with the name of Albert Ballin (1857–1918), the youngest son of a Jewish merchant from Hamburg. He entered the emigration business at the early age of 17 and became director-general of the HAPAG shipping company in 1899. The building of the emigrants’ halls on Veddel was on his initiative. For Jewish emigrants, especially, with its synagogue and offer of kosher food, “Emigrants’ Town” was the most important transit point for the USA. With it, Ballin helped simplify the process of emigration for those involved tremendously. The story of his life is absorbing, for he was a Hanseate of great character.

TIPS

Port of Dreams – BallinStadt Emigrants’ Worlds

Hamburg has dedicated BallinStadt – named after Albert Ballin, director-general of the great shipping company HAPAG – to all these emigrants. Ballin had their own town built for them between 1901 and 1907, right in the port, offering sleeping and eating facilities, shops, churches, a synagogue and a dispensary.

On the premises of these former emigration halls you will find one of Europe’s finest emigration museums. Visitors from all over the world can trace the journeys of these emigrants here – and might even discover some details of their forbears.

www.ballinstadt.de



Further information:
www.ballinstadt.de
BallinStadt Hamburg
Tel.: +49 (0) 40 31 97 91 616
E-Mail: presse@ballinstadt.de



Business & Trading Metropolis

With its tremendous economic potential and superb infrastructure, the Hamburg Metropolitan Region is one of the strongest economic regions in Europe. A crucial factor for its growth is the port of Hamburg, for years now one of the world's top-ten container ports. As a logistics centre and trading hub, and located between the booming continent of Asia and the up-and-coming markets of Eastern Europe, the entire

Metropolitan region profits from global trade. World-famous firms and brands have their German or European head offices here.

The Hamburg Metropolitan Region is the German leader in sectors such as aviation, logistics, information technology and the media, often playing a special part worldwide. Hamburg



The Port of Hamburg – A Motor for Growth

The port of Hamburg is the driving force behind the development of Hamburg and the Metropolitan Region. Being Europe's third-largest container port, the port of Hamburg has overcome the difficult economic climate of 2009 and is now heading for growth again. Thus, in 2010, a total throughput of around 121 million tons and 7.9 million standard containers (TEU) was achieved. Also profiting from Hamburg's strong position are the neighbouring ports in the region, namely Brunsbüttel, Kiel and Lübeck in Schleswig-Holstein, and Stade and Cuxhaven in Lower Saxony.

With 150,000 jobs in the Metropolitan Region directly and indirectly dependent on the port, the port is the main economic factor and leading employer for the region. One-third of the workforce resides in Lower Saxony and Schleswig-Holstein. The Hamburg Senate will be investing over 2.9 billion euros in expanding the port infrastructure. Here, one of the major steps will be to deepen the Elbe's navigational channel to meet the needs of those more than 900 large vessels that call at the port of Hamburg every year. Ultimately, the 100 kilometre inland waterway of the Lower Elbe will thus offer more depth and improved navigational options for those large vessels. Further investments include the modernisation of the port infrastructure, including the port railway facilities, as well as the extension of flood protection. Since 2005, all port-related administrative tasks are being coordinated by the Hamburg Port Authority.

www.hafen-hamburg.de

www.hamburg-port-authority.de

Port of Hamburg in Figures

Cargo throughput 2010	121 m tons
Container throughput 2010	7.9 m TEU
Degree of containerisation	97.1 %
Ship arrivals 2009	10,100
Port area	7,216 hectares
Quay walls	37.5 km
Berths for ocean-going ships	Approx. 320
Main foreign trading partners 2010	PR China incl. Hong Kong, Singapore, Russia, Finland, South Korea, Sweden, Malaysia, Japan, Brazil, India

as a centre of learning, moreover, is flanked by excellent research institutes and universities across the Metropolitan Region.





Trade Hub for a far-flung Hinterland

The main factor in the port of Hamburg's success story is its favourable location 100 kilometres from the North Sea, with a source area extending far beyond the Metropolitan Region. Its central location and close proximity to the port make the Hanseatic city an international trading hub, especially for the countries of Northern, Central and Eastern Europe, but also for North America and Asia, and particularly China. From the port terminals and the Maschen marshalling yard, containers from all over the world are transported onwards to destinations in Central and North Eastern Europe, using dense motorway and freight train networks. In addition to that, feeder ships transport around 2.5 million TEU from Hamburg through the Kiel Canal to the countries of the Baltic region.

With well over 35,000 trading companies employing more than 125,000 people, Hamburg is Germany's foremost trading metropolis. Some 22,000 Hamburg companies are engaged in retailing, and around 13,000 in wholesaling and foreign trade. In the Hanseatic city, medium-sized companies feature more prominently in trade than in any other sector. Many of these companies are active worldwide, and quite a few of them are market leaders in their sector. Small and medium-sized import and export firms benefit from the excellent infrastructure and rapid decision-making processes within the Metropolitan Region.

www.hk24.de

STORY: Global leaders: HHLA Container Terminal Altenwerder

The scene here is most fascinating – especially during the night. Illuminated by startling floodlights, 15 giant container gantry cranes load and discharge cargoes at HHLA Container Terminal Altenwerder (CTA). Four mega containerships can be handled simultaneously along 1.4 km of quay wall. Unmanned vehicles independently shift the containers into software-controlled storage blocks that cater for up to 30,000 containers. The unmatched degree of automation makes CTA Altenwerder the world's most advanced container handling centre. Together with its Burchardkai and Tollerort container terminals, in 2010 Hafen Hamburg und Logistik AG (HHLA) handled a total of 5.8 million standard containers (TEU), which is more than two-thirds of Hamburg's overall container volume.

www.hhla.de

Further information:

www.hafen-hamburg.de

Hafen Hamburg Marketing,

Bengt van Beuningen

Tel.: +49 (0) 40 37 709-110

E-Mail:

vanbeuningen@hafen-hamburg.de



The Green Port – committed to Sustainability

Hamburg has set itself high climate goals and made environmental protection one of its top priorities. The port industry is also playing its part with an ecologically sustainable port operation, in which many maritime and logistics companies are involved as environmental partners. These partners include HHLA Hamburger Hafen und Logistik AG with eleven subsidiaries, and the Eurogate Container Terminal Hamburg. HHLA Container Terminal Tollerort (CTT), for example, is heated using waste heat from the nearby Köhlbrandhöft sewerage treatment plant.

With this intelligent form of heat recovery, HHLA and the water supplier “HamburgWasser” save around 1,000 tons of the climate damaging CO₂ annually, while at the same time reducing energy costs. HHLA has also set itself high climate goals; between 2007 and 2015 emissions of climate-damaging greenhouse gases are to be reduced by at least ten percent per ton, i.e. TEU. In the first year of this-eight year period HHLA Container Terminal Altenwerder (CTA) has already achieved savings of 2.5 percent per standard container. With the new Multiple Load Project further savings are planned.

This involves increasing the capacity utilisation of the driverless Automated Guided Vehicles (AGV) used for the transport of containers on the terminal, loading them with two 20 foot containers. This reduces the number of AGV journeys, thus saving up to 600 tons of CO₂ annually. Numerous further innovative measures serve to generate increased energy efficiency and reduced emissions. For example, the world’s first van carrier with energy storage system is employed at CCT. This ECO-Cap technology can reduce CO₂ emissions for each new vehicle by 25,000 kg annually. HHLA has also succeeded in significantly reducing emissions, simply by deploying modern diesel-electric van carriers. In contrast, HHLA Logistics is committed to eco-friendly fuel cell technology. With the unveiling of a hydrogen filling station, the first fuel-cell powered stacker went into operation at the Overseas Centre in 2008.

Further savings have been achieved with the deployment of 90 electric stackers in the logi-

stics sector fitted with current regeneration, as well as through energy-saving area lighting. The terminal operator Eurogate coordinates all environmental concerns through its own environmental protection officer. One of the largest environmental projects implemented by the company in Hamburg is the woodchip heat plant, built to meet the heating needs of the office building at Container Terminal Hamburg. Further measures include the use of special insulation during building refurbishment resulting in a 50 percent saving in the required heating energy, 84 new diesel-electric van carriers, which together generate annual savings of 1 million litres of diesel and 3,000 tons of CO₂, and workshop vehicles run on LPG liquid gas. In addition, Eurogate has employed energy recovery systems on its portainers for many years, feeding it back into the portainers power supply. This generates a reduction in CO₂ emissions of approximately 4,000 tons.

Hamburg Port Authority (HPA), as the port management organisation, plays a special role in respect of sustainability projects in the port of Hamburg. It is one of the founding members of ECOPorts, a network of 150 European ports promoting communication and the exchange of information on environmental questions. In 2009, at the international port conference “International Association of Ports & Harbours” (IAPH), held in Hamburg, HPA underlined once again the importance of climate protection, efficient logistics supply chains and an eco-friendly port connection on the River Elbe. Amongst other things, HPA presented the “Environmental Ship Index (ESI)” and the “Carbon Footprint (CPF)” at the conference – two indices for the environmental friendliness and carbon dioxide emission levels of ships, which, in future, could play a role in the calculation of port dues.

www.hhla.de,

www.eurogate.de,

www.hamburg-port-authority.de,

www.ecoport.com



TIPS

Hamburg's long-standing China links

For the Chinese, Hamburg became their gateway to Europe long ago. More than half of the German foreign trade with China is handled via the port of Hamburg. In 2009, the container throughput to and from China amounted to 2.3 million standard containers (TEU). This is 33 percent of the total throughput, which makes China the major foreign-trade partner for the port of Hamburg. More than 400 Chinese companies maintain branches in the Hanseatic city. More than 900 Hamburg firms are engaged in trade with China, using Hamburg as a base for controlling their imports and exports from and to China for the whole of Europe. Specialising in catering for the needs of German companies with business activities in East Asia, the German Asia Business Association (OAV) is based in Hamburg. Unique of its type in the German research landscape, the Institute for Asia Studies (IAS) is also located in Hamburg. Altogether more than 10,000 people of Chinese origin live in the Metropolitan Region.

www.chinatime.hamburg.de, www.hamburgshanghai.org



Great potential of baltic trade

With the accession of the states to the European Union of the countries on the eastern Baltic, Hamburg has further reinforced its role as the central trade and traffic hub for the Baltic region. Excellent links also exist with their large neighbour, Russia. In the port of Hamburg, trade with the Baltic States and Eastern Europe accounts for more than one in four of all containers handled. Russia holds third place in the top-ten listing of the port's most significant partners. The Hanseatic city is also the most important trading hub in northern Europe for Scandinavian countries. Following the building of the Öresund Bridge and the ongoing expansion of the Kiel Canal, the planned crossing of the Fehmarn belt will further speed up this development.

Süderelbe as a growth region – excellent infrastructure close to the city

With a population of around 1.3 million on 12,000 square kilometres, the local government areas of Cuxhaven, Harburg,

Lüchow-Dannenberg, Lüneburg, Rotenburg (Wümme), Soltau-Fallingb., Stade and Uelzen constitute Hamburg's southern Metropolitan Region. As a part of the Hamburg economic area, the region gives administrative boundaries lower priority than commercial considerations. One expression of this is Süderelbe AG, a company that with its boundary-crossing projects champions the entire southern Metropolitan Region. Large firms, such as Ostfriesische Teegesellschaft in Harburg, Dow Deutschland in Stade or the Airbus locations in Buxtehude and Stade, profit just as much from its activities just as small and medium-sized firms. Geographical proximity to the Port of Hamburg along with the seaport in Stade and Lüneburg's inland waterway port, Europe's largest marshalling yard at Maschen and a dense, continually expanding autobahn network make the southern Metropolitan Region one of the main factors powering the Hanseatic city's growth.

www.suederelbe.info

STORY: Hamburg shipowners gain repute

Whether you study Hamburg in its earlier years or as it is today, you will repeatedly come across Hamburg shipowning families with long traditions. Shipowners like Henry Brarens Sloman, Carl Heinrich Laiesz, Karl Sieveking or Edmund Siemers all made their own special contribution to the Hanseatic city's international renown. Research into the past of these long-established Hamburg shipowners certainly promises some revelations – about Sloman, for instance, the world's oldest shipping company still in existence today, or Laiesz, a name also borne by the Laieszhalle/Musikhalle. Then there is the copper poodle on the Laiesz office block that the shipowner dedicated to his wife. From the emigrant halls of BallinStadt to the main building of Hamburg University, donated by shipowner Edmund Siemers in 1911, all these are most acceptable themes for interesting stories from Hamburg.

A powerful Economy – and strong Brands from Hamburg

World-famous company brands such as Airbus, Beiersdorf, Hapag Lloyd, Helm, MontBlanc, Olympus, Otto Versand and Tchibo, along with its great publishing houses, all help shape the economy that makes Hamburg one of the most powerful economic regions in Europe. Of the 100 companies in Germany with the largest turnover (excluding banks and insurance firms), ten are based in Hamburg. Altogether, more than 140,000 firms and traders, among these many small and medium-sized firms, are currently registered with the Hamburg Chamber of Commerce. Around 305,000 inhabitants of the surrounding Metropolitan Region commute daily to work in the city. Hamburg and its Metropolitan Region pursue a cluster-oriented economic policy that, apart from the port and logistics, focuses on themes such as aerospace, IT/media and life sciences. The aim is to use such innovative sectors, especially, to boost the region's economic growth.

www.hk24.de, www.hamburg-economy.de

Emphasis on environment and climate protection by Hamburg businesses

Hamburg's daring goals for climate and environmental protection pose a major challenge for all industries. The goals can only be achieved with sufficient funding and the promotion of numerous projects and initiatives. Thus, as early as 2003, the Hamburg Partnership for the Environment (Umwelt Partnerschaft Hamburg) was established as a partnership of the Senate and Hamburg's economy. The aim of the project is to promote sustainable, resource-efficient management strategies.

The project is funded by Hamburg's Department for Urban Development and the Environment, the Hamburg Chamber of Commerce, as well as the industry and trade associations "Industrieverband Hamburg" and "Unternehmerverband Hafen Hamburg". The partnership project is helping companies to become more efficient and cost-effective by offering various programmes and services that are aimed at resource efficiency and systematic environment protection. Advisory services and promotional offers are open to all Hamburg companies.



So far, more than 600 Hamburg companies have joined the partnership and nearly 2,350 companies have been classified as environment-oriented businesses. Until 2013, the project aims at bringing up the number of partnership companies to 1,000 and increasing the number of environment-oriented businesses to 5,000. Up until now, investments of 100 million euros have been allocated to enhance the energy efficiency of Hamburg companies. A 10 million euros fund by the Hamburg Senate's programme "Companies for Resource Protection" facilitated this process. These efforts have led to an annual reduction of 94,000 tons of CO₂ and 14 million savings in operating costs. This goes to show that an increase in efficiency and environmental protection can go hand in hand. www.hamburg.de/umweltpartnerschaft



Hamburg's top-ten employers (2009)	Employees
1. Free and Hanseatic City of Hamburg	70,500
2. Airbus Deutschland GmbH	11,800
3. Deutsche Lufthansa AG (incl. Lufthansa Technik AG)	10,900
4. Asklepios Kliniken Hamburg GmbH	10,500
5. Deutsche Bahn AG	8,200
6. Universitätsklinikum Hamburg-Eppendorf	8,000
7. Hamburger Sparkasse AG	5,000
8. EDEKA Group	4,800
9. REWE Group	4,700
10. Beiersdorf AG	4,500

(Source: Hamburger Abendblatt, 30/12/2009)

Metropolitan Region's top-ten employers (2008/2009)	Employees
1. GP Günter Papenburg AG, Construction industry Schwarmstedt	3,079
2. Dow Deutschland Anlagen-GmbH, Chemicals industry, Stade	2,650
3. NORDMILCH eG, Food industry, Zeven	2,538
4. Regio Kliniken, Health care sector, Uetersen	2,500
5. Johnson & Johnson Medical GmbH, Pharmaceutical industry, Norderstedt	2,129
6. Airbus Deutschland GmbH, Aviation industry, Stade/Buxtehude	1,850
7. E.ON Hanse AG, Energy supply, Quickborn	1,824
8. Segeberger Kliniken Gruppe, Health care sector, Bad Segeberg	1,538
9. Jungheinrich AG, Mechanical and vehicle engineering, Norderstedt	1,533
10. Laurens Spethmann Gruppe, Wholesale (foodstuff), Seevetal	1,500

(Sources: "The 100 biggest companies in Schleswig-Holstein" HSH Nordbank, November 2009 / "Niedersachsen's economy. The 100 biggest companies in Niedersachsen," Nord/LB, December 2009)

Hamburg Metropolitan Region – Pole Position for Logistics

The Hamburg Metropolitan Region is located at the centre of global and European trade flows and is equipped with optimal transport infrastructure. The port of Hamburg has developed into the central goods hub for Northern Europe not only because of a centuries-long tradition of overseas trade, but also due to its location and infrastructure combined with comprehensive logistics services. Thanks to continued globalisation as well as the opening up of Eastern Europe, the Metropolitan Region has shifted to the logistics heart of Northern and Eastern Europe.

National and international companies manage their global supply networks from the Hamburg Metropolitan Region. Whether by road, air, water or rail, all carriers are represented in the Hamburg Metropolitan Region. The high local cargo turnover enables logistics companies to establish a high-frequency supply chain and provide customers with maximum flexibility and service quality. Hamburg is the leading logistics site in Northern Europe and is one of the most dynamic economic and logistics regions in Germany. For example, in the period between 2005 and 2009, total employment in the Metropolitan Region's logistics sector rose by 8.5 percent. Even during the 2009 economic crisis, companies in individual parts of the region also managed to increase the logistics workforce.

www.hamburg-logistik.net



FACTS

- 330,000 employees in the logistics sector
- more than 10,000 logistics companies in the Metropolitan Region
- 3.2 million square metres of logistics floor space
- up to 14,000 new jobs from 2006 to 2015

TIP

Logistics Initiative – collaboration as the recipe for success

Logistics Initiative Hamburg networks the industries. It is supported by companies and institutions from the Hamburg Metropolitan Region, which have combined to form Logistik-Initiative Hamburg e.V., as well as the Free and Hanseatic City of Hamburg. With more than 450 corporate and institutional members from trade, industry and the service sector, Logistics Initiative Hamburg is the biggest network of its kind in Germany. The goal of this Public-private Partnership is to expand Hamburg's role as the leading logistics Metropolitan Region in Northern Europe and support logistics-related companies from trade, industry and the service sector.

Further information:

www.hamburg-logistik.net

Logistik Initiative Hamburg,

Christine Schönfeld

Tel.: +49 (0) 40 22 70 19-83

E-Mail: presse@hamburg-logistik.net

STORY: HANSE GLOBE – sustainability in the logistics sector

With "HANSE GLOBE – Hamburg's Prize for Sustainable Logistics", the logistics metropolis Hamburg has sent out a signal to promote enhanced environmental protection and social commitment in the industry. In 2007, Logistics Initiative Hamburg awarded the prize for the first time. The winner of the first HANSE GLOBE award was TNT Express with its global sustainability project "Planet Me" for the reduction of CO₂ emissions. In 2008, the retail chemist chain dm-drogerie markt from Karlsruhe received the award for its sustainability concept "life cycle-related investment decisions". In 2009, the global logistics real estate developer Gazeley took the prize back to Great Britain for its CO₂-neutral logistics real estate. In 2010 Hermes Europe GmbH was honoured with the HANSE GLOBE for their sustainability program "Hermes – WE DO".

Aviation Cluster Hamburg Metropolitan Region

The Hamburg Metropolitan Region offers a range of competences covering all facets of aircraft construction, maintenance and airport operation. In addition to the three major companies Airbus, Lufthansa Technik and Flughafen Hamburg, over 300 small and medium-sized companies as well as different technological and scientific institutions contribute to the region's know-how. This makes Hamburg one of the most important civil aviation industry locations worldwide.

The aviation tradition in the region now stretches back over 100 years. In 1911 the foundation stone was laid for the first airship hanger in Fuhlsbüttel. Today, Hamburg airport is the longest-serving airport in the world that is still operated at its original site. 1933 heralded the start of aircraft construction in Hamburg in a grand style. The shipyard Blohm & Voss founded the Hamburger Flugzeugbau GmbH on the Elbe. In 1969 this formed part of Airbus. Finally, Hamburg took off into a completely new aviation era in 2000 as the decision was made for the Hanseatic city, alongside Toulouse, to participate in the development and construction of the Airbus A380, the world's most advanced aircraft. The whole Metropolitan Region profits from the A380 as well as the successful A320 programme and the new long-range A350 aircraft. The Airbus works in Stade, as centre of excellence for carbon fibre compounds, and Buxtehude for cabin management systems, play an important role in the programme. In the centre of excellence CFK-Valley Stade, Airbus, together with a network of suppliers are developing innovative construction techniques and automated production processes in the growth market of carbon fibre reinforced plastics (CFRP). In addition, numerous suppliers and engineering service providers have located to Hamburg and the surrounding area.

www.luftfahrtstandort-hamburg.de

FACTS

- three core companies
- around 300 small and medium-sized companies
- over 39,000 highly qualified employees
- awarded the status of an excellence cluster by the German Federal Ministry of Education and Research
- more than 100 years of aviation tradition

The “A New Kind of Aviation” Strategy

Together, the aviation companies, scientific and research facilities in the Hamburg Metropolitan Region, as an excellence cluster of the Federal Republic of Germany, have their sights set firmly on the future. The aim is to make air travel more economical, ecological, comfortable, reliable and flexible. With numerous research projects for products and innovative processes, the aviation cluster is further expanding its fields of expertise “aircraft and aircraft systems”, “cabins and cabin systems”, “aviation services” and “air transport systems”. For example, research is being conducted into fuel cells as an energy supply, work is being carried out on acoustic and climatic improvements within cabins, new ultra-light seats from composite materials are being developed and airport processes optimised.

Important components in the strategy are the Zentrum für Angewandte Luftfahrtforschung (ZAL) GmbH (Centre for Applied Aeronautical Research), networking stakeholders from science and industry, initiating research projects and transforming new technologies into innovative products; as well as the Hamburg Centre of Aviation Training (HCAT), for the training of specialised staff in line with demand.

www.luftfahrtstandort-hamburg.de

STORY: Crystal Cabin Award

With the Crystal Cabin Award, Hamburg established the first international innovation prize for outstanding products and concepts in the field of aircraft cabins. The goal is to improve travelling comfort for passengers. In 2011, 42 candidates entered with 52 innovative products the competition.

www.crystal-cabin-award.com

TIPS

Airbus Hamburg

The EADS Airbus plant in Hamburg-Finkenwerder is responsible for final assembly and delivery of the Airbus, A318, A319, A320 and A321 models. The fuselages and cabins for all Airbus aircrafts are developed on-site and in addition the front and rear fuselages for all programmes are built and fitted here. Hamburg also plays a vital role in the construction of the new wide-bodied aircraft A380, among its tasks being assembly of the structure and fittings for large fuselage sections, interior customisation, painting and final delivery. Employing approximately 12,000 staff, Airbus is among Hamburg's largest employers. Additional Airbus factories at Buxtehude and Stade strengthen the entire Metropolitan Region as an aerospace location.

www.airbus.com

Lufthansa Technik in Hamburg

As the global market leader in maintenance, overhaul and repairing of commercial aircrafts Lufthansa Technik AG gives more than 7,500 people work on a 750,000 square metres big area on the southern side of Hamburg Airport. The largest hangar offers space for two Boeing 747 and one Airbus A300 simultaneously. The components workshops cover more than 30,000 square metres and handle about 275,000 components every year.

www.lufthansa-technik.de



Further information:

www.luftfahrtstandort-hamburg.de

Luftfahrtcluster Metropolregion Hamburg, Kirstin Ruether

Tel.: +49 (0) 40 22 70 19-87

E-Mail: kirstin.ruether@luftfahrtstandort-hamburg.de

Hamburg – Germany's Advertising and Media Capital

Today, our working and private lives are hard to imagine without computers, mobile phones, the Internet and other media. With over 23,000 companies, the media, IT and telecommunications industry is one of the most important sunrise sectors for the Hamburg Metropolitan Region. The industry is characterised by a great dynamic; technological innovations and the merging of previously separate areas of the media and IT industry mean that this business field is changing continuously. The Internet as an innovation driver provides a platform for numerous new services and business ideas.

The Hamburg Metropolitan Region is shaped by the diversity of this industries. It is a publishing location with a rich tradition, a creative advertising capital, city for a computer gaming, a film stronghold and centre for high-quality television information and entertainment – in short, it is one of the most important European media centres. Over 63,000 people are employed here in companies from the advertising, PR, publishing, printing and radio sectors, as well as the music, film and television industry. However, the Metropolitan Region has long ceased to be just a stronghold for the classical media; it is now extending to encompass the digital media revolution. As a result, media convergence and cross-media have assumed an important role, becoming a trademark of companies in the Metropolitan Region. Many of these companies have found a second home in the Hamburg@work initiative.

www.medien.hamburg.de

FACTS

- Over 23,000 companies in the media, IT and telecommunications industry
- Approx. 120,000 employees
- “Gamecity” Hamburg – the computer games industry as a growth sector thanks to special funding and international networking
- “E-commerce No. 1” – excellence cluster with the largest online traders and the complete value-creation chain

TIPS

Publishing houses in Hamburg

With the Axel Springer publishing house, the Bauer Media Group, Gruner + Jahr, the SPIEGEL group and the Zeitverlag publishing house, the majority of Germany's media companies are located in Hamburg. Outstanding publications such as DER SPIEGEL, stern or DIE ZEIT shape public opinion and characterise the Hanseatic city as a location for high-quality journalism. Furthermore, Hamburg is a centre for business media and high circulation popular magazines such as Manager Magazin, Financial Times Deutschland, Gala and GEO. Yet the city has also successfully entered the new digital age: the market leader amongst the news portals, SPIEGEL Online, is situated in Hamburg – and from 2011, this top industry player will be located directly in Hafencity Hamburg. The time-honoured pu-

Further information:

www.hamburg-economy.de

HWF Hamburgische Gesellschaft für Wirtschaftsförderung mbH,

Andreas Köpke

Tel.: +49 (0) 40 22 70 19-23, E-Mail: andreas.kroepke@hwf-hamburg.de



blishing house has built itself one of the most modern company headquarters in the heart of the new media and creative district, thus making a long-term commitment to the location.

Hamburg@work – the digital industry network

Founded in 1997 as a Public-Private Partnership, the Hamburg@work initiative has now developed into the largest industry network of its kind with over 2,300 members from 650 companies. From project teams to initiatives such as “mediacity”, “eCommerceCity” and “gamecity”, through to networking events such as the openDeck, the onlineKapitäne or the CXO Lounge, Hamburg@work offers companies numerous platforms for exchanging ideas and networking. In 2010 alone, more than 150 events and a range of different initiatives were launched.

www.hamburg-media.net

Television of the future from Hamburg

To promote the economic factor “new television” for all companies in the Hanseatic city's digital media industry, the newTV measures have been bundled under the umbrella of the mediacity:Hamburg initiative. In future, this linking of content will offer other fields an important contact point – for example the agency and designer scene which employs digital formats and is especially committed to social media. Currently, approximately 300 companies from Hamburg are engaged in the initiative's newTV network. The development of new, innovative moving image products is supported by the Hamburg government with a funding programme unique in Germany.

STORY: Games industry port

With around 150 companies and 2,500 employees in the gaming industry, Hamburg is one of the leading European centres in the gaming sector. The project gamecity:Hamburg supports young as well as established games companies with a wide range of activities and projects. One example is the exciting project gamecity:port. In the “Gründerhaus”, young game developers can find an office with ideal conditions and international networking opportunities.

www.gamecity-hamburg.de, www.gamecity-port.de

Top European Location for Renewable Energy

The future belongs to renewable energy – both worldwide and in the Hamburg Metropolitan Region. The industry can look back at a period of rapid and positive development over recent years. The wide open landscape between the North Sea and the Baltic Sea and the environs of the River Elbe provide ideal preconditions for wind power, but also for biomass use and solar power. Politics, business and consumers are working together to promote clean energies. The vision is to position the Hamburg Metropolitan Region as the leading site worldwide for management and innovative services in the field of renewable energy. At the same time, the hinterland, with its numerous production sites, perfectly complements the Hanseatic city as an international development, sales and service centre. In the coming years, companies in the Metropolitan Region anticipate a genuine boom in renewable energy, with the awarding of Hamburg as the “European Green Capital 2011” underlining this development.

www.erneuerbare-energien-hamburg.de

FACTS

- 60% of the world’s wind power know-how can be reached in 2.5 hours northwards from Hamburg
- Number 1 wind power development and management location in Germany
- By the end of 2011, more than 10 megawatts of electricity in Hamburg will be produced by solar power
- Renewable energy as research focus and area of excellence at numerous universities
- Pole position as service centre for environmentally friendly energy



TIP

Wind power – a fresh breeze from the North

A fresh breeze from the coast not only benefits the numerous climatic health resorts in Northern Germany, the Hamburg Metropolitan Region between the North Sea and the Baltic Sea is a natural location for wind power plants. It is no coincidence that major manufacturers of wind power plants such as REpower Systems, General Electric (GE), Nordex, Siemens, AREVA Multibrid or Vestas have their company headquarters or important functions such as sales and marketing or research and development in the Metropolitan Region. In total, nearly all the leading wind power companies are located in Hamburg, providing work for 5,000 people including highly qualified specialists. While it is predominantly research facilities and company headquarters which have established themselves in the Hanseatic city, the North Sea coast has become populated with industry production sites. In Cuxhaven, Stade and Brunsbüttel special terminals and factories for wind power plants – offshore and onshore – are being developed. The complete industry value creation, from research and development, through planning and financing, to technical realisation at suitable sites, is represented in the Hamburg Metropolitan Region.

STORY: Algae as raw material and energy source

In Hamburg, E.ON Hanse AG and the city council have launched a very special research project. In the only pilot plant of its kind in Europe, a process is to be developed which, in future, will enable the large-scale cultivation of microalgae. Microalgae can be fed on waste gases, utilising the constituent CO₂ for the generation of biomass, which in turn serves as an energy source.

www.ssc-hamburg.de

Medical Engineering and Biotechnology: well-rooted in Northern Germany

Medical engineering has traditionally been well established in Hamburg and Schleswig-Holstein. Northern Germany is particularly impressive for the size and market dominance of the companies based here, while the area is a perfect location for medical engineering. No other region has such well-developed economic structure in terms of medical engineering R&D with around 11,500 employees producing annual revenue of some 3.9 billion euros. In the “Life Science North Region”, large companies such as Olympus, Philips Medizin Systeme, Dräger Medical and Johnson & Johnson Medical develop and produce successful solutions for the global medicine market. However, small and medium-sized enterprises, together numbering around 300 companies, are also very well-established in the medical engineering sector. Imaging processes and operational technologies are particular strengths. There are also many companies working in the biotechnology sector of the “Life Science North Region”. Around 150 companies in Hamburg and Schleswig-Holstein employ around 8,200 workers who undertake research into biotechnology for medical and industrial use. Modern biotechnology cannot be separated from the pharmaceutical industry. Major drug manufacturers and large commercial enterprises also operate in Hamburg and Schleswig-Holstein.

www.life-science-nord.de

Norgenta GmbH North German Life Science Agency

Norgenta is the central project and service company of the Federal States of Hamburg and Schleswig-Holstein for the support of life science activities in Northern Germany. Under the umbrella “Life Science Nord”, the agency bundles and networks activities for an internationally competitive cluster. Norgenta initiates strategic projects and promotes companies, researchers and institutions which contribute to raising the profile of Hamburg/Schleswig-Holstein as an industry location. As cluster management, the agency networks industry and research in Northern Germany.

www.norgenta.de

Further information:

www.erneuerbare-energien-hamburg.de

Erneuerbare Energien Hamburg, Jan Rispens

Tel.: +49 (0) 40 227 019 601

E-Mail: jr@erneuerbare-energien-hamburg.de

One of the most modern Trade Fair and Congress Sites in the World

The Hamburg Messe and CCH – Congress Center Hamburg form a modern trade fair and congress area right in the heart of the city. A total of 107,000 square metres of exhibition space is available for exhibitors and guests. The architecture of the trade fair halls is simple and transparent and suits its immediate surroundings. The inner city location of the fair halls – situated directly alongside the green oases of Planten un Blomen and Schanzenpark, the much-loved Karolinenviertel, Grindelhof and Hamburg University – is unique in Europe.

More than 350 events, attracting over 1.2 million visitors, are held on the premises of the Hamburg Messe und Congress GmbH every year. These events range from trade fairs, such as SMM (the trade fair for the world shipbuilding industry) and INTERNORGA (Europe's leading trade fair for the hotel and gastronomic industry) to major public exhibitions that attract more than 100,00 visitors. There are also numerous specialist events that are relevant for the city's excellence clusters: shipping and aerospace industries, knowledge, media and renewable energy.

The Congress Center Hamburg is the place for cultural events and big congresses and conventions. Thanks to the direct link between the 7,000 m² multi-purpose conference hall and the conference area, and the proximity to the fair, the Hamburg Messe und Congress GmbH is one of the world's strongest competitors on the market in the specialist congress centre/general exhibition sector.

There are excellent transport links to and from the Hamburg Messe and CCH. The location is unique: both facilities are only a stone's throw from the Hanseatic city's restaurants and many shops. Other attractions such as the Alster, Reeperbahn and port can easily be reached on foot.

FACTS

Hamburg Messe

Fairs / exhibitions: approx. 50 per year
 Exhibitors: approx. 12,000 per year
 Visitors: approx. 900,000 per year
 Hall surface area: 87,000 square metres
www.hamburg-messe.de

Congress Center Hamburg

Congresses: approx. 300 per year
 Congress / event participants: approx. 350,000 per year
 23 halls, seating for 12,500 people
 CCH exhibition space: 10,000 square metres
www.cch.de

Further information:

www.hamburg-messe.de

Hamburg Messe und Congress GmbH, Karsten Broockmann

Tel.: +49 (0) 40 35 69-20 90

E-Mail: karsten.broockmann@hamburg-messe.de



Selected events:

INTERNORGA	International trade fair for the hotel, gastronomic, bakery and confectionery industries 18/03 – 23/03/2011, 09/03 – 14/03/2012
goodgoods	Trade fair for sustainable consumer goods 27/05 – 29/05/2011
H2Expo	Hamburg's trade fair for hydrogen and fuel cell technologies 08 – 09/06/2011
MS&D	International Conference and Exhibition on Maritime Security and Defence 15/06 – 17/06/2011
DU UND DEINE WELT	Hamburg's shopping and event fair 24/09 – 03/10/2011
Seatrade Europe	Conference for the shipping, cruises, river cruise and super yacht industries 27/09 – 29/09/2011
MxO	Mobile opportunities expo & trend conference 06/10 – 07/10/2011
acqua alta	Trade fair and international congress on climate impact, flood protection and hydraulic engineering 11/10 – 13/10/2011
hanseboot	International boat show in Hamburg 29/10 – 06/11/2011, 27/10 – 04/11/2012
SMM	International trade fair for the shipbuilding, machinery and marine technology industries 04/09 – 07/09/2012

TIP

Hamburg Convention Bureau – HCB

The Hamburg Convention Bureau GmbH (HCB) is the central marketing organisation promoting Hamburg as a congress and event location. The HCB is the first point of contact and independent contact partner for clients planning congresses, conferences, incentives and events in the Metropolitan Region of Hamburg. The HCB is a one-stop-shop for individual services and helps clients, free of charge, to find locations, hotels, caterers, PCOs and all kinds of event services. The key aim of the HCB is to develop Hamburg's position as congress destinations in Germany, Europe and internationally and thereby become one of Europe's leading destinations for business meetings.

www.hamburg-convention.com

Hamburg – Metropolis of Science and Education

The Metropolitan Region of Hamburg is Northern Germany's knowledge metropolis. Education and training, research and development play a key role here. State-owned and private higher education institutes, as well as numerous renowned research facilities, lure the best brains here from Germany and abroad. Around 76,000 students, many of them from abroad, attend 20 higher education institutes in Hamburg and the Metropolitan Region. More than 10,000 academics contribute with their ideas and their activities to making Hamburg a centre of learning and innovation. This range of talent is backed up by universities, specialist colleges and first-class research bodies in nearby towns of the surrounding Metropolitan Region, e.g. Wedel, Stade, Buxtehude or Lüneburg. www.wissenschaft.hamburg.de

TIPS

Higher education in Hamburg

Hamburg's largest institute of higher education is the University of Hamburg (founded 1919) with around 36,000 students. With around 12,000 students, the University of Applied Sciences Hamburg is one of the largest technical colleges in Germany. Since 1999, moreover, Hamburg's colleges have set up several successful public-private partnerships, e.g. the Hamburg Media School on the Finkenau Arts & Media Campus.

Bucerius Law School is Germany's first private law school that is entitled to offer doctoral and post-doctoral degree courses. This is where tomorrow's legal elite is being trained.



Universities and Colleges in Hamburg and the Metropolitan Region (a Selection)

University of Hamburg	www.uni-hamburg.de
University of Applied Sciences Hamburg	www.haw-hamburg.de
Hamburg University of Technology	www.tu-harburg.de
HafenCity University Hamburg	www.hcu-hamburg.de
University of Fine Arts Hamburg	www.hfbk-hamburg.de
Hamburg University of Music and Theatre	www.musikhochschule-hamburg.de
Hamburg Media School	www.hamburgmediaschool.de
Bucerius Law School	www.law-school.de
Helmut Schmidt University	www.hsu-hh.de
Leuphana University Lüneburg	www.leuphana.de
University 21 Buxtehude	www.hs21.de
Westcoast University of Applied Sciences	www.fh-westkueste.de
HFH Hamburger Fern-Hochschule	www.hamburger-fh.de
European Distance University Hamburg	www.euro-fh.de
HSBA Hamburg School of Business Administration	www.hsba.de
AMD Academy of Fashion & Design	www.amdnet.de
ISS International Business School of Service Management	www.iss-hh.de
Euro-Business-College Hamburg (EBC)	www.ebc-hamburg.de
Macromedia University for Media and Communication (MHMK)	www.macromedia-fachhochschule.de
Private University of Applied Sciences Göttingen – Stade campus	www.pfh.de

TIPS

HafenCity Universität – a university for the built environment

HafenCity University Hamburg – the University of the Built Environment and Metropolitan Development (HCU) is the only university in Europe devoted solely to research and teaching in the field of the built-up environment. This brings architecture, civil engineering, geomatics and urban planning under one roof. As one element of HafenCity, the university is contributing to discourses on urban development and the urban environment.
www.hcu-hamburg.de



University Medical Center Hamburg-Eppendorf UKE

The University Medical Center UKE is the largest hospital in Northern Germany, opened its ultramodern new building in January 2009 and is thus one of the most modern hospitals in all of Europe. Almost all illnesses are treated in the 80 clinics and institutes of the center. Apart from medical care, the University Medical Center Hamburg-Eppendorf also networks top level health care, medical science research and teaching, where physicians and other health care professionals are trained. Appr. 8,000 doctors, scientists and students visit and work in the clinics and laboratories of the UKE.

www.uke-io.de

STORY: Leuphana Reform University Lüneburg

Leuphana College is a genuine innovation – a public university with a perspective on learning that is unique in Germany. With its Leuphana Bachelor, the college offers an in-depth degree course that is embedded in an extensive internal network. Based on the concept of a humanistic, practice-oriented and sustainable university, the college represents an all-embracing philosophy of education and learning.

www.leuphana.de

Research and Knowledge Transfer

A number of highly specialised research facilities and institutes supplement the diverse range of public and private training and education facilities of the Hamburg Metropolitan Region. In recent decades, a culture of knowledge has become established here that combines fundamental research and knowledge transfer for the benefit of innovative products and technologies in exemplary fashion. In this way, the region has also established itself not only nationally but also internationally as one of the leading centres for climate research, technology development, and life sciences.

TIPS

Deutsches Elektronen-Synchrotron (DESY) – XFEL X-ray lasers

Deutsches Elektronen-Synchrotron (DESY) is one of the world's leading centres for research into particle acceleration. The European X-ray laser project XFEL will produce a very special light on the border between Hamburg and Schleswig-Holstein. XFEL's unique X-ray laser flashes make it possible to film chemical reactions, map the atomic details of molecules, and capture three-dimensional images of the nanocosmos. The x-ray lasers are planned as a European project closely linked to the DESY research centre. Construction commenced in spring 2008 and the facility is due to enter service in 2014.

www.desy.de

Climate research front in the north: The KlimaCampus (Climate Campus)

Hamburg is growing in importance as a renowned international centre for climate research. The Max Planck Institute for Meteorology, the Helmholtz Centre Geesthacht as well as the German Climate Computing Centre are involved. Independent, consolidated research results on climate change and its impact will provide the basis for policy decisions.

The nucleus of the KlimaCampus is the excellence cluster "Integrated Climate System Analysis and Prediction" (CliSAP). The cluster brings together scientists from different disciplines: meteorologists with media specialists, oceanographers with economic experts and peace researchers. With the aid of climate models, the CliSAP develops relevant prognoses for the future development of our climate.

www.klimacampus.de





Paths for adjusting to climate change: KLIMZUG-NORD

The effects of climate change will also be felt in the Hamburg Metropolitan Region. Research into the actual effects of climate change on cities, rural areas and the Elbe drainage basin is being conducted in the joint project KLIMZUG-NORD. The aim of the project, funded to the tune of 25 million euro, is to produce concrete solutions by the year 2014. Consequently, the focus of research is on the development of technologies and methods for reducing the effects of climate change and the adjustment of society and the economy to meet the increased risks.

www.klimzug-nord.de

CFK-Valley Stade e.V. – The leading network for lightweight fibre composite construction technology

The CFK-Valley Stade e.V., located in Stade, is an excellence network for carbon fibre reinforced plastics (for short CFRP – German: CFK), which is unique in Europe. More than 90 national and international companies and research facilities are organised in the network. Thanks to the interdisciplinary core competences of experts and market leaders, the entire value creation chain is covered. This begins with the training of highly qualified staff in study courses at the PFH Göttingen, which is also unique in Europe, through to construction and serial production as well as the disposal of CFRP structures.

The focus is on the mobility industries such as aviation, automotive engineering, wind power and transportation as well as machine and plant engineering. A further milestone for research activities into CFRP technology was reached with the opening of the research centre CFK NORD, built with funding from the Federal State of Lower Saxony and the Hanseatic City of Stade.

Around 100 specialists at CFK NORD have approx. 20,000 m² of floor space at their disposal for the development of future-proof solutions for the industrial processing of CFRP. The research work will make a decisive contribution to increasing the proportion of CFRP and lowering its price through process-optimised workflows.

www.cfk-valley.com

GKSS Research Centre

In Geesthacht, south-east of Hamburg, the GKSS research centre is one of fifteen national research facilities belonging to the HGF (Hermann von Helmholtz Society of German Research Centres). About 800 staff are employed at the research centre in Geesthacht and the branch of the Institute for Chemistry in Teltow outside Berlin. Within the GKSS research centre, work in the research fields of functional material systems, regenerative medicine, the coast as a habitat, as well as on neutrons and synchrotron radiation is done in three institutes, the Institute for Material Research, the Institute for Polymer Research and the Institute for Research into Coasts.

www.gkss.de

Fraunhofer Institute for Silicon Technology, Itzehoe (ISIT)

Itzehoe as an area for innovation is one of the most dynamic high-tech locations in Germany. The Fraunhofer Institute for Silicon Technology (ISIT) and its 150 staff found a base here on a plot covering 50 hectares. As an internationally renowned research institute, ISIT supplies technology for microelectronics, microsystems technology, sensorics and actuators, packaging and tests.

www.isit.fraunhofer.de





Green Capital

Hamburg links Environmental Protection and Economic Growth

Hamburg is linking environmental protection with the demands of a dynamic economic and port metropolis in a bid to unite economic success with ecology. As is the case with many other major cities in Europe, Hamburg is not exactly a green idyll or eco-paradise, which is why the city is asking itself whether a growing city with a thriving economy and almost 2 million inhabitants can also benefit the environment. Can a city with the third-biggest Euro-

pean port and more than 500 industrial enterprises contribute to global climate protection?

Hamburg is tackling these questions actively, and, by finding the answers in innovation, creativity, motivation, responsibility and, not least the Hanseatic business spirit, the city is providing clear evidence that these areas can be a source of revenue. The Europe-



Hamburg is the European Green Capital 2011

The EU Commission has named the Hanseatic City of Hamburg “European Green Capital 2011.” The city impressed the jury with its high environmental standards and ambitious environmental and climate protection goals and in doing so beat off competition from 34 other European cities. Hamburg, a port and industrial metropolis in constant growth, has succeeded in reducing CO₂ emissions by 15 percent since 1990. The aim is to reduce CO₂ emissions by 40 percent by 2020 and by 80 percent by 2050. The city and many companies are committed to reducing harmful greenhouse gases and increasing energy efficiency.

www.hamburggreencapital.eu

FACTS

- **Climate protection:** CO₂ emissions have been reduced by 15% since 1990 in a city experiencing constant growth (2007 statistics).
- **Public transport:** Passenger figures have shown a clear increase in recent years (2003: 535 million; 2008: 638 million), and 99% of inhabitants live less than 300 metres from a bus or train station.
- **Drinking water:** Hamburg has high-quality drinking water; other features include low consumption per head and minimal losses during transportation (around 4% losses from the Hamburg water supply system compared to a 7% national average).
- **Wastewater treatment:** The discharges from Hamburg’s wastewater treatment plants are some of the cleanest tributaries of the Elbe.
- **Nature conservation:** 16.7% of the city area is made up of woodland, recreational areas and green spaces.

GOALS

- **Climate protection:** CO₂ emissions should be reduced by 40% (compared to the 1990 level), and by 80% by 2050.
- **Bicycle traffic:** Bicycle traffic’s share of total road traffic should increase by 18% (as compared to 12% in 2008).
- **City development:** A long-term strategy for inner city growth should protect the countryside and nature from being taken over by a growing urban sprawl. Projects such as HafenCity Hamburg and the “Leap Across the Elbe” as well as events such as the International Building Exhibition (IBA) and the international garden show IGA 2013 are part of this strategy.

The EU Commission has named Hamburg European Green Capital 2011 on account of the city’s high environmental standards and demanding environmental and development goals. Hamburg scores particularly well for climate protection, water supply and light rail traffic.



TIPS

Hamburg setting the pace in climate protection

Hamburg is a climate protection trendsetter with 25 million euro spent every year on initiatives that aim to safeguard the environment. The money is used for various measures set out in the Senate's 2007 climate protection concept. Hamburg has set itself ambitious targets: the city should reduce its CO₂ emissions by 20 percent by 2012 (in comparison with 1990); emissions should also be reduced by 40 percent by 2020 and 80 percent by 2050 – and this as the city's economy continues to grow. Hamburg aims to become a forerunner in terms of effective and sustainable climate protection. The way this will happen is also set out in the Senate's climate protection concept. The project includes ten spheres of activity with around 400 individual measures in the areas of research, energy, buildings and mobility.

HafenCity Hamburg: high standards in sustainable development

Trendsetting standards and efficient use of resources are both in operation at HafenCity Hamburg. An area, in which industry and port business once dominated, has now been replaced by a district planned on sustainable grounds, thereby allowing Hamburg to protect its green and recreational areas. Most of the district has been developed from scratch, which meant that eco-friendly construction methods have been used and resources used efficiently. Unilever House, for example, has been completely built using ecological building materials, such as solar glass. HafenCity Hamburg GmbH has developed silver and gold environmental labels for particularly sustainable constructions. The labels are intended to encourage construction companies and investors to make best use of natural resources. Hamburg is leading the country in this area.

www.hafencity.com

Motorway disappears under a green canopy

You will soon be able to have picnic on top of the busy A 7 motorway, grow potatoes, or even live there peacefully. Not only is Hamburg imposing a noise protection canopy on the A 7, but neighbouring small gardens will emerge along the new green space, as will residential accommodation. No other motorway in



Germany has such a big city presence as the 6 to 8-lane A 7, and the "green canopy" initiative is indeed unique in Europe.

www.hamburgerdeckel.hamburg.de

Hamburg discovers its new centre

The Elbe islands of Wilhelmsburg and Veddel as well as the Harburg inland port link the city of Hamburg with the centre of Harburg. This area has long been one of social tension, but the city is now investing heavily in development measures to improve the quality of life there. The International Building Exhibition (IBA) and international garden show igs 2013 are intended to boost the "Leap Across the Elbe" initiative. The latter, planned since 2003, aims to improve the quality of life in socially disadvantaged areas of the city. It is also planned to tap into the potential for sustainable growth offered by the area located between the branches of the Elbe and the Hamburg inland port. These measures should be of benefit for the entire city.

www.iba-hamburg.de, www.igs-hamburg.de

Georgswerder's "Energy Mountain" – a sight for sore eyes

The Georgswerder Energy Mountain project of the International Building Exhibition Hamburg (IBA) shows how a highly problematic contaminated waste site can become a symbol of renewable energy. The former dump for rubbish and debris has become an energy resource that brings together various sustainable technologies and an incomparable panoramic view over the port and St. Michaelis church. www.iba-hamburg.de

Bicycles making headway

Hamburg aims to increase the share of bicycle traffic to 18 percent by 2015. Cycling should become safe, quick, comfortable, easy and attractive. The background to this is the bicycle traffic strategy, which has been implemented progressively since 2008. Initial projects have been the development of a cycle path network, better bicycle parking facilities and the introduction of the StadtRAD bike rental system, which now has more than 100 bicycle stations and 1,500 bicycles.

www.stadtrad.hamburg.de

Further information:

www.hamburggreencapital.de

Hamburgs Green Capital 2011

Volker Dumann, Tel.: +49 (0) 40 428 40-32 49

E-Mail: volker.dumann@bsu.hamburg.de



“Train of Ideas” – Hamburg sends Environmental Projects on a European Tour

One of the major concerns of Hamburg as the European Green Capital 2011 is to establish an open dialogue with citizens, businesses and experts in environment protection and urban development. In order to establish a dialogue with a large number of people beyond the national borders, and to learn from other European cities, Hamburg has launched the “Train of Ideas”, a rolling exhibition that starts in April 2011. www.train-of-ideas.net

The concept

With the Hamburg “Train of Ideas”, the European Green Capital 2011 is getting green ideas in motion. The international, interactive exhibition showcases how cities can remain both liveable and sustainable in the future. Here, other cities will also contribute their environmental and urban development projects. The Train of Ideas will pass through 18 European cities, among them Warsaw, Malmö, Copenhagen, Brussels, Vienna, Barcelona, Paris and Marseille. The Train of Ideas was one of the decisive factors why the jury selected Hamburg as European Green Capital 2011.

The exhibition

The “Visions for the Cities of the Future” exhibition focuses on the challenges faced in designing the European cities of the future in a sustainable, eco-friendly and liveable manner. Here, more than 100 exemplary projects from European cities are showcased in six wagons (containers), displaying more than 70 exhibits and 26 touchscreens.

The concept was designed by the Hamburg Department for Urban Development and the Environment. The exhibition presents the topics of “Urban Development and Living”, “Mobility”, “Energy and Climate Protection”, “Nature and Urban Green”, “Resource Protection and Business” and “Consumption” to a broad, international target group in an understandable and exciting way. Here, the observer sees the city from various perspectives: zooming in from the personal perspective, through the local and regional level all the way through to the global perspective. The “Train of Ideas” comprises seven containers – six of which house the exhibition, while a further container serves as a meeting place and lounge.



The tour plan

The “Train of Ideas” launches on 15 April 2011 in Hamburg. Starting from here, the train will visit a total of 18 European cities; the final stop being Hamburg again.

15 – 21 April	Hamburg	20 – 22 June	Vienna
26 – 29 April	Copenhagen	25 – 29 June	Barcelona
1 – 4 May	Malmö	2 – 4 July	Marseille
6 – 10 May	Gothenburg	7 – 10 July	Nantes
12 – 15 May	Oslo	1 – 4 Sept.	Paris
20 – 22. May	Zurich	7 – 13 Sept.	Brussels
24 – 27 May	Munich	15 – 19 Sept.	Amsterdam
31 May– 04 June	Warsaw	21 – 25 Sept.	Antwerp
7 – 10 June	Riga	29 Sept. – 22 Okt.	Hamburg
12 – 14 June	Tallinn		

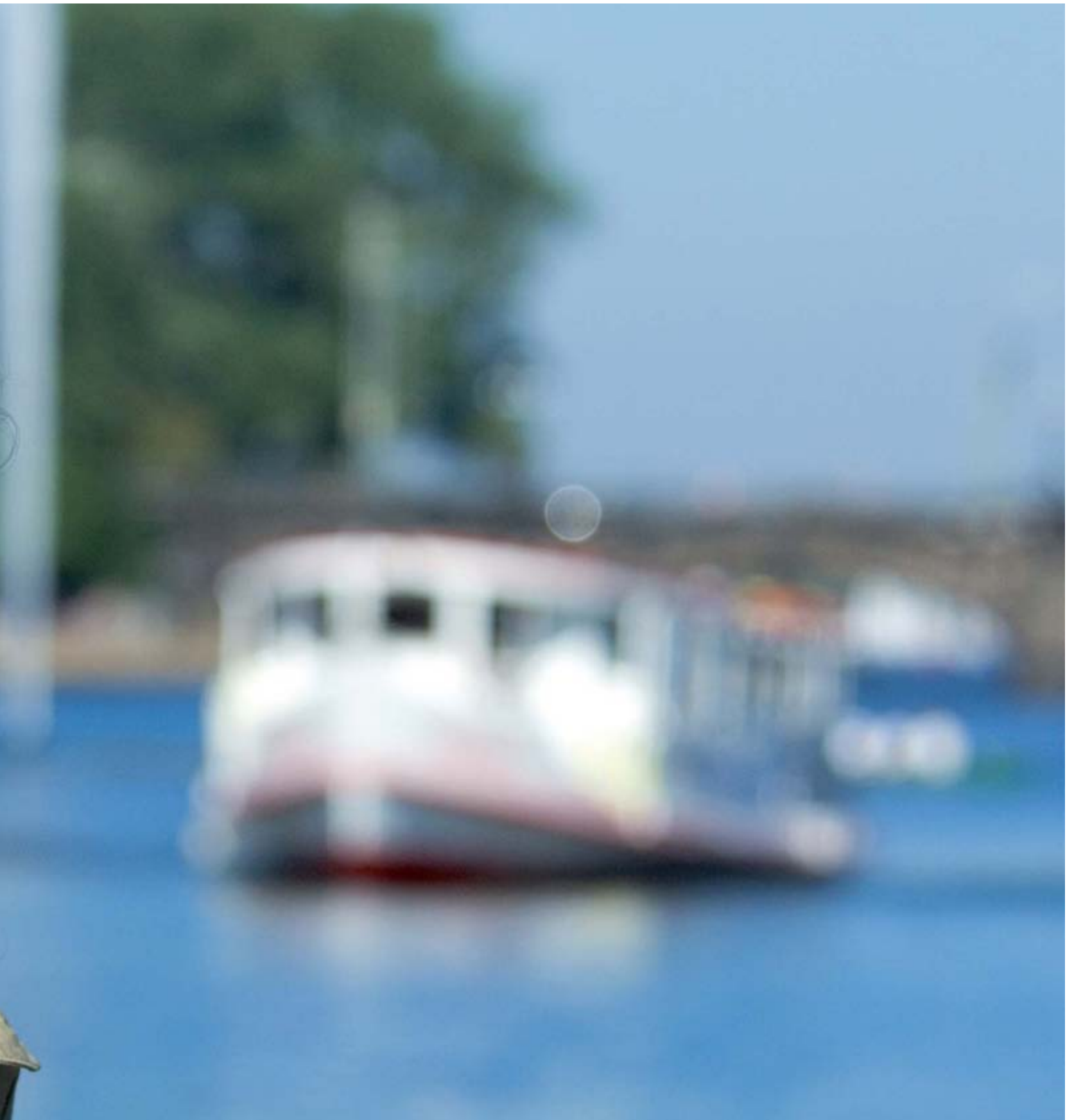


Liveable Metropolis

A City to enjoy with Surroundings worth seeing

Hamburg offers something to suit all tastes. Its spacious cityscape is notable for well-kept town houses, striking high-rises, elegant residential areas, and vibrant local street scenes. Ever-present water and woods, extensive open spaces and parks even downtown, make Hamburg an especially appealing and pleasant city.

The attractive region surrounding Hamburg is another reason for the influx of new inhabitants. The Hamburg Metropolitan Region stretches far inland from the North Sea, yet both this and the Baltic Sea are accessible within a very short time. Not far away, inviting towns such as Stade and Lüneburg, Glückstadt and Ratzeburg lure numerous visitors with a vast range of leisure and



cultural attractions. Tourists from all over the world revel in the whole region's maritime atmosphere as well as the wide expanses of unspoiled nature just outside the teeming metropolis of Hamburg.





Europe's green Metropolis on the Water

Luxuriant greenery right in the city – lining its streets and squares, in its parks and along watercourses between the Elbe and Alster, nature recaptures the big city. Hamburg has more woods today – altogether around 4,700 hectares – than it did a century ago. Whether in Stadtpark or Planten un Blomen, in Jenischpark or the green spaces around the Outer Alster – in Hamburg, nature and urban life are side by side.

TIPS

The Alster – water and horizons in the heart of the city

The Alster valley is walking territory – from the city boundary in the north-east right into the centre, where the Alster lakes meet the Elbe. These were created from the 13th century onwards by damming the river to create millponds. Today, the ultimate view of the city is from the Inner Alster and Lombardsbrücke towards Jungfernstieg, with several spires in the background. Covering 164 hectares, with banks stretching for seven kilometres, the Outer Alster is a popular expanse of water for sailing and rowing. The surrounding parks are ideal for jogging and walking. Alster-Touristik's "White Fleet" offers round trips and scheduled services. Restaurants on the banks with terraces or landing stages remain open all the year
www.alstertouristik.de

The Elbe – the region's vital artery

The port is not the only factor making the Elbe the Metropolitan Region's vital artery. For residents and visitors, the river offers manifold leisure opportunities – regular sailings from Landungsbrücken serve the Elbe suburbs and continue as far as Stade, while pleasure steamers ply as far out to sea as Helgoland. Walkers can enjoy the beaches along the Elbe that stretch from the museum harbour at Oevelgönne as far downstream as Blankenese.
www.hadag.de



STORY: Beach Clubs

During the summer months, you will find contemporary lifestyle and a party mood in the beach clubs overlooking the river. Maritime flair and Hanseatic joie de vivre find a unique outlet here against an enthralling port backdrop. Could a report penned between palm trees and containerships prove a hit maybe? Just outside Hamburg, moreover, there's a club with a genuine beach: El Beach Wedel.

www.hamburgcitybeachclub.de, www.hamburg-del-mar.de,
www.lago.cc, www.strandpauli.de, www.elbeach.de, www.veritasbeach.de

Cosmopolitan Diversity – lively Enclaves and idyllic Old Towns

Tolerance and openness to the world are Hanseatic virtues that you can witness on the spot – barely any other big German city offers such varied local street scenes. Suburbs of elegant villas vie with multicultural quarters; artists and start-ups in the lofts of old red-brick blocks enjoy an unrivalled choice nearby of cuisine from countless countries. In the surrounding Metropolitan Region, idyllic old towns uphold centuries-old local traditions.



TIPS

Schanzenviertel

Between the Schlachthof meat market, Schanzepark and Schulterblatt, the Schanzenviertel bars and cafés draw creative and alternative people in large numbers. Along with trendy boutiques, sushi restaurants and vinyl music stores, Turkish greengrocers and bridal boutiques, falafel and pizza outlets set the tone.

Karolinenviertel

The atmosphere in Karolinenviertel also shimmers with youth and colour. The enclave between Hamburg Messe and Heiligengeistfeld offers a multicultural, creative backdrop for graffiti artists and fashion designers, plus the ad agencies and start-ups now occupying the former abattoir. A hamam (Turkish bath) serves locals and those eager for the experience. There's room enough here for all lifestyles.

www.karolinenviertel.de

Ottensen

Zeisehallen typifies the once industrial district of Ottensen in Altona. The rejuvenated former factory complex now houses a

cinema, offices, pubs and retail shops. The area is also attracting more and more artists and creative industries.

St. Georg

St. Georg is another vibrant district of many contrasts, with its exclusive luxury hotels and penthouse apartments along the Alster, then two streets back the gay and lesbian scene on Lange Reihe, and farther "inland" the Turkish shops on Stein-damm, with a large mosque on a side street.

St. Pauli

Famous above all for the Reeperbahn, Hamburg's former red-light district nowadays hosts swarms of people hell-bent on partying, surging into pubs and clubs to turn night into day. The stadium of FC St. Pauli, the football club that is a trifle different, looms nearby. The new "brewery quarter", with futuristic high-rises and a large hotel, separates multicultural, structurally ailing St. Pauli from the Elbe.



Eppendorf / Winterhude

Anybody with a yen for neat boutiques, pleasant cafés and a child-friendly atmosphere will feel at home in Eppendorf. The twice-weekly Isemarkt is one highlight, another being the "Kaufrausch" miniature shopping centre with its original accessories and smart café. Walk northwards and you will find yourself in charming Winterhude, an area especially desirable for its proximity to the Alster and Stadtpark.

Blankenese

This is certainly the best-known of the Elbe suburbs. Even today the name is synonymous with wealth and prosperity. The picturesque steps quarter with its narrow lanes and steep ascents is a popular attraction for visitors.

Bergedorf

Hamburg's district of Bergedorf offers all the features that make Northern Germany so worthwhile: a historical old town with a castle and small cafés, as well as a maritime flair thanks to the town harbour, canals and lengthy stretches of water. Only a stone's throw away you will find a broad cultural landscape with farms, raw nature, and lovely village churches.

www.bergedorf.de

Stade

Outside the gates of Hamburg, the Hanseatic city of Stade with its historic centre is well worth seeing. Here, one can stroll past neat merchant's dwellings and half-timbered houses and the 17th-century city hall and on across the Fischmarkt, with the reconstructed "Holztretkran", to Pferdemarkt, with the "Zeughaus" or armoury. www.stade-tourismus.de

Buxtehude

The old town of Buxtehude with its timber-framed houses, merchant houses and cobblestone lanes is surrounded by water: an ancient moat delimits this historical town. One of the main spots for guided tours is the historic harbour located in the old town. The mill at the canal (or "Fleth"), St Petri Church, the Town Hall, "Stavenort" as well as "Marschtorzwinger" are all telling tales from life in the old days. www.buxtehude.de

Lüneburg

Equally fascinating is the medieval heart of Lüneburg, the old source of salt, where the "white gold" founded the fame of this Hanseatic city. Today, the keenly reformist Leuphana University



is located here, its students enlivening the historic ambience with its pubs and small businesses galore.

www.lueneburg.de

Möln & Ratzeburg

It was in Möln that Till Eulenspiegel once played his tricks, and the inhabitants of Möln have kept his memory alive. The spa town with its historic centre lies idyllically surrounded by woods and lakes.

Neighbouring Ratzeburg lies on an island, with four lakes encircling the charming old town, best seen from a sailing dinghy or an excursion launch out on the Domsee; its waters also reflect the vast brick cathedral that Henry the Lion had built here.

www.moelln.de, www.ratzeburg.de

Brunsbüttel

The town by the Elbe estuary has a unique flair to it: at the Kiel Canal you can gain a most lively insight into the world of ships and navigation. With its "Schleusenmeile" project, the port town is now strengthening its focus on tourism by developing the site around the canal locks into a transregional tourist attraction.

www.brunsbuettel.de, www.schleusenmeile.de

STORY: Portuguese quarter at the harbour

With more than 100 urban districts, much more waits to be explored in Hamburg – for example the Portuguese quarter between Baumwall and Landungsbrücken, where you can enjoy lots of fish and crustaceans – as if you were down in Porto. We will be happy to show you other enclaves and picturesque corners in this metropolis of many tongues.



Welcome to your new Home – Hamburg Welcome Center

Hamburg is one of the European Union's most dynamic metropolitic regions and acts as a magnet for international companies, institutions and qualified professionals from all over the world. Every year, around 80,000 people opt to make Hamburg the new centre of their life. Hamburg Welcome Center stands ready to help its new citizens, whether from Germany or abroad, with advice and practical support.

Individual advice for newcomers:

Especially during the first days in a new city, there is much that needs to be considered and organised. Hamburg Welcome Center supports newcomers in Hamburg in disentangling the bureaucratic jungle and provides free advice on all topics relating to starting life in Hamburg, e.g. accommodation, crèche, schooling and leisure options.

Special service for professionals from abroad

For international executives and their families, Hamburg Welcome Center offers a special range of services related to immigration law and registration. In the Hamburg Welcome Center, professionals from abroad can e.g. apply for a residence permit as well as register their place of residence.

Special service for students from abroad

At the Hamburg Welcome Center, international students can be issued with a residence permit and file a registration of their address. In addition to that, students can sign up for the monthly Hamburg Welcome Club. The Hamburg Welcome Center will be happy to help with any queries upon appointment.

Further information:

www.welcome.hamburg.de

Hamburg Welcome Center

Alter Wall 11, 20457 Hamburg

Tel.: +49 (0) 40 42 854 5001

E-Mail: info@welcome.hamburg.de



Story: Willkomm Höft in Schulau

"Welcome to Hamburg" is what will reverberate from the speakers of the Willkomm Höft ship greeting station that is situated at Wedel close to Hamburg.

For several decades, Willkomm Höft, part of the "Schulauer Fährhaus", has been welcoming larger ships heading to and from Hamburg.

During this ceremony, information on the incoming ship is broadcast, the national anthem of the ship's flag is played, and so is the Hammonia Song, Hamburg's unofficial anthem.

www.schulauer-faehrhaus.de

www.wedel.de

Exciting city – relaxing Surroundings: Tourism in Hamburg and the Metropolitan Region

Hamburg is Germany's most successful city break destination. Barely any other city can offer this perfect combination of flair with a maritime flavour, cultural diversity and thrilling entertainment. With its water, woodlands and meadows, the Metropolitan Region offers quite different qualities. The flat countryside of the surrounding Metropolitan Region along the Elbe, between Wendland and North Sea, Lüneburg Heath and Segeberg Forest, offers a host of scenic and cultural highlights.

Tourism Highlights in Hamburg

TIPS

Jungfernstieg

Jungfernstieg on the Alster has long been Hamburg's premier thoroughfare for strolling and shopping. Families would take their Sunday walks here, parading their unmarried daughters (or Jungfern). Jungfernstieg remains something very special as always – it is the place in Hamburg to see and be seen; and this is not only due to its ideal location on the banks of the Alster. Today, everything revolves around shopping in large department stores and exquisite small shops. Hamburger Hof shopping centre is also situated on Jungfernstieg. Shopping here becomes a culture. Large and small, select stores compete with one another in offering exclusive ranges. www.lebendiger-jungfernstieg.de

Hamburger City Hall

Unusually lavish for Hanseatic taste: built in 1886–1897, with its impressive architecture the splendid sandstone edifice in Neo-Renaissance style dominates the centre of the city. Hamburg City Hall is the seat of the city's Senate (government) and Bürgerschaft (parliament), with its 647 rooms occupying more space than Buckingham Palace in London. The City Hall can be viewed on guided tours only. www.hamburg.de

STORY: The trumpeters of St. Michel

Twice a day, at 10 a.m. and 9 p.m., the sounds of trumpeters playing to all four points of the compass are heard from the top of Hamburg's trademark or "Michel", St. Michaeliskirche. This tradition has been maintained from the tower (height: 132 metres) for more than three centuries, and for many Hamburgers is a moment of tranquility and reflection. Josef Thöne, one of the church's tower musicians, can tell many tales about the importance of music for the city's inhabitants. www.st.michaelis.de



Chilehaus

The Chilehaus office block is among the Hanseatic city's historic monuments. Its striking architecture and unconventional tapered structure are known as a remarkable sight far beyond the city boundaries. Built between 1922 and 1924 by Fritz Höger, it is regarded as a highly representative example for the revival of the north German baroque style accomplished by Höger and Fritz Schumacher as Hamburg's superintendent of buildings. www.chilehaus.de

Planten un Blomen

The Alte Wallanlagen (former fortifications) and the famed "Planten un Blomen" are situated right in the city centre. Centuries ago, German and Danish canon balls flew through the air here. Today, a wonderful green recreational area stretches all the way from St. Pauli as far as the Alster. It includes a tropical garden with tropical hothouse as well as the largest Japanese garden in Europe, notable for its impressive layout and tranquil corners. www.plantenunblomen.hamburg.de

STORY: Hagenbeck Zoo

One "must" for all Hamburg families and their guests is a visit to the time-honoured Hagenbeck Zoo. This green oasis in the Hamburg district of Stellingen presents 1,850 animals from all continents. Of the 210 species on view, many – including some threatened by extinction – are successfully bred here. Whether orangutans, Asian elephants or giant otters from South America, they have all found refuge at Hagenbeck Zoo. In 2007, the zoo presented their most recent gem: the "Tropen-Aquarium." Although Hamburg is located on the water and is known as "the gate to the world," the tropical aquarium is indeed the first of its kind in Hamburg. The year 2012 will see the opening of the new Arctic Sea enclosure. www.hagenbeck-tierpark.de





Tourism Highlights in der Metropolitan Region

TIPS

Fruit and much more in "Altes Land"

South of the Elbe between the towns of Stade and Buxtehude lies "Altes Land", an area that covers around 14,000 hectares. This is the largest integrated fruit growing area in Northern Europe. In spring, when the eight million fruit trees here are in full bloom, the visitor finds a wonderfully colourful landscape ideal for walkers and cyclists. A visit to Altes Land is also worthwhile during the harvest season in autumn.

www.urlaubsregion-altesland.de

www.tourismus-altesland.de

The Osten hovering ferry

Paris has the Eiffel Tower – and the small village of Osten near Stade owes its landmark to Eiffel's pupil Louis Pinette, who in 1909 created the hovering ferry. It is the world's only motor-propelled ferry and enables passengers to comfortably cross the river Oste in a matter of three minutes. With a maximum weight capacity of six tons, the device caters for up to six cars or alternatively 100 persons – a tourist attraction not to be missed.

www.schwebefahre-osten.de

Maritime landscape of the Lower Elbe

Maritime life in the Lower Elbe region between Hamburg and the North Sea is evident at every turn – with old harbours, grain stores, cranes, historic vessels and light houses. This unique river landscape offers locals, tourists and people from the Hamburg Metropolitan Region seeking relaxation, unknown treasures and opportunities for discovery tours.

Ebb and flood tides determine the rhythm, whether you are travelling on your boat from port to port, or by car, or cycle along the dyke and through the far-flung landscape. While the port of Hamburg never sleeps, the rural ports on the Lower Elbe offer scope for peace and relaxation.

www.maritime-elbe.de

Wattenmeer National Park

The Wattenmeer (North Sea mudflats) is one of the last large unspoiled natural landscapes in central Europe. This unique coastal region represents the largest uninterrupted expanse of mudflats on earth. The coast of the North Sea is unusually flat. Twice a day, high tide carries sand, clay and silt into the Wattenmeer area. Sand dunes are typical for the coast here, built up by the wind from fine grains of sand with the bare mudflats as a foundation. Up to 4,000 animal and plant species are special to this habitat. At the same time, the Wattenmeer is a resting place for nesting birds arriving from Nordic countries. Seals may be seen on the sandbanks, while salt meadows, sandy beaches and the dunes order the Wattenmeer. It provides a unique experience of nature.

www.wattenmeer-nationalpark.de

North Sea, Dithmarschen and Cuxhaven

Enclosed by the North Sea and Elbe, Eider and the Kiel Canal, Dithmarschen, with its seaside resort of Büsum, can only be reached by ferry or over a bridge. The bracing North Sea climate encourages long walks across the mudflats or extended cycle tours. The North Sea spa of Cuxhaven with kilometres of sandy beaches on the Elbe estuary also offers a maritime climate. Numerous holiday destinations such as Otterndorf, Friedrichskoog or Wremen invite you to relax directly on the North Sea.

www.dithmarschen.de, www.buesum.de, www.cuxhaven.de

Friedrichskoog seal sanctuary

This sanctuary is Schleswig-Holstein's only authorised facility for distressed or injured seals. The Friedrichskoog seal sanctuary is setting the bar for keeping and nurturing seals in the most natural way possible. All the year round, visitors can observe the young seals in their tanks, which are designed to simulate their natural environment, and observe how they are being fed. An information centre on the premises offers varied opportunities for children and adults alike. www.seehundstation-friedrichskoog.de

Helgoland – Germany’s only island on the high seas

Around 70 km out from the mainland, red sandstone cliffs rise steeply from the green fields of the island that possesses an unparalleled fauna and flora and a benign climate favoured by the nearby Gulf Stream. Helgoland is an oasis of tranquility for anyone plagued by stress, and a natural feature where environmental issues are unknown. Yet Helgoland is also a multifaceted holiday and excursion island, a spa and a centre of healing through all the four seasons. With its 1,400 inhabitants, this island on the high seas forms part of the Pinneberg district in Schleswig-Holstein. www.helgoland.de

Biosphere reserve in the Elbe valley meadows of Lower Saxony

High and low tide, flooded meadows and white sandbanks shape the picture of the Elbe as one season succeeds another. Embedded in this panorama so close to nature, is a landscape largely shaped by the differing forms of usage down the centuries. The dominant feature is the Elbe as it winds like a ribbon between still natural banks, through a countryside of far horizons. Still regularly submerged, the Elbe floodplain is closed on the landside by the dyke, behind this lie the original meadows with the extensive Elbe marshes. Here is the perfect region for taking a holiday and experiencing nature.

www.elbtalae.niedersachsen.de, www.erlebnis-elbe.de

Biosphaerium Elbtalae – Elb Schloss Bleckede

The “Biosphaerium Elbtalae” information centre is situated at Elb Schloss Bleckede, a castle that was erected around 1600 by Ernst II, Duke of Brunswick and Lüneburg. Today, the building is used by the Lower Saxony biosphere reserve to provide visitors with an insight into the beauty of the Elbe valley and the distinctive features of the local natural landscape. In 2011, the permanent exhibition has been expanded by aquarium facilities and a beaver enclosure. This will enable visitors to experience Northern German species in their natural habitat, which are rarely seen otherwise, despite the vicinity of the Elbe.

www.elbschloss-bleckede.de



A rural offering of culture in Wendland

Since 1989, artists and craftsmen in the Wendland area of Lower Saxony have opened their farm gates between Ascension Day and Whitsun to present their works, ranging from almost forgotten craft techniques to avant-garde art. Every year, more than 600 artists spread over 80 villages in and around the rural district of Lüchow-Dannenberg are ready to welcome a host of visitors – in 2011 from 2 to 13 June. www.kulturelle-landpartie.de

Lüneburger Heide

Violet-hued expanses of heather, green forests, sandy yellow soil and romantic riverbeds, half-timbered towns and cosy enclaves on the heath, imposing megalithic graves and monastery complexes, a healthy climate and leisure parks: all these can be found in Lower Saxony’s largest holiday area, lying between Hamburg, Hanover and Bremen. The towns in the heath – the bustling university town of Lüneburg, the ducal residence of Celle and Soltau, the heart of the heath – offer unrivalled variety, for each has its own character. www.lueneburger-heide.de

STORY: Störtebeker the pirate

Many legends surround Klaus Störtebeker, the 14th century pirate, the most famous buccaneer in German history. He owed his name (Low German for “Tip up the mug”) to his ability to hold his drink. After a desperate battle, Störtebeker was arrested off Helgoland in 1401 and was subsequently beheaded in Hamburg. He is reputed to have been promised that all the members of his crew which he could walk past in his decapitated state would be set free. Legend has it that eleven of them were duly liberated.

Störtebeker’s skull is on display at Hamburg History Museum. In summer, the tale of Klaus Störtebeker can also be seen performed at the Störtebeker Open-Air Theatre in Cuxhaven.

www.hamburgmuseum.de, www.stoertebeker-cuxhaven.de



Heide-Park Soltau

Covering 850,000 square metres, Heide-Park near Soltau in Lower Saxony is one of the largest German leisure parks, with over 50 bumper rides ranging from the traditional roundabout to Colossos, a steep wooden roller coaster. The park is extremely popular with families and young people.

www.heide-park.de

Serengeti Park Hodenhagen

Adventure-lovers can experience the excitement of the African wilderness up close at Serengeti Park Hodenhagen. Here, large exotic animals such as giraffes, rhinos, camels or elephants meander along the 10-kilometre route through the north German lowlands. Zebras, ostriches, antelopes and bison cross the paths of visitors (in cars or coaches) as they make their way from one watering hole to the next.

www.serengeti-park.de

Weltvogelpark Walsrode

How colourful can a single bird be? Which feats are performed in the flight show? The world's biggest bird park, located in the middle of Lüneburg Heath, is home to 4,000 birds representing 700 species. You will find exciting themed birdhouses, exotic, tropical aviaries and a free-flight hall on 24 hectares of picturesque parkland.

www.weltvogelpark.de

Ski halls of Bispingen and Wittenburg

If you thought the North German countryside was as flat as a pancake, you are in for a surprise. The Metropolitan Region offers two opportunities for skiing and snowboarding. The ski halls at Bispingen and Wittenburg are among the most advanced facilities in Europe, and offer the undiluted joy of skiing – all the year round.

www.snowdome.de

www.alpincenter.com

Scharnebeck twin ship-lift on the Elbe Lateral Canal

Scharnebeck twin ship-lift lies on the 115.2 km Elbe Lateral Canal. With a maximum vertical lift of 38 metres, it is the second-largest of its type in Europe. Completed in 1974, it is visited annually by some 500,000 tourists.

www.schiffshebewerk-scharnebeck.de

Holsteiner Auenland

Auenland in Holstein, 30 minutes north of Hamburg, offers a full range of activities for day excursions: round routes for cyclists, the "Stör – Holsteiner Auenland" canoeing area, guided walks, e.g. in Aukrug Nature Park, 20 round trails for riders with 600 km of marked tracks, and other attractions such as Wildpark Eekholt, Arboretum Ellerhoop with its trees and gardens, and Trappenkamp Study Forest.

www.holsteiner-auenland.de

Noctalis bat centre

Noctalis in Bad Segeberg presents the whole variety, beauty and unique character of the mysterious bat. By using all their senses and having a lot of fun, visitors can discover exciting details of the bat's life, explore a cave and experience these creatures of the night at close quarters. Noctalis is not a museum but a thrilling experience-come-exhibition featuring live bats.

www.noctalis.de

Lauenburg Lakes Nature Park

The nature park is located in the heart of the region and, as its name suggests, covers more than 40 diverse and beautiful lakes, silent witnesses from the last ice age. There are many ways to discover the Lauenburg Lakes Nature Park, on a bicycle, on foot, in a canoe or on horseback. Quaint farmyard cafés and country inns tempt you to take a break en route.

www.hlms.de





Old Salt Street

Old Salt Street was once a much-travelled trading route. A very precious mineral in the Middle Ages, salt was transported on land from the salt works in Lüneburg to Lübeck where it was shipped to the entire Baltic Sea region. Today, a well-constructed cycling route follows the path this “white gold” used to take. The route takes you from Lüneburg to Lauenburg, where the Elbe crosses, and then follows the Elbe-Lübeck Canal to Lübeck.

www.hlms.de

Castles in and around Hamburg

When it comes to attractions in the Metropolitan Region, castles and manor houses are well worth visiting. A highlight for the romantic mind is Schloss Ahrensburg, a renaissance castle that

was built in 1580 and serves nowadays as a museum. A little further north you will find Schloss Tremsbüttel, which is now a hotel. Schloss Agathenburg, notable for its feudal architecture, is situated right in the middle of the Stade rural district. Some way east of Hamburg is Schloss Reinbek; and close to Lüneburg you will find Schloss Lüderburg, which is located in the Elbtalau biosphere reservation. Also in use as a hotel, Schloss Lüderburg hosts one of Germany’s finest golf courses. Bergedorfer Schloss, which also serves as a museum, is situated within the borders of the city of Hamburg.

www.schloss-ahrensburg.de, www.tremsbuettel.de,

www.bergedorfmuseum.de, www.schlossagathenburg.de,

www.schloss-reinbek.de, www.luedersburg.de

STORY: Ludwigslust – the “Sweet District”

In the south-west of Mecklenburg-Western Pomerania, the rural district of Ludwigslust is immediately adjacent to the Hamburg Metropolitan Region. This district is also known as the “Sweet District”. Ludwigslust is a stronghold for the production of such treats as jelly babies, fruit gums, bubble gum, caramel sweets, toffees, filled waffles and many other treats. All these sweets are dispatched by the ton to national and international markets from the state-of-the-art production facilities of Gummi Bear Factory Süßwaren GmbH & Co. KG, Grabower Süßwaren GmbH, Toffee Tec GmbH and Sweet Tec GmbH.

www.wflg.de, www.kreis-lwl.de



Growth of Tourism in Hamburg

Hamburg's tourism industry has been growing since the city started staging musicals in the middle of the 1980s. Generating annual revenue of around 7.4 billion euros and 108,000 jobs, the tourist sector is one of the biggest drivers of the city. A record result of 8.95 million overnight stays was achieved in 2010, 750,000 (9.2 percent) more than in 2009. There are also around 111 million day-trippers to Hamburg – coming for an excursion, a one-day business trip or merely to go shopping.

No other German city has witnessed such an increase in the number of overnight stays as Hamburg – up 88 percent since 2001. On a European scale, this puts Hamburg in 11th place in the city destination ranking, behind Amsterdam and ahead of Dublin.

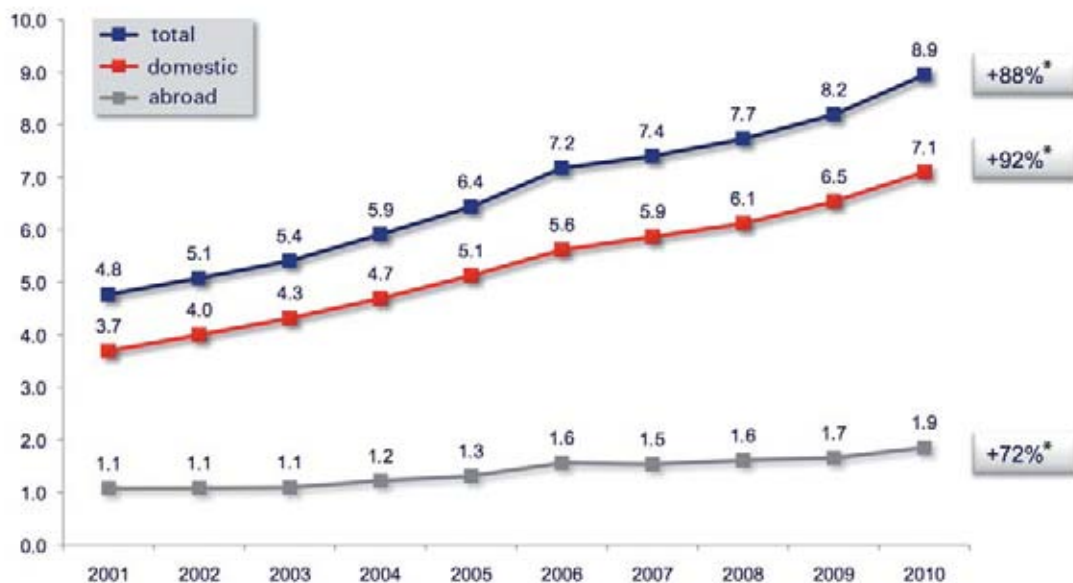


Markets	Visitors	Overnight stays	Visitors from abroad
Germany	3,819,427	7,094,326	79.3%
Abroad	913,139	1,852,309	20.7%
Total	4,732,566	8,946,635	100%

Overnight stays by foreign visitors in 2010 increased by 11.9 percent (on the previous year) to 1.85 million. Most foreign visitors come from Switzerland, followed by Austria, Great Britain, Denmark and the USA.

Tourism experts in Hamburg expect overnight stays to reach 13.5 million by 2020, and revenue from the branch to hit nine billion euros.

Overnight stays in Hamburg – domestic and abroad, 2001 – 2010



Source: Statistikamt Nord, *percental change to 2001

Further information:

www.hamburg-tourismus.de

Hamburg Tourismus GmbH, Sascha Albertsen

Tel.: +49 (0) 40 30 05 11 11

E-Mail: albertsen@hamburg-tourismus.de

Growth of tourism in Hamburg's Metropolitan Region

Tourism in Hamburg's Metropolitan Region has been a success story since the middle of the 1980s. Visitors are attracted by picturesque cities such as Lüneburg, the more than 1,000-year-old town of Stade, and of course the seaside resorts on the North Sea coast, not to mention the fact that Hamburg is now a vibrant shopping metropolis. Overnight stays at hotels and guest houses in Hamburg and its surrounding areas have reached 17.6 million per year, around 8.5 million of these outside of Hamburg itself. The total figure for overnight stays in the region is actually more than 50 million if you take into account overnight stays at campsites, holiday homes, small guesthouses and rooms in private accommodation. Then there are around 200 million day-trippers per year. Tourism is an extremely important sector in the local economy, generating revenue of almost 9.5 billion per year and employing between 170,000 and 180,000 people in and around Hamburg.

Useful tourist contacts in the Hamburg Metropolitan Region:

Nordseeland Dithmarschen

Dithmarschen Tourismus e. V.
Tel.: +49 (0) 481 21 22 555
E-Mail: info@dithmarschen-tourismus.de
www.dithmarschen-tourismus.de

Untere Elbe & Auenland

Untere Elbe Tourismus e. V.
Tel.: +49 (0) 41 24 60 49 592
E-Mail: info@unterelbe-tourismus.de
www.holstein-tourismus.de

Flusslandschaft Elbe

Flusslandschaft Elbe GmbH
Tel.: +49 (0) 58 52 95 19 880
E-Mail: info@flusslandschaft-elbe-gmbh.de
www.erlebnis-elbe.de

Maritime Landschaft Untere Elbe

Arge Maritime Landschaft Untere Elbe GbR
Tel.: +49 (0) 41 42 81 20 76
E-Mail: maritime-landschaft-unterelbe@t-online.de
www.maritime-elbe.de

Herzogtum Lauenburg

Herzogtum Lauenburg
Marketing und Service GmbH
Tel.: +49 (0) 45 41 80 21 10
E-Mail: info@hlms.de
www.hlms.de

Stade/Elbe

Urlaubsregion Altes Land am Elbstrom –
Natürlich vor Hamburg
Tel.: +49 (0) 41 42 81 38 38
E-Mail: info@tourismusverband-stade.de
www.tourismusverband-stade.de

Elbtal- und Wendland

Tourist-Information Hitzacker der Elbtal- und Wendland
Touristik GmbH
Tel.: +49 (0) 58 62 96 970
E-Mail: hitzacker@elbtal-und-wendland.de
www.elbtal-und-wendland.de

Lüneburger Heide

Lüneburger Heide GmbH
Tel.: +49 (0) 41 31 30 99 60
E-Mail: info@lueneburger-heide.de
www.lueneburger-heide.de

North Sea

Cuxland-Tourismus
Tel.: +49 (0) 47 21 59 96 22
E-Mail: info@cuxland.de
www.cuxland.de

Rotenburg (Wümme)

Touristikverband Landkreis Rotenburg (Wümme) e. V.
Tel.: +49 (0) 42 61 81 96-0
E-Mail: info@TouROW.de
www.TouROW.de

Vogelpark-Region

Tourismus Agentur Vogelpark-Region GmbH
Tel.: +49 (0) 51 62 40 04 00
E-Mail: info@vogelpark-region.de
www.vogelpark-region.de

Larger cities (a selection)

Lüneburg Marketing GmbH

Tel.: +49 (0) 800 22 05 005
E-Mail: touristik@lueneburg.de
www.lueneburg.de

STADE Tourismus-GmbH

Tel.: +49 (0) 41 41 40 91 70
E-Mail: info@stade-tourismus.de
www.stade-tourismus.de

Nordseeheilbad Cuxhaven GmbH

Tel.: +49 (0) 47 21 40 41 42
E-Mail: info@tourismus.cuxhaven.de
www.cuxhaven.de

Tourist-Info Bad Segeberg

Tel.: +49 (0) 45 51 96 490
E-Mail: tourist-info@badsegeberg.de
www.badsegeberg.de

Stadtinformation Buxtehude

Tel.: 04161/501 2345, +49 (09) 41 61 50 12 345
E-Mail: stadtinfo@stadt.buxtehude.de
www.buxtehude.de

Hotels in Hamburg and the Metropolitan Region

Hamburg is one of the most popular and successful city break destinations in Europe. Guests of the city will find more than 275 hotels with more than 40,000 beds in every price class – offering anything from a simple room to an exclusive suite in a five-star hotel. Most hotels are located in the city centre, some of them with an exclusive view of the Alster. Going shopping or sightseeing from here is very simple. Also very conveniently located are the hotels near the Congress Center Hamburg, at the airport, in the St. Pauli/Reeperbahn entertainment district or directly by the port or the main train station. Luxurious country hotels, golf resorts, manor house hotels and comfortable holiday homes in the surroundings of the city or along the North Sea coast offer excellent alternatives to city hotels.

For further details of hotels as well as online booking of more than 200 hotels on the Internet, visit www.hamburg-tourism.de, phone: +49 (0) 40 300 51 300, E-Mail: info@hamburg-tourism.de



Hamburg – a culinary Bastion

For gourmets, the metropolis on the Elbe is an Eldorado of international cuisine. No fewer than ten restaurants have been awarded a Michelin star. The restaurants that received the award in 2011 and their chefs are: Haerlin (Christoph Ruffer), Landhaus Scherrer (Heinz O. Wehmann), Le Canard nouveau (Ali Gungormus), Piment (Wahabi Nouri), Sgroi (Anna Sgroi), Seven Seas (Karlheinz Hauser), Prinz Frederik (Jochen Kempf), Tafelhaus (Christian Rach), Kuchenwerkstatt (Gerald Zogbaum) as well as Jacobs Restaurant (Thomas Martin).

But in Hamburg you can also eat well on a limited budget, e.g. in one of the harbour restaurants to be found nearby Fischmarkt. Lovers of international cuisine are pampered with specialties from all over the world, ranging from the local Italian, Spanish, Portuguese or Greek restaurant to Mexican, Syrian and Central European cuisine, to culinary specialties from China, Thailand or Japan.

STORY: Hamburg's celebrity chefs

Hamburg possesses several charismatic celebrity chefs who can frequently be seen on television. Take Christian Rach, for one, who ran a successful restaurant for many years and now assists other restaurants to buff up their approach in his "Rach, the Restaurant Tester" TV series. Since 2003, Cornelia Poletto, the delightful Hamburg-bred chef bearing an Italian name, has frequently been seen cooking with leading figures on NDR television. Steffen Henssler may not yet boast a star, but is nevertheless regarded as Germany's No. 1 seafood expert. This talented chef can be seen behind his Sushi bar or on various cooking programmes. Hamburg's most famous show chef, however, is Tim Mälzer, who not only cooks in his "Bullerei" restaurant and on television, but also goes on live tour.



Sports Mecca Hamburg – always on the Move

Hamburg is a city of sports. Residents of this European metropolis are enthusiastic sports fans. They are devoted to their idols and plunge into every contest with zest – whether in the stadium, on the centre court or in the boxing ring, at the Hamburg Marathon, on the golf course or right in the city centre when it functions as a sports venue. Every year, more than five million people attend sports events in the Hanseatic city.

Major events at World Cup level

Around 50 national and international sporting events are staged in Hamburg every year. Highlights include the Dextro Energy Triathlon ITU World Championship, the Haspa Marathon, the UCI ProTour Vattenfall Cycloclassics, the German Show jumping and Dressage Derby in Klein Flottbek and the German Derby in Hamburg-Horn, as well as the German Open Tennis Championships on Rothenbaum.

Other events include the Judo World Cup and the Hockey Four-Nation Masters. Beyond these annual World Cup events, Hamburg repeatedly proves a superb host for European and world championships, in 2006 for the fabulous Football World Cup, in 2007 for the Handball World Championships and the ITU World Triathlon Championships, in 2008 for the European Beach Volleyball Championships and the World Student Beach Volleyball Championships. This was followed by the 2009 European World Student Beach Volleyball Championships, and in 2010 Hamburg successfully hosted the UEFA Europa League Finale as well as the U17 Basketball World Cup.

What makes Hamburg special as a sport venue is the fact that many big events, such as the marathon, Cycloclassics and the triathlon, are contested in the city centre of Hamburg – on the streets and squares near the Inner Alster lake – making a unique backdrop for unforgettable sporting events in front of a wildly enthusiastic audience.

www.hamburg.de/sportstadt

TIP

Equestrian events in the Metropolitan Region

Hamburg is Germany's equestrian capital in all the disciplines. The German Derby at the Horn track (annually at the end of June), the German Show jumping and Dressage Derby in Klein Flottbek (mid-May) and trotting at Bahrenfeld racetrack (Thursdays and Sundays) are all internationally significant equestrian contests. The "Hansepferd" exhibition at Hamburg Messe (April) caters for both top sports personalities and horse lovers in general.

The top European venue for three-day eventing is located at Luhmühlen, south of Hamburg. For decades now, this demanding course has been hosting World and European Championships as well as more than 20 German championships. Only the North Sea could provide such turf sport events as the mudflat meeting at Duhnen in August, where racehorses and harness racers contest races on the dried-out seabed.

www.luhmuehlen.de,

www.engarde.de,

www.hansepferd.de,

www.duhner-wattrennen.de





Thriving Club Life in all Leagues

First-league matches in football, handball, ice hockey, volleyball and field hockey thrill their fans in Hamburg throughout the year. When the FinalFour tournament for the German Handball Cup is on, the O2 World Arena is packed to the rafters. Since summer 2010, Hamburg can also be envied when it comes to catering for the needs of football fans: the legendary St. Pauli team has been elevated to the first division of the German Bundesliga. This makes Hamburg the only German city with two football clubs in the football elite. Some of the world's top boxers have also been based in Hamburg for years. World champions Dariusz Michaelczewski and the brothers Vitali and Vladimir Klitschko have all trained at Universum in the city's Wandsbek district. Today, Universum is considered one of the world's most successful boxing stables.

HSV writes football history

Founded in 1887, Hamburger Sportverein (HSV) is, along with Germania 88 Berlin, the oldest surviving football club in

Germany and was also one of the founder members of the Bundesliga in 1963. HSV remains the only team to have played in Germany's top league without a break. Football icon Uwe Seeler began his career here and has remained loyal to his city and his club ever since – a fact that causes nostalgic sentiment especially among the elder football enthusiasts. From the 1960s, HSV played in Volksparkstadion, and then from 2000 in the new AOLArena, one of the venues for the 2006 FIFA World Cup.

The stadium was renamed HSH Nordbank Arena in 2007, however in 2010 it was renamed again and is now known as the Imtech Arena. Rebuilt on several occasions, the stadium now holds 57,000 spectators and has been given a five-star rating by UEFA as one of the world's finest football venues. It also houses the HSV Museum.

www.hsv.de



STORY: FC St. Pauli – a football club with a difference

The club with a skull and crossbones as its symbol enjoys cult status in Germany. Although the football club has only been playing in Germany's top league again since 2010, FC St. Pauli has 19 million fellow travellers in Germany and a large fan club. It also has countless international fans, mainly from the alternative scene. Fans of FC St. Pauli have always been rather unique. They have strong political opinions and condemn all forms of discrimination and commerce. There was an outcry among fans when electronic perimeter advertising was used in the stadium in 2010. The club, whose history goes back more than a century, is well rooted in the St. Pauli district of Hamburg with its famous pub and music scene.

www.fcstpauli.de



Metropolis of Culture

Urban cultural Landscapes of World Repute

Thanks especially to its wealth of versatile, high-quality cultural offerings, Hamburg enjoys an outstanding reputation as a cultural Mecca. Its theatres and concert halls, stage musicals and museums – among them Deutsches Schauspielhaus, Thalia Theater, Laeiszhalle/Musikhalle Hamburg and Hamburg State Opera – attract more than ten million people every year. Due to its ambitious ar-

tistic goals and daring architecture, even during construction the new Elbphilharmonie Hamburg is stirring immense interest on the international culture scene. With four theatres staging long-running musicals, Hamburg has long been ranked as a musical capital comparable with New York and London. Also extremely popular is the “Hamburger Szene” with its plethora of heaving



clubs, a thriving off-scene as well as cabarets, contemporary dance studios and Kleinkunst. Cultural life in the Metropolitan Region is also diverse and well worth discovering – from the “rural cultural outpost” in Wendland to ambitious exhibitions by regional artists to some intriguing museums.



The City as a Stage

Hamburg's diverse theatre scene

Hamburg has some of the best theatre in Germany, above all at Deutsches Schauspielhaus, where such famous directors as Gustav Gründgens, then Peter Zadek and later Frank Baumbauer, held sway. Today, the Thalia Theater ensemble is reputed to be one of the finest in Germany. Other top venues are Hamburger Kammerspiele, founded by Ida Ehre, and Theaterfabrik Kampnagel, the showcase for a succession of provoking new trends in dance and performance. Ohnsorg Theater, finally, is a hallowed Hamburg institution that for decades now has captured and kept a loyal following with plays in Low German.



Hamburg Theatre Night

The Hamburg Theatre Night, when around 40 theatres come together to start the new season with a bang, takes place at the start of September every year. The special night gives Hamburg's theatres the chance to demonstrate how varied, unique and incomparable they are. Visitors gain an insight into the diversity of current productions: elaborate and pure, traditional and avant-garde, spoken and sung, tragic and comic, danced and improvised. Date for 2011: 10 September.

www.hamburger-theaternacht.de



STORY: Magnificent German spoken drama

With the Thalia Theater (among its other distinctions, "German-speaking Theatre of the Year 2007") and Deutsches Schauspielhaus as Germany's largest theatre in the field of drama, Hamburg possesses two of the foremost theatres in the German-speaking area of the world. It is the home of both traditional and experimental theatre and is setting the bar in both fields of drama. www.thalia-theater.de, www.schauspielhaus.de

Theatres in Hamburg and the Metropolitan Region (a Selection)

Altonaer Theater	www.altonaer-theater.de
Allee Theater	www.alleetheater.de
English Theatre	www.englishtheatre.de
Ernst-Deutsch-Theater	www.ernst-deutsch-theater.de
Fliegende Bauten	www.fliegende-bauten.de
Fundus Theater	www.fundus-theater.de
Hamburger Kammerspiele	www.hamburger-kammerspiele.de
Imperial Theater	www.imperial-theater.de
Komödie Winterhuder Fährhaus	www.komoedie-hamburg.de
Monsun Theater	www.monsun-theater.de
Ohnsorg Theater	www.ohnsorg-theater.de
St. Pauli Theater	www.st-pauli-theater.de
Theater für Kinder	www.theater-fuer-kinder.de
Theater in der Basilika	www.basilika-theater.de
Theater Lüneburg	www.theater-lueneburg.de
Theater im e.novum Lüneburg	www.theater-enovum-lueneburg.de
Theater Metronom Visselhövede	www.theater-metronom.de
Theater Itzehoe	www.theater-itzehoe.de
Theater Wedel	www.theater-wedel.de

TIPS

Shows in the Hamburg Planetarium

The Planetarium Hamburg offers a wealth of programmes devoted to the night sky. Among the highlights are theatre and concerts under the stars. Under the night canopy, it is all the easier to appreciate sounds and stories.

www.planetarium-hamburg.de

Imperial Theater

The Imperial Theater was founded on 19 August 1994. Loving attention to detail transformed this former première theatre and later cinema into an unusual 270-seat musical theatre that made European musical theatre history in 1994 by staging the German premiere of Grease. Since being refocused on thrillers, the former musical theatre has become Germany's largest theatre specialised in the genre.

www.imperialtheater.de

Performing arts in factory sheds: Kampnagel

Kampnagel is Germany's largest independent theatre and production facility and is numbered among the foremost international experimental theatres. The former crane factory was rebuilt in 1984 as a multifunctional theatre complex. With six theatres, a cinema, rehearsal rooms and a restaurant, every season Kampnagel attracts tens of thousands of visitors. The programme extends from theatre, dance and performance, via

music, the fine arts and architecture. Around 100 premières, first performances and special events are held here every year. www.kampnagel.de

Karl May Festival in Bad Segeberg

The performances of the Karl May Festival in Bad Segeberg, north of Hamburg are a sure-fire success for family outings. On the rocky open-air stage in the north of Hamburg, cowboys and Indians vigorously fight out Wild West cliffhangers – even Pierre Brice, legendary in the part of Winnetou, fired children's imaginations here for years.

www.karl-may-spiele.de

STORY: Harbour Front Literaturfestival

The Harbour Front Literaturfestival has been held since 2009. Even in its first year, around 16,000 visitors came to the more than 80 events that took place on eleven days in and around the port of Hamburg. Such a literary festival can only take place at the port, which has always been a hub of different languages, religions and cultures, and therefore reflects what literature around the world portrays. The festival takes place in September every year – in 2011 from 14 to 24 September. www.harbourfront-hamburg.com



Hamburg: Germany's premier musical location

After New York and London, Hamburg is the world's third-most successful musical centre. For years, such hit musicals as Disney's *Lion King* and *Tarzan*, or more recent productions such as *Sister Act* have been luring musical lovers to the waterside metropolis. Other theatres have also caught the musical bug, e.g. Schmidts TIVOLI with the St. Pauli hit musical *Heiße Ecke*. The Joop van den Ende Academy in Speicherstadt, moreover, has been training a new generation of young musical talents, ensuring a flow of fresh blood.

www.stage-entertainment.de

www.tivoli.de

Musicals in Hamburg

Tarzan	Theater Neue Flora
Lion King	Theater im Hafen
Sister Act	TUI Operettenhaus
Heiße Ecke	Schmidts TIVOLI

Tickets: www.hamburg-tourismus.de, Tel.: +49 (0) 40 300 51 300

STORY: Showtime on the high seas – Seelive TIVOLI

The former Seilerstraße primary school in St. Pauli provides dry land: performers, singers and dancers take to the stage here to rehearse for their dates afloat in shows and musicals on AIDA Club ships. The Seelive TIVOLI musical studio is a unique joint venture between Schmidts TIVOLI Theatre and AIDA Cruises. Anybody surviving a casting session here can promptly embark on a career in musicals with a tour out on the high seas – yet another intriguing aspect of maritime Hamburg.

www.seelive.de

Hamburg State Opera – the world's first public opera house

With its versatile programme of outstanding opera and ballet productions, covering almost 400 years of musical history, Hamburg State Opera is among Europe's leading opera houses. Australian conductor Simone Young took over the artistic direction of Hamburg State Opera at the start of the 2005/06 season. As its musical and artistic director, Simone Young presents thrilling productions, performed by renowned artists, covering the whole range between



Baroque and contemporary opera. Current highlights include Wagner's Ring Cycle as well as the "Opera Rara" concert series.

www.hamburgische-staatsoper.de

Schleswig-Holstein Music Festival – classical music in regional barns and castles

Ever since being launched in 1986, the Schleswig-Holstein Music Festival (SHMF) has been among Europe's premier classical music events. Every summer, more than 150 performances at up to 50 different venues in Schleswig-Holstein, Hamburg, Lower Saxony and Denmark bring a feast of music to the region between the North Sea and Baltic Sea. This "Music festival in the countryside" combines nature and music in a very special way. Top-flight concerts with artists such as Lang Lang, Christoph Eschenbach or the Boston Symphony Orchestra at unexpected locations that range from barns to waterfront warehouses to castles – such is SHMF's recipe for success. For the 2011 festival, taking place from 9 July to 28 August, the focus will be on music from Turkey.

www.shmf.de

The Hamburg-based "Ensemble Resonanz" orchestra

Subculture meets high culture in Hamburg's sanguine Schanzenviertel. The renowned Hamburg orchestra "Ensemble Resonanz" has moved its rehearsal room to "Kulturhaus 73" – a location where after sunset you can enjoy your after-work tippel in illustrious surroundings to the sound of the DJs pumping out the tunes. It is planned to establish a regular classical music venue by the end of 2012.

www.dreiundsiebzig.de,

www.ensembleresonanz.com

STORY: John Neumeier – Hamburg's star choreographer

Hamburg Ballet has achieved world renown thanks to its choreographer Professor John Neumeier. He has headed the company for over 30 years, during which it has made history with numerous legendary performances in Hamburg and in theatres around the world.

In 2007, the Hamburg Senate made John Neumeier an honorary citizen of the city and appointed him Hamburg's cultural ambassador. He is truly a fascinating personality and a global star in his field.

www.hamburgballett.de

Fine Range of Museums from Classical to Avant-garde

Art treasures, museums and exhibitions attract more than 2.5 million visitors every year, no less than 1.4 million of them for Hamburg's 45 museums alone. The Long Night of the Museums has been held ever since 2000, and in 2010 attracted around 30,000 people. Several museums with a total exhibition area of over 30,000 square metres line Hamburger Kunstmeile either side of the main train station in the heart of the city. The Hamburg Metropolitan Region contains altogether 300 museums.

www.museen-in-hamburg.de

TIPS

Kunsthalle and Gallery of Contemporary Art

Opened in 1869, and once the embodiment of the Hamburg bourgeoisie's feeling for art, the Kunsthalle is today acknowledged to be one of Germany's leading art galleries. Since 1996, the strikingly positioned Gallery of Contemporary Art has supplemented the main collection with ambitious examples of art today. Major temporary exhibitions have won both parts of the gallery an international reputation.

The collections range from old masters and a valuable print room through the 19th century, to modern classics, to post-1960 international art displayed in the Gallery of Contemporary Art.

www.hamburger-kunsthalle.de

Bucerius Kunst Forum

Part of the ZEIT Stiftung Ebelin und Gerd Bucerius, the Bucerius Kunst Forum is centrally located, right next to the city hall. Four high-calibre exhibitions on art ranging from the ancient world to more contemporary works are mounted annually. Each exhibition illustrates artistic associations and demonstrates the connections and relationships between different periods and disciplines. Under the motto "Art always fits in between", here the Bucerius Kunst Forum pursues an exciting policy.

The aim is to stimulate visitors to enter the museum even during their midday breaks. The exhibition themes have been conceived so as to be accessible within an hour. The exhibition programme itself is supplemented by a variety of cultural events.

www.buceriuskunstforum.de

Völkermuseum

The Hamburg Museum for Ethnography is today one of the largest of its kind in Europe. Founded in 1879, it possesses a unique collection of approx. 350,000 treasures from all parts of the world – from Inca gold to artefacts of Tibetan Buddhism to relics of Ancient Egypt.

www.voelkerkundemuseum.com

House of Photography in Deichtorhallen

Between the main train station and Speicherstadt, the two restored Deichtorhallen have become established as an exhibition centre for photography and modern art. Exhibitions in the House of Photography demonstrate all its many aspects and track its history from the traditional methods to digital-electronic photography. The foundation for these is the F.C. Gundlach Collection, one the foremost devoted to the art of photography and fashion.

www.deichtorhallen.de



Story: Bossard art institution as a unique synthesis of the arts

The Bossard art institution is a synthesis of the arts unique of its kind in Germany. On a three-hectare plot of heath located in the woods between Jesteburg and Lüllau, Johann Michael Bossard and his wife Jutta Bossard-Krull have fulfilled their dream of creating an ambience where the different arts of architecture, sculpture, painting, the arts and crafts and the art of gardening have been melded to form a unity.

www.bossard.de



Museums in Hamburg and the Metropolitan Region (a Selection)

A. Paul Weber Museum	www.weber-museum.de
Buxtehude-Museum für Regionalgeschichte und Kunst	www.buxtehude.de
Altonaer Museum	www.altonaer-museum.de
Archäologisches Zentrum Hitzacker	www.archaeo-zentrum.de , www.museen-wendland.de
Bismarck-Museum Friedrichsruh	www.museum-sh.de
Deutsches Zollmuseum	www.deutsches-zollmuseum.de
Dithmarscher Landesmuseum	www.landestmuseum-dithmarschen.de
Elbschiffahrtsmuseum Lauenburg	www.raddampfer-kaiser-wilhelm.de
Ernst-Barlach-Haus Jenischpark	www.barlach-haus.de
Hamburg Museum	www.hamburgmuseum.de
Helms-Museum	www.helmsmuseum.de
Industriemuseum Elmshorn	www.industriemuseum-elmshorn.de
Jenisch Haus	www.altonaer-museum.de
Kranichhaus-Museum Otterndorf	www.kranichhaus.de
Kunsthaus Hamburg	www.kunsthauhamburg.de
Kunsthaus Stade	www.kunsthaus-stade.de
Museumshafen Oevelgönne	www.museumshafen-oevelgoenne.de
Museum Altes Land Jork	www.jork.de/museen.htm
Museum der Arbeit	www.museum-der-arbeit.de
Museum für Kunst und Gewerbe	www.mkg-hamburg.de
Ostpreußisches Landesmuseum Lüneburg	www.ostpreussisches-landestmuseum.de
Schwedenspeicher-Museum Stade	www.schwedenspeicher.de
Schloss Agathenburg	www.schlossagathenburg.de
Schlossmuseum Ahrensburg	www.schloss-ahrensburg.de
Schloss Reinbek	www.schloss-reinbek.de



For addresses and further details: www.museen-in-hamburg.de, www.metropolregion.hamburg.de

Hamburgmuseum

Hamburg Museum is a cultural history museum that offers an overview of the varied history of the city of Hamburg, from its beginnings around 800 AD to now. It is the biggest museum in the Foundation of Historical Museums in Hamburg – complemented by Altonaer Museum, which focuses on maritime history, Helms-Museum, which specialises in archaeology, and the Museum of Work in Barmbek.

www.hamburgmuseum.de



Hamburg's gallery scene – free-spirited and cosmopolitan

Alongside the established art scene, a lively and varied collection of galleries has become established in Hamburg. In total there are more than 50 galleries, with the highest concentration of exhibitions to be found in the heart of the city on Fleetinsel. Yet Hamburg's gallery owners also provide space for the fine arts and current trends in other areas of the city. "Arbeitsgemeinschaft Hamburger Galerien" provides an overview of current events

www.galerien-in-hamburg.de



Das Hafenumuseum Hamburg

The protected, 100-year-old “Schuppen 50–52” buildings are an original harbour site with a unique character and an ingrained maritime flair. The buildings are the port’s last remaining symbol of the Wilhelmine era. This is also where Hafenumuseum Hamburg is situated, a tourist attraction for anyone interested in the history of the maritime trade. Veterans of the oceans will guide you through the exhibition, on a site of 2,500 square metres. These first-hand experts will share their knowledge with you and also tell a tale or two.

www.hafenmuseum-hamburg.de

Prototyp – Hamburg’s car museum

The Prototyp motorcar collection, which specialises in Porsche models, showcases around 40 classic and rare sports cars and other rarities on two 100-year-old protected factory floors. Visitors are taken back in time to the era when pioneers thought up, built and drove the first vehicles. The museum tells the stories of legendary racing car drivers and presents their original vehicles and the engines in them. The focus is on famous names from the world of motor racing and covers the highpoints as well as the tragic moments.

www.prototyp-hamburg.de

Hundertwasser Station Uelzen

Uelzen’s “Hundertwasser Station” is one of Germany’s most beautiful rail stations. The unique decoration of the station with its colourful columns and towers attracts 450,000 visitors a year to Uelzen. Opened in 2000, the station was architectural philosopher Friedensreich Hundertwasser’s last work. The station is also interesting from a climate perspective, as its large photovoltaic installation turns light into useful energy.

www.hundertwasserbahnhof.de

German Salt Museum Lüneburg

This is no dead and dusty museum, but one to touch, to feel and “to grasp.” The first documentary evidence of the salt mine dates from 956. It was closed in 1980, after over a millennium of production. The former saline expanses and the production equipment form the basis of the museum, which conveys not only some details of Lüneburg’s history, but also the culture behind the “white gold” of the Middle Ages and today’s seasoning.

www.salzmuseum.de

Ernst Barlach Museum

The birthplace of expressionist artist Ernst Barlach (1870–1938) was presented to the Barlach Society in 1987, to serve as a cultural centre and to honour the memory of an artist defamed by the Nazis. The display in the house in Wedel concentrates on his graphic and literary works, besides having an extensive photo archive. Other museums devoted to Barlach’s life and influence are located in Ratzeburg, Hamburg and Güstrow.

www.ernst-barlach.de

Kiekeberg Open-Air Museum

Between the southern outskirts of Hamburg and Lüneburg Heath, Kiekeberg Open-Air Museum lies amid the great variety of scenery in the Schwarze Berge nature park. Here, 30 historic buildings on a 12-hectare site reflect the culture and the patterns of rural life in the Winsen Marshes and the northern part of Lüneburg Heath. Numerous special days are held at the museum throughout the year. From such culinary events as the farmers’ meal to celebrate harvest, the cheese market and the speciality market, to meetings of tractors or veteran cars for engineering buffs, to the historic fair, to craft markets and plants sales, there is something here for every taste.

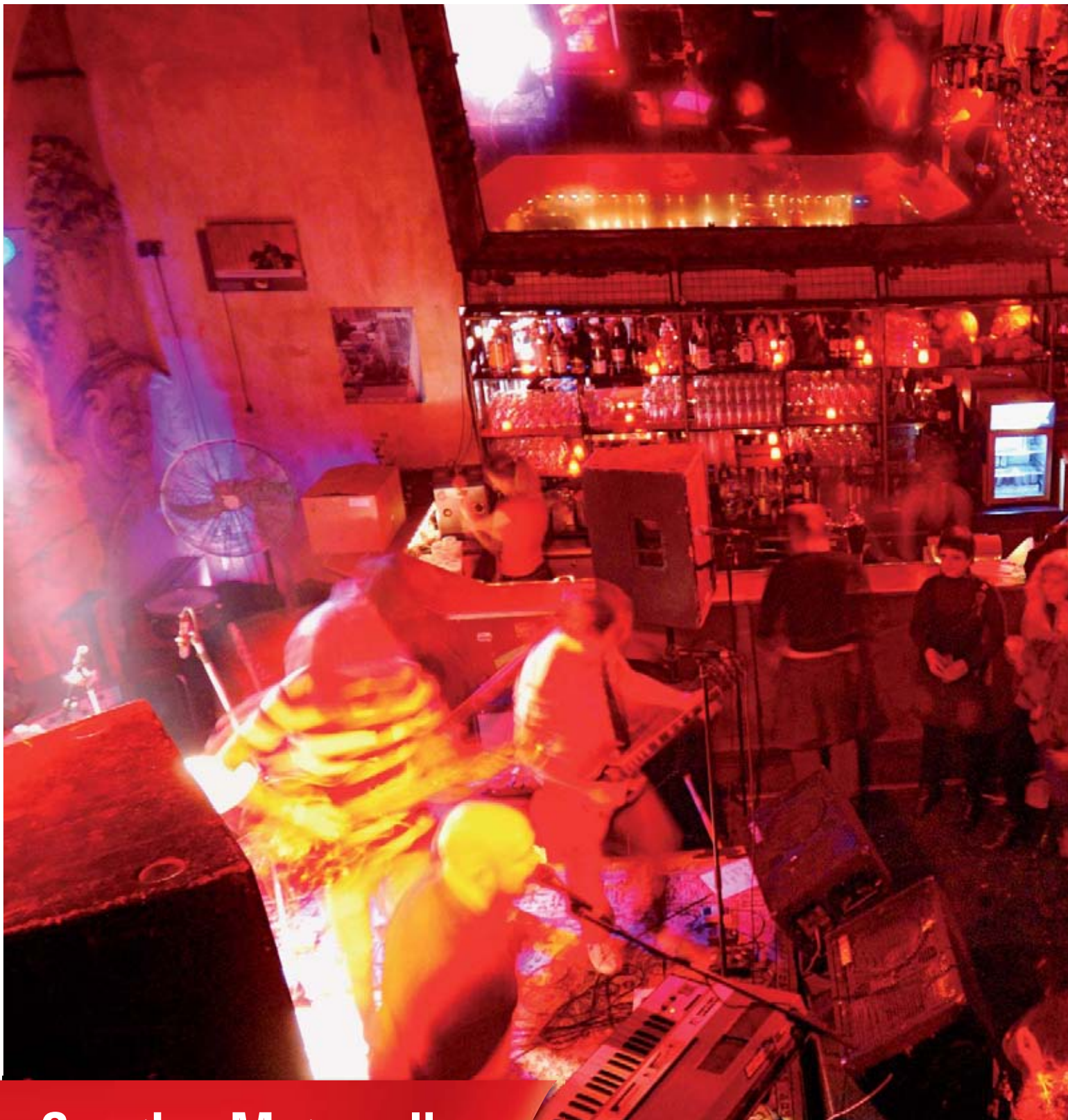
www.kiekeberg-museum.de

STORY: On the trail of church organs

Hamburg is a leading centre for church music. The fact that a specific layout in some organs is known as the “Hamburger Prospekt” is not the only indication for this. Many outstanding organs can be found in and around Hamburg, especially those by the great organ builder Arp Schnitger (1648–1719). His career began in his workshop in Stade and he left many testimonies to his art. Completed in 1693, with its 60 registers and some 4,000 pipes – the four-manual Schnitger organ in the church of St. Jacobi is the largest surviving Baroque organ in Northern Germany. Another “must” for organ lovers is a visit to the church of St. Pankratius out in the Hamburg suburb of Neuenfelde, which contains not only Arp Schnitger’s famous 1688 organ, but the organ builder’s church pew as well as his family tomb.

www.orgelakademie.de, www.jacobus.de, www.schnitgerorgel.de





Creative Metropolis

Up with the trends – the scene in Hamburg

The city's music and "in" crowd are constantly setting fresh trends in terms of vibrant nightlife and creativity. Hamburg's former red-light thoroughfare, the Reeperbahn in St. Pauli, long ago became an attractive entertainment district, offering an abundance of theatres and cabarets, galleries, pubs, clubs and music

venues. More than 50 years after the Beatles started their career on the Reeperbahn, this area of town is regarded as Northern Europe's major music hotspot. Thus, the Reeperbahn is a steppingstone for up-and-coming bands that are best experienced during the annual Reeperbahn Festival. Yet several other trendy



quarters are also buzzing with creativity: in Schanzenviertel, Karolinenviertel, Ottensen or St. Georg, or in the bars and beach clubs by the port, you will find trendy locations and creative entrepreneurs, while Hamburg's alternative scene gets together in the historic Gängeviertel district.



The Reeperbahn – an entertainment district in transition

The Reeperbahn is a living legend – once a seedy red-light quarter for seafarers and ne'er-do-wells, then during the 1960s and 1970s, a springboard for pop culture and the Beatles of the Wirtschaftswunder era, but also a deeply Germanic El Dorado for stolen moments of fleeting, uninhibited sex tourism. Yet since the 1990s, the red-light district has been transformed into something quite different – offering drinking and clubbing en masse alongside art galleries, cabarets and theatres, established theatres, gaudy palaces for musicals and even classy restaurants.

The backbone of Hamburg's entertainment district is 930 metres long, strewn with nightclubs and bars, pubs and clubs. Above all, the side street Große Freiheit, Hans-Albers-Platz, Davidswache police station, as well as Spielbudenplatz with the Panoptikum waxworks and Operettenhaus are all musts on the tourist round. Far more cramped but parallel to the Reeperbahn is Herbertstraße, a street of brothels that is off-limits for juveniles and female visitors. Yet the masses today stream past the red-light haunts and on into in-vogue clubs and restaurants, theatres and stage musicals. Alongside the Reeperbahn, the revamped Spielbudenplatz with two mobile platforms offers plenty of space for open-air gigs and public views. The remake of Spielbudenplatz makes the Kiez even more appealing. Beatles-Platz and the BEATLEMANIA exhibition, directly at the entrance to Große Freiheit, draw countless visitors and fans.

TIPS

Clubbing in Hamburg

Whether live band or international DJ – clubs in Hamburg offer the right ambience for every taste. Techno, house or heavy metal – from A like Angie's Nightclub to Z like Zuckerclub – cater for every night owl. Fabled shrines here include the Golden Pudel Club, Kurhotel and Mojo Club, Molotow and Hafenklang, Kaiserkeller and Große Freiheit 36, Prinzenbar and Moondoo. Yet the best course is to approach the night free of preconceptions, fall in with the rhythm of the night, and make your own discoveries in corner pubs, off-street shrines and basement bars. The agile breeze propelling music fads and trends blows where it will, and moves far too fast to allow for guided tours.

Heavy Metal in the countryside: the Wacken Open-Air Festival

This festival is not dubbed the "Cult festival" for nothing. Ask heavy metal fans in Germany or abroad, which event tops their preferences, and more often than not the answer will be "Wacken Open Air". What started off as a special-interest festival in the countryside has developed into the world's largest and most important Heavy Metal festival with more than 75,000 fans – in the middle of a small village outside Itzehoe. www.wacken.com

Hurricane Festival in Scheeßel

The Eichenring motorcycle dirt racetrack near Scheeßel has been the venue for the Hurricane Festival since 1997. With more than 70,000 visitors year after year, this is regarded as one of Germany's biggest music festivals. The "Hurricane" relies on

a mix of rock, alternative and pop, with newcomers taking the stage in addition to established greats. www.hurricane.de

Dockville Festival by the water

Featuring national and international bands, Dockville Festival is held right by the water, on the Elbe island of Wilhelmsburg. Apart from the shows and gigs that take place on the main platform and Wäldchenbühne, numerous installations by different artists guarantee an inspiring atmosphere. Scattered around the entire site, multimedia and locally related installations create moments of recognition that add excitement to the collective experience. www.dockville.de

ELBJAZZ im Hamburger Hafen

Taking the barge to enjoy a jazz concert – a simple fact at the ELBJAZZ festival. Here, 45 gigs are performed on 15 stages, some of which are situated in the heart of the port. Venues include the dry docks of the Blohm + Voss shipyard, the "Cap San Diego" museum ship as well as Marco-Polo-Terrassen at HafenCity Hamburg. The barges take on the role of a shuttle service, transporting guests to and from these unique maritime venues. In short, ELBJAZZ is an international festival celebrated at extraordinary locations along the Elbe, featuring exciting artists, from newcomers to legends, both indigenous and from abroad. www.elbjazz.de



STORY: The Beatles in Hamburg

The Beatles first appeared in Hamburg on 17 August 1960, in the Indra, Große Freiheit, when an unknown band from Liverpool plunged into the pulsating scene in the red-light district. The Beatles played for the last time in Hamburg's Star Club on Große Freiheit on New Year's Eve 1962. Only days later, their first single proved a big hit and their world career commenced. Hundreds of gigs in the clubs of St. Pauli fell between these two dates. Their time in Hamburg was crucial for the Beatles. Here, they developed their own style; here, they chose the trademark haircut. Almost 50 years later, one can follow in the footsteps of the Beatles, whether on Beatles-Platz at the entrance to Große Freiheit or in the BEATLEMANIA exhibition – with material galore for stories about the music.

www.beatlemania-hamburg.de

BEATLEMANIA Hamburg

In the early 1960s the young, recently formed Beatles honed their skills in clubs like the Indra, the Top Ten, the Kaiserkeller and the Star Club on Hamburg's Reeperbahn. Since 2009, they have had a new home just where it all began. No more than a guitar's throw away from the Beatles-Platz and the clubs where they played, a project unique of its kind to honour the Beatles has opened its doors: BEATLEMANIA Hamburg. Covering 1,300 square metres, this exhibition is fascinating for its many original exhibits and the unusual presentation of the story of the Beatles – from their beginnings in Hamburg until their break-up.

www.beatlemania-hamburg.com

Hamburg's music business – handy for artists

The very best thing about Hamburg is the music. For pop music, in particular, nowhere else in Germany can beat this centre on the banks of the Elbe. Anybody wishing to dive into the frenzied world of clubs and bands only needs to make for St. Pauli,

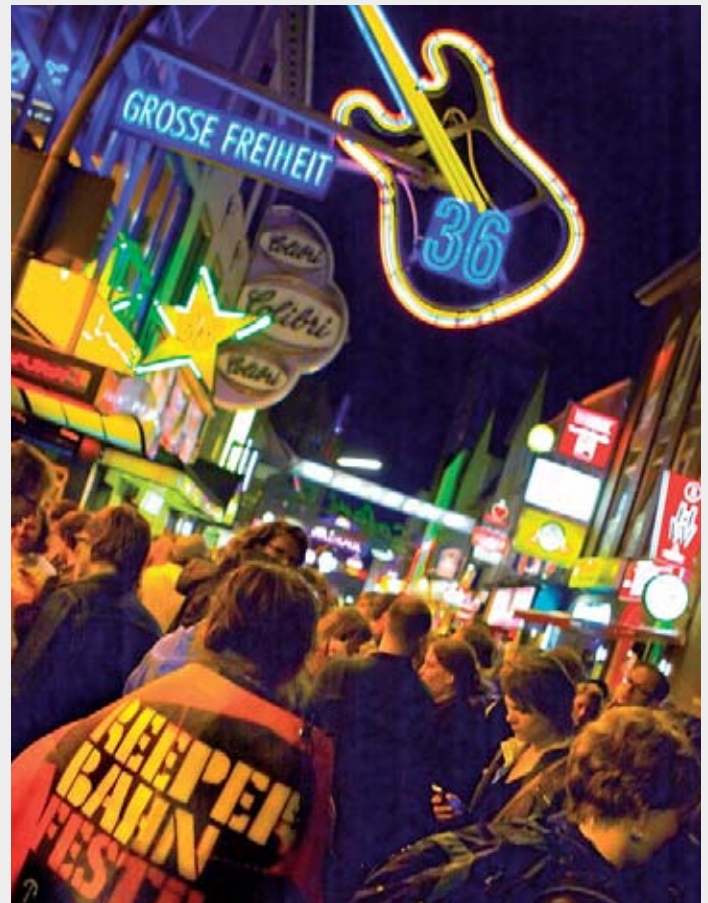
or the Kiez, offering a staggering variety of music. As a location for music, Hamburg taps its creative potential with aplomb. The city houses a balanced mixture of small, medium-sized and large companies covering all areas and genres, while at the same time creating considerable cultural and economic value. All in all, Hamburg's music business comprises a good 900 companies.

These conditions produce many advantages for the artist. Short distances simplify contacts with labels, music publishers, producers, sales and marketing and other local service providers. Today, about a quarter of the German music market is in the hands of independent labels. Without small labels such as Tapete Records, Grand Hotel van Cleef or Wavemusic and Kantor Records, music of a quality and authenticity acceptable on the club scene would be inconceivable. Trendy local labels such as Strange Way Records not only pioneer tomorrow's musical trends, today they even produce chart breakers.

STORY: Reeperbahn Festival

The Reeperbahn Festival is a club festival of a kind found nowhere else in Europe. Annually on the last weekend in September, dozens of new international bands perform in the music hotspot before an enthusiastic audience. Music fans not only enjoy the thrilling programme, but also an unrivalled backdrop: the Reeperbahn, world-famous, with an atmosphere all its own and strewn with innovative music clubs. Since 2006, the festival team has regularly set Hamburg's Reeperbahn alight with spectacular live music. For three nights, up to 200 bands and single artists play New International Music (festival motto) for an audience of 20,000 fans. Gigs take place in around 20 clubs, bars and theatres. Since 2009, this hugely successful festival has been accompanied by Reeperbahn Campus, an international business rendezvous for the music and creative industry. In 2011, the Reeperbahn Festival takes place from 22 to 24 September.

www.reeperbahnfestival.com



World-class Design made in Hamburg

With more than 2,200 designers and design offices of all sizes living and working in the Hanseatic city, Hamburg can be regarded as Germany's design powerhouse. Design services available in Hamburg range from industrial, product, fashion and textile design to communications, packaging, corporate and brand design – from product development to market launches.



TIPS

hamburgunddesign° & designxport

In recent years, design has become an important economic and location factor for Hamburg. Founded in 1995 by the Hamburg Ministry of Economic Affairs and Employment, hamburgunddesign° has pursued the goal of promoting the competitive factor of design and publicising Hamburg's expertise as a design and creative location. hamburgunddesign° is a point of contact for designers and companies, students, design aficionados and journalists.

www.hamburgunddesign.de

designxport, Hamburg's new design centre, was initiated by hamburgunddesign° in cooperation with committed representatives of Hamburg's design industry and will open in 2012 in Elbtorquartier at Magdeburger Hafen in HafenCity Hamburg. designxport will be a permanent public platform, a meeting point and hub for ideas, information and discussions around the theme of design from Hamburg and the world at large.

www.designxport.de

Hamburg's design emporium: stilwerk

For those interested in design classics and the latest trends in interior decoration, stilwerk is precisely the place! Since 1996, stilwerk has been the first stop for interior design in Hamburg. On 11,000 square metres and seven floors of a former malt house on Große Elbstraße, 28 shops offer everything in the way of furnishings and design. www.stilwerk.de

Fashion design from Hamburg

Several well-established fashion brands and fashion designers come from Hamburg. Wolfgang Joop, Jil Sander and Karl Lagerfeld, these three great German designers, have all lived in Hamburg for a long time, while "Cashmere Queen" Iris von Arnim both lives and works there. Hamburg is also right up among the leaders for way-out fashions. Especially young, unknown fashion designers are extremely creative in terms of new ideas, trends and forms of presentation. Their studios, showrooms and shops can be found all over the city, in Winterhude, Eimsbüttel, at the port, in Karolinentviertel, Schanzenviertel and Harvestehude. Collections, catwalk shows and exhibitions are on the agenda almost every day. Names such as Anna Fuchs, FKK, Philippa Lindenthal and Estomo are currently setting the bar for established fashion from Hamburg.

STORY: Karl Lagerfeld's links with Hamburg

Fashion czar Karl Lagerfeld was born in Hamburg and retains close links with the city to this day. His father was a Hamburg-based producer of tinned milk. The multi-talented Lagerfeld entertains a tremendous passion, not just for fashion, but also for art, photography, design and architecture. For many years Lagerfeld possessed a villa of his own in Blankenese, and just now he is designing two villas and a restaurant in Sophienterrasse that are due for completion in 2012. Even today, you can still discern some typically Hanseatic character traits in him: style, discretion and a cool yet self-assured restraint typify Karl Lagerfeld. Asked on a television show about the price of his cheapest suit, he replied: "It is the height of luxury not to look for the price ticket. And, above all, not to discuss the price. We are in Hamburg. And in Hamburg one does not discuss money."

www.karllagerfeld.com

STORY: Gängeviertel: an alternative hotspot

On 22 August 2009, a group of 200 people, among them local artists and social-minded citizens, settled in Gängeviertel to save the historic quarter of town from decay and demolition. These people had come to create a new space for creativity in the middle of the old town. This was to be achieved via arts, culture, discussions and social initiatives to be held in studios and private apartments. Ever since then, tens of thousands of visitors from around the world have come to attend exhibitions, gigs, parties and book readings, and to discuss urban development approaches. Currently, a new utilisation concept is being created for Gängeviertel, one that will cater for the needs of the artists. This quarter is probably the most creative and exciting hotspot in Hamburg. www.gaengeviertel.info

Great Cinema in Hamburg

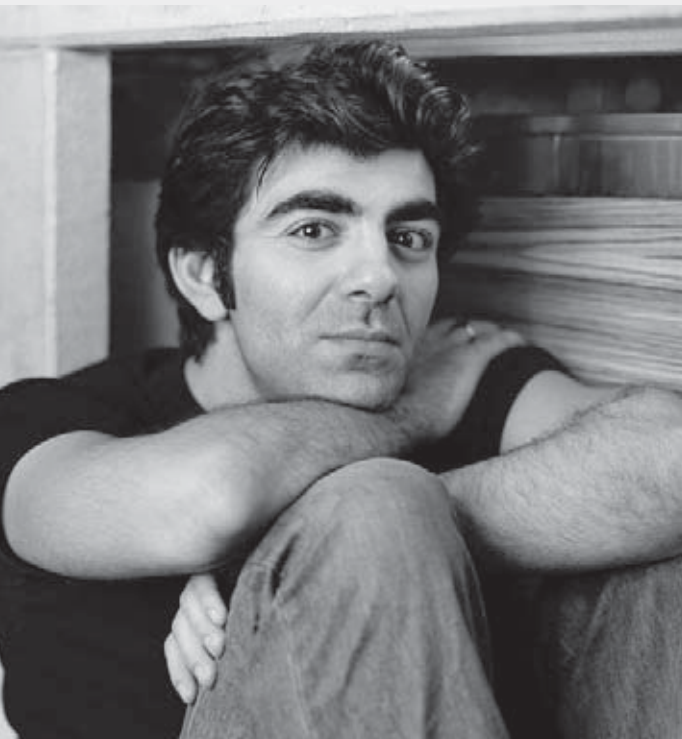
Film has always been a major Hamburg theme, and some memorable movies have been made here. This started with the great Hamburg actor Hans Albers. Today, Fatih Akin and other young directors are upholding the tradition. Filmfest Hamburg is a showcase for their work. Thanks to the activities of Hamburger Filmförderung and Studio Hamburg, the city is playing a growing part in German and international film and television production.

TIPS

Filmfest Hamburg – fine cinema in Hamburg

Accepted today as one of Germany's largest and most significant film festivals, Filmfest Hamburg is held annually in September/October. The audience especially appreciates its multifaceted mix of mainstream cinema, art house programming and films from up-and-coming directors, as well as the thematic choices of the festival. Dates for 2011: 29 September to 8 October.

www.filmfest-hamburg.de



The Filmförderung Location Office puts the north in scene

How do filmmakers find the appropriate motif when shooting on location in the north? Where is it permitted to film, and who are the contact persons? For all questions relating to the theme of filming in the north, the Location Office of the Filmförderung Hamburg Schleswig-Holstein is the right address. As a networking service and information pool, it supports film productions of all types with concrete assistance and a diverse range of services.

www.fchsh.de, www.ffsh.de

Studio Hamburg – success in series

Located only twelve minutes with the suburban railway from Hamburg city centre, you will find one of the largest audiovisual media centres in Europe: Studio Hamburg. On the 80,000 square metre site in the district of Tonndorf, international film stars and German soap heroes appear before the camera. Here quiz programmes are produced and the best German talk show formats developed. In twelve studios, transmission studios, sound studios and workshops, films, shows and series familiar to everyone are produced. www.studio-hamburg.de



STORY: Fatih Akin and new cinema from Hamburg

German-Turkish director Fatih Akin from Hamburg has injected a breath of fresh air into Germany's movie scene. As a director, he brings fresh, untried faces to the screen and clearly puts heart and soul into his work. His film *Head-On* (2004) won all the most significant film prizes on the national and European circuit. He was born and lives in Ottensen, one of Hamburg's most lively and multicultural districts; one that remains a profound influence on his work. With *Soul Kitchen* he has devoted a film to Hamburg that he describes as his first "Heimatfilm" ("home movie").



Events & More

Always a Reason to Party

Traditional festivals in Hamburg are always high-spirited affairs. Three times a year the DOM comes to town, the greatest fairground event in Northern Germany. Over 1.5 million people celebrate the Port of Hamburg's birthday with a parade of tall ships, open-air concerts and fairground booths. And should the "Queen

Mary 2" happen to call at the Hamburg Cruise Terminal, she will be greeted by a massive display of pyrotechnics and hundreds of thousands of spectators. Hamburg Cruise Days are a very special maritime event and will be held again in 2012. Other Hamburg crowds prefer to party with catchy tunes and lots of deci-



TIPS

Hafengeburtstag – a bumper maritime festival for the masses

Every year Hamburg fetes its port with a bumper party – recalling the granting of privileges by Emperor Kaiser Frederick Barbarossa on 7 May 1189. Toll-free trading extending from the Lower Elbe to the North Sea for all ships from the port marked the start of an unparalleled success story. Even today, the port forms the core of the Hanseatic City and the River Elbe is its vital artery. More than 1.5 million people throng the port for the world's largest waterfront party featuring a tall ships' parade, a fireworks display and a ballet afloat by port tugboats. From Baumwall as far as the St. Pauli landing stages and the fish market, the crowds dance, feast and party away for three pulsating days between fairground booths and concert platforms. In 2011, the Port Anniversary takes place from 6 to 8 May. www.hafengeburtstag.de

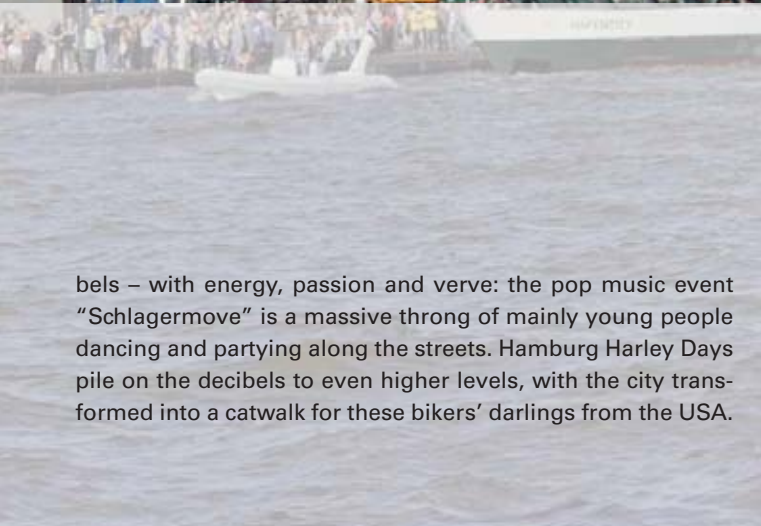
Hamburg Cruise Days 2012 – the port as stage for cruise attractions

In 2008, Hamburg celebrated its first Cruise Days with fantastic scenes and spectacular ship parades. Nearly one million visitors and the light art project "Blue Port" transformed the port into a stage that was one of its kind, spotlighting the waterside metropolis in an extraordinary fashion. Following 2010, the port will be transformed into a catwalk for the queens of the sea for the third time, between 17 and 19 August 2012. www.hamburg-cruise-days.de

The Port of Hamburg as baptismal font for cruise giants

With its inner city port, Hamburg provides the perfect arena for staging ship-christening ceremonies. Large shipping companies use this maritime location time and again for spectacular events. In 2009, for example, Mein Schiff from TUI Cruises was christened with a huge show event in front of tens of thousands of "mariners". In 2010, there was the spectacular christening of the new AIDA ship AIDAblu and the MSC Magnifica. The christening ceremony of Mein Schiff 2 (14 May 2011) and Celebrity Silhouette (21 July 2011) are already fixed dates in the city's maritime event calendar. The christening of the ninth AIDA cruise ship is firmly scheduled for 12 May 2012 during the Port's Anniversary celebrations.

www.aida.de, www.msccruises.com, www.tuicruises.de
www.celebritycruises.com, www.hafen-hamburg.de



bels – with energy, passion and verve: the pop music event "Schlagermove" is a massive throng of mainly young people dancing and partying along the streets. Hamburg Harley Days pile on the decibels to even higher levels, with the city transformed into a catwalk for these bikers' darlings from the USA.



China meets Hamburg:

CHINA TIME and Hamburg Summit

In 2010, Hamburg – China's gateway to Europe – showed itself from its Chinese side once again. With a diverse and spectacular programme, 200 events conveyed both the modern connections between the port city and China and their rich traditions. The 300,000 visitors received insights into Chinese culture, society and economy. In addition to CHINA TIME, the Hamburg Chamber of Commerce and Industry staged the fourth "Hamburg Summit: China meets Europe." The economic summit is the most important platform for Chinese-European dialogue. Both events will also be held again in autumn 2012.

www.china-time.de, www.hamburg-summit.com

The Hamburg DOM –

Northern Germany's biggest and oldest outdoor fair

Going back 800 years and drawing about 9 million visitors every year, the Hamburg DOM is one of the biggest, longest-lasting and oldest outdoor fairs in the world. The fair is held three times a year and lasts four weeks on Heiligengeistfeld – an open space covering 160,000 square metres and located in central Hamburg between the old town, city hall and the Reeperbahn, Alster and Elbe. In spring, summer and winter, roundabouts, big wheels and firework displays, as well as switchbacks, booths and a wide range of food stalls, provide thrills and spills. For some years now, the fair has also offered changing highlights in a special theme area – from a medieval market to a witches' village to a "miracle of ice" show.

www.hamburger-dom.de

Cherry Blossom Festival – Alster bathed in a riot of colour

There has been an annual Japanese cherry blossom festival with a firework display on the Outer Alster ever since 1968 (date for 2011: 20 May). This gift from the Japanese community to the Hanseatic city brings hundreds of thousands of people to the Alster every year. In the late 1960s, the Japanese community gave their Hamburgian hosts some cherry trees that were planted in Alsterpark, on Alsterkrugchaussee and Altonaer Balkon. The presentation was a thank-you gift for their hospitality. Around 100 Japanese companies with more than 7,000 staff are based in Hamburg. In Japan, cherry blossom marks the beginning of spring and stands for a new beginning – for beauty and transience. Every other year, a cherry blossom princess is proclaimed, who then



has the great honour of representing Hamburg in Japan.

www.djg-hamburg.de

"altonale" local festival of culture

Drawing more than 500,000 visitors each year, "altonale" is firmly established as one of Northern Germany's most popular events. This 14-day feast of culture comprises programmes devoted to art, literature and theatre (date for 2011: 1 to 19 May). For three days it is accompanied by a street party with a focus on live music. This local festival stands out for its mix of cultural events and commercial offerings. Altonale is characterised by an immense variety and a free-and-easy atmosphere with enough space for all cultural and social groups.

www.altonale.de

Hamburg Harley Days – Heavy Metal on the Elbe

Engines hum and a city is ruled by two-wheelers. It's like that every summer, when the European Harley-Davidson community descends on Hamburg. Once a year, two colours dominate the main thoroughfares of central Hamburg: orange and black. Then the world-renowned brand and loyal adherents of the Harley cult throw themselves into one big party: Hamburg Harley Days. Up to 600,000 visitors and 60,000 bikers from all over Europe come to this city-centre event devoted to humming engines. A full range of bands and other entertainment is offered around the Großmarkt premises (date for 2011: 24 to 25 June).

www.hamburgharleydays.de

Schlagermove Hamburg

Each year, Schlagermove turns the area between Landungsbrücken and the Reeperbahn into a loud, throbbing sea of colour. Schlagermove means shiny outfits and colourful wigs – and of course lots of German "Schlager" music. From 1 to 2 July 2011, hundreds of thousands of fans will happily join in as the embellished trucks are making their way through St Pauli.

www.schlagermove.de



Christmas markets – a feast for the senses in Hamburg and the Metropolitan Region

In the weeks leading up to Christmas, Hamburg and the towns of the Metropolitan Region lure visitors from far and wide with traditional and festive Christmas markets and other Christmas attractions. In many districts of Hamburg, the city is transformed into a magical Yuletide world – with manifold treats of all kinds for the eye and the palate.

The Christmas market on Jungfernstieg fully lives up to the elegance of the surroundings. Yet the Christmas markets on Gänsemarkt, in the old town or in St. Pauli are also well-worth visiting. One special highlight is the historic Christmas Market on Rathausmarkt, with its many beautiful stands making for a great atmosphere.

Around one hundred traders offer handicrafts from the Erzgebirge in Eastern Germany, woodcarvings from the Tyrol, traditional biscuits from Aachen, gingerbread from Nuremberg and ceramics from Lausitz. Designed by Circus Roncalli, this Christmas market directly in front of the festively illuminated city hall casts a poetic and alluring spell over its fortunate visitors. Yet the Metropolitan Region also has numerous Christmas markets worth a visit. Lüneburg, especially, is known far beyond the region for its historic Christmas markets. www.hamburg-tourismus.de



Dithmarscher Kohltage (Cabbage Days)

This is the name of a regional festival held annually in the district of Dithmarschen. Rather like wine festivals in Southern Germany, the Cabbage Days festival aims to celebrate cabbage growing's importance for the region. The elections of two female "Cabbage Queens", as well as cabbage and vegetable markets, a cabbage EXPO in Wesselburen and special cabbage dishes in numerous Dithmarschen restaurants form the highlights of the event. The start of the cabbage harvest is also officially marked by the cutting of the first of the crop during the festival. Ever since the late 19th century, Dithmarschen has been Europe's largest integrated cabbage growing area. About 80 million heads of cabbage are grown here on approximately 2,800 hectares.

www.dithmarscher-kohltage.de

Sülfmeistertage – the great salt party

In the Middle Ages, Sülfmeistertage was the wildest period of the year in Lüneburg. For some years now, the great party with salt as its theme has been becoming a big spectacle, with music and dance galore as well as crazy wagers and a large-scale procession. One of the most popular town festivals in Northern Germany, Sülfmeistertage is invariably held in the street of the old town during the first week of October.

www.lueneburg.de





Wattolümpiade (Mudflats Olympics)

The Wattolümpiade is a decidedly curious spectacle. At Brunsbüttel in Schleswig-Holstein, the talk is not just of competitions but of mud contests, a distinction to be taken literally. For the team games like handball, football and volleyball, squads are highly motivated and naturally join battle in the mud. "G-Shock Multathlon" events include a sack race in the mud and precision tea bag throwing. During the fashion parade, models in evening dresses fling themselves into the sludge prior to a football match against a select mudlark (Waittikan) team. With several bands letting rip at the Wattstock Festival, everything is done to ensure a great mood despite the mud.

www.wattoluempia.de

Glückstadt Matjes Weeks

Every year on the third Thursday of June, tension is high among thousands of visitors as a citizen's representative takes a first bite into a new season's matjes (or pickled herring). This "first bite" marks the ceremonial start of the new matjes season. Four days of celebrations throughout the centre of Glückstadt follow.

www.glueckstadt-dm.de



Wedel Harbour Festival

The motto for the Wedel Harbour Festival is simple: More colourful, more maritime and more attractive! Along with such proven attractions as the procession of town centre merchants, the culture platform or the mile of leisure associations, it is particularly the ships here that beckon visitors for an excursion to the Elbe – and all this in an idyllic atmosphere far removed from big-city stress.

www.wedel.de

From apple blossom to apple harvest

For five weeks every autumn, the focus in the countryside around Hamburg is on a fruit that ranges from being slightly sour to sweet and juicy. Visitors don't just get the opportunity to sample the just-picked apples, they also get to visit the farms and see everything that they can be used to make. Apple blossom time in spring is also a good reason for a trip to the Elbe marshes region or Altes Land.

www.holstein-tourismus.de, www.3meilenvorhamburg.de
www.urlaubsregion-altesland.de



Horse-racing on the tidal flats in Duhnen

The tidal flat races are a unique event that has been held at the spa district of Cuxhaven-Duhnen annually since 1902. The twelve galloping and trotting races amaze 30,000 spectators year after year. In order for these races to be held, there are 1,200 aids on-site to assist, and meticulous planning must be observed. Because the races are held on the tidal flats in front of the beach, the ebbing and flowing of the tides must be considered in the planning of this sport of kings.

www.duhner-wattrennen.de

Norderstedt Garden Show

The Norderstedt Garden Show, taking place between 21 April and 9 October 2011, proudly present three park and adventure landscapes. The forest park, the "Seepark" and the "Feldpark" are there to impress with their diverse atmospheres and attractions. There is much to be seen and experienced: gardening enthusiasts can enjoy fascinating indoor exhibitions, spacious elaborate theme gardens, colourful fields of blossoms and interesting presentations. All can be inspired by the paths around the impressive crystal-clear 25-hectare lake, through the forest and heath and the natural spa with its 4,000-square-metre beach, as well as the impressive view of the blossoming promenade.

www.landesgartenschau-norderstedt.de

Heideblütenfest Schneverdingen

Every heather blossom festival deserves a queen. Each year during the festival, a young lady is crowned the new Heather Queen. The coronation represents the highpoint of the festival, where each year around 35,000 guests are welcomed. On the Sunday of the festival, the incumbent queen presents her successor with a crown of heather and deems her the new queen of the heather on an open-air stage. The Heather Queen is then ambassador for the Lüneburg Heath and represents Schneverdingen in her charming way at diverse functions throughout Germany. The festival is always held on the last Sunday in August – in 2011 from 25 to 28 August.

www.heidebluetenfest.de

www.schneverdingen-touristik.de

Redeferner Hengstparade

Since the beginning of the parade in 1935, nearly one million spectators have attended the Redeferner Stallion Parade. The parade is the highpoint for breeders, horse enthusiasts and sportspeople, and has turned into a public festival pulling crowds of 20,000 visitors. The parade takes place over three Sundays in September and lasts for around four hours. With more than 17 screens, the noble stallions are introduced being led by hand, mounted, or in harness and tackle.

www.landgestuet-redefin.de

Stade Altstadtfest

There is everything from bartering and buying to music performances on five stages in the old town of Stade. Buskers, street theatre, a craft market, a sightseeing tour by canal boat and tourist train – all of these activities guarantee visitors an eventful weekend.

www.stade-tourismus.de





Shopping Paradieses

Shopping highlights in and around Hamburg

Jungfernstieg and Neuer Wall, Hanseviertel and Europa Passage – Hamburg is famed for its spacious malls and handsome boulevards, with their flagship stores and exclusive boutiques. A shopping tour through Hamburg is always fun. Exclusive showrooms for big-name designers, traditional Hamburg retail shops, and Europa Passage as a shopping Mecca between Ballindamm and

Mönckebergstraße, invite shoppers to browse and marvel, to try on garments and buy them. Less glamour, but cultural variety and a charm all their own are offered by such idiosyncratic quarters as Schanzenviertel, Karolinenviertel, Ottensen and St. Georg. From way-out fashion collections to self-confected accessories and oriental-style flotsam, to recordings made in some dark rehearsal



Hamburg – first Address for international Fashion Trends

Major brand stores and exclusive shopping malls, consumer palaces and smart boutiques set the scene in the shopping streets between Gänsemarkt, Jungfernstieg and Mönckebergstraße. This shopping paradise is ideal for strolling and browsing, and the icing on the cake is its proximity to the water. Numerous restaurants and cafes on the Inner Alster offer a perfect setting for the recovering from the stress of combing the stores – e.g. during “Sunday Shopping Events” on 19 June, 25 September and 6 November 2011.

TIPS

Hamburg’s consumer temple – Europa Passage

Hamburg’s largest shopping mall contains over 120 stores on five floors. Monumental steel arches and a glass roof with a cupola link the south and north sides, while the passage itself links Mönckebergstraße – or the eastern area of “Shopping City” – with Ballindamm and Jungfernstieg in the western part. This shopping crossroads features an elegant mix of retailers – fine stationery, shoe stores and fashion are as much at home here as teddy-bear outlets, jewellers and cafés. The glazed northern frontage provides an unmatched view of the revamped Jungfernstieg and the Inner Alster. www.europapassage.de

Jungfernstieg – the city’s showpiece boulevard

The spaciouly laid-out new promenade for strolling makes an elegant visiting card for Hamburg, being utterly suitable for a stroll or a relaxing break in the Alsterpavillon or out on the open-air terraces of steps down to the Inner Alster. Excursion steamers of the white Alster fleet sail from here on waterway and canal trips or excursions at dusk, also on scheduled services. Across the road are Hamburg’s most exclusive shopping shrines, the long established Alsterhaus department store and Neuer Wall, Hamburg’s most luxurious shopping street. www.alsterhaus.de

Passage-hopping, from Gänsemarkt up to Mönckebergstraße

Even when it is drizzling, a shopping stroll in Hamburg is a lot of fun – thanks to the numerous passages in an almost unbroken sequence. Walk along Colonnaden and through Gänsemarktpassage, and it is not far at all to the exclusive Hanseviertel, one of the largest city malls, with more than 60 shops and four cafés/restaurants. Two more passages open off this, Hamburger Hof between Poststraße and Jungfernstieg, or Galleria, in Art Decostyle, with abundant marble, chrome and glass, which leads towards Rathausmarkt. Not far away is Mellin Passage between Neuer Wall and Alsterarkaden – Hamburg’s earliest and smallest passage with Jugendstil paintings adorning its walls and ceilings. Hamburg’s department stores are concentrated on Mönckebergstraße plus Spitalerstraße, just a stone’s throw away. The big emporia hereabouts, brand stores and additional shopping malls such as the exquisite Levantehaus, have shoppers dawdling, there’s simply no alternative.

www.spitalerstrasse.de, www.bleichenhof.de, www.hanseviertel.de,
www.hhof-passage.de, www.galleria-hamburg.de

cellar, everything can be found here – but simply nothing that’s simply normal. Anybody preferring a cosy and romantic atmosphere should make for the picturesque old town of Lüneburg with its numerous boutiques, or head to the shopping streets of the 1,000-year old town of Stade.

Alternative shopping in Karolinenviertel and Schanzenviertel

Whether in Ottensen, Eppendorf or St. Georg, Hamburg also offers a plethora of shopping opportunities away from the city centre. Currently the most enticing route is a stroll through the distinctively "alternative" Karolinenviertel and the nearby Schanzenviertel. Young designers offer their sometimes outlandish collections, and shoes, bags or suits are here for every taste. The main artery through the Karolinenviertel is Marktstraße with such designer stores as "Alpenglügen", "Schuhsalon Grappe meets Moneypenny" or the gents' outfitter "Herr von Eden".

www.karolinenviertel.de



STORY: The joy of something different – shopping in a historic atmosphere

Even city people enjoy visiting the shopping areas of such historic towns in the Metropolitan Region as Stade and Lüneburg. Here, they find warm red-brick streets, quiet corners behind the old facades, and a host of small specialist shops and boutiques of a type no longer found in mega shopping centres. Individual advice, a leisurely pace, the chance to relax in street cafes, and a mass of events, culture and worthwhile sights, all make shopping here something of a different experience.

www.stade.de, www.lueneburg.de



Special Stores in Hamburg (a Selection)

Kauf Dich Glücklich. Fashion, accessories and chocolates	Susannenstraße 4, Schanzenviertel	www.kaufdichgluecklich.de
Hardenberg. Distinctive fashion for gents	Schanzenstraße 85, Schanzenviertel	www.hardenberg-mo.de
Inga Thomas. Eco-friendly, ethically correct shoes	Marktstraße 119, Karolinenviertel	www.ingathomas.de
Faktorei Geheim. Tattoos for clothes	Glashüttenstraße 5, Karolinenviertel	www.faktorei-geheim.de
Sium. Mode edel und stylish	Marktstraße 27, Karolinenviertel	www.sium.net
Hanseplatte. A fine record shop – only music from Hamburg	Neuer Kamp 32, Karolinenviertel	www.hanseplatte.de
Anna Fuchs. Premier designs from Hamburg	Karolinenstraße 27, Karolinenviertel	www.annafuchs.de
Oschätzchen. Specialties for epicures	Hohe Bleichen 26, City	www.oschaetzchen.com
Umani. This Hamburg designer has her garments produced in her country of origin	Poststraße 22, City	www.umani-blusen.de
Conrad Hasselbach. British design for aristocrats, huntsmen and gentlemen	Jungfrauenthal 5, Eppendorf	www.conradhasselbach.de
Budapester Schuhe. Beautiful shoes	Neuer Wall 30, City	www.budapester.eu
Ernst Brendler. Safari and marine clothing – it can't get more Hanseatic than that	Große Johannisstraße 15, City	www.ernst-brendler.de



Hamburg buys Green – eco-friendly Shopping in the Hanseatic City

The rising “Loha” (Lifestyle of Health and Sustainability) community is highly visible also in Hamburg. In the Hanseatic City you will find numerous ethical consumers who are interested in the origins and the production methods of the goods they buy. There is a long-established food market tradition in each one of Hamburg’s districts, with mostly regional goods that are sourced directly from the producer. But also when it comes to clothing, environmental and health factors are becoming more and more relevant.

TIPS

Organic food market

Hamburg is renowned for its wide range of weekly organic food markets, where select producers offer regional fruit and vegetable specialties and homemade delicacies. An organic market is not unusual to be found in various parts of Hamburg. As early as 1986, market organiser Anna Faika set up the first food market that sold organic produce only. For her commitment to the environment, the nature conservation group NABU bestowed on her the “Hanse-Umwelt-Preis”

www.oeko-wochenmarkt.de

goodgoods – Die Messe für nachhaltigen Konsum

From 27 to 29 May 2011, Hamburg is hosting Germany’s first major fair for sustainable consumer goods. Stretching over 8,000 square metres, innovative and attractive sustainable products, services and projects are being presented. Visitors of the fair will find a broad range of offers from the fields of living, fashion, technology, mobility, business, nutrition, health and wellness. The aim of the “goodgoods” fair is to combine ecology and responsibility with quality, functionality and design. The trade show will be complemented by a programme of events that includes dialogues and panel discussions.

www.goodgoods.de

Mutterland – made in Germany

The food retailer “Mutterland”, located in close vicinity to the central train station, offers a whole spectrum of culinary spe-



cialities: from hand-stirred jam and homemade chocolates to traditional sweets, organic wine or dairy products from organic farms in Schleswig-Holstein. “Mutterland” sees itself as a tribute to loving mothers – and a tribute to Germany.

www.mutterland.de

Cool designs, ecologically correct

“In green we trust” – this is the motto of “Fein”, Hamburg’s first ecologically correct fashion store, situated in the hip Karolinenviertel neighbourhood. Long gone are the days of dreary corduroy and sandals – at “Fein” you will find marvellous fashion with a conscience, e.g. skirts by Komodo or sneakers by Veja.

www.fein-store.de

Handmade garments produced in Hamburg

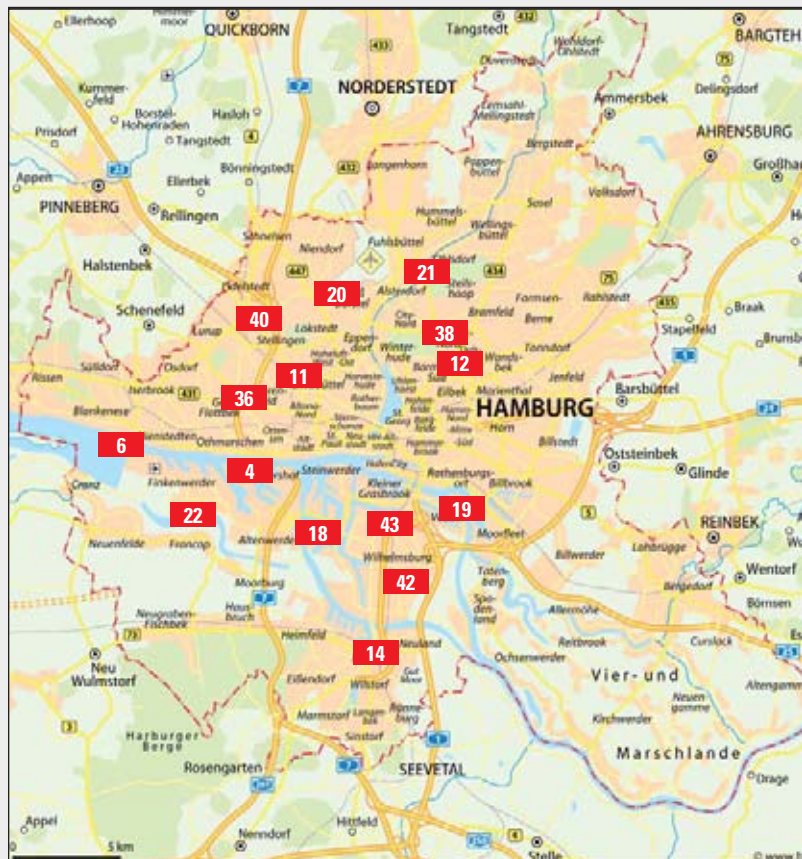
Offering comfy textiles for toddlers and pre-school kids, Bee Bee has been on the market since 2008. Customers are free to choose from a range of colours since all items are produced locally. All materials are from Germany, and great care is taken to ensure the organic origins of the textiles. A clever idea is Bee Bee’s recycled shirt scheme: hand in one of Mummy’s or Daddy’s favourite shirts and Bee Bee will turn it into a new garment for the little one.

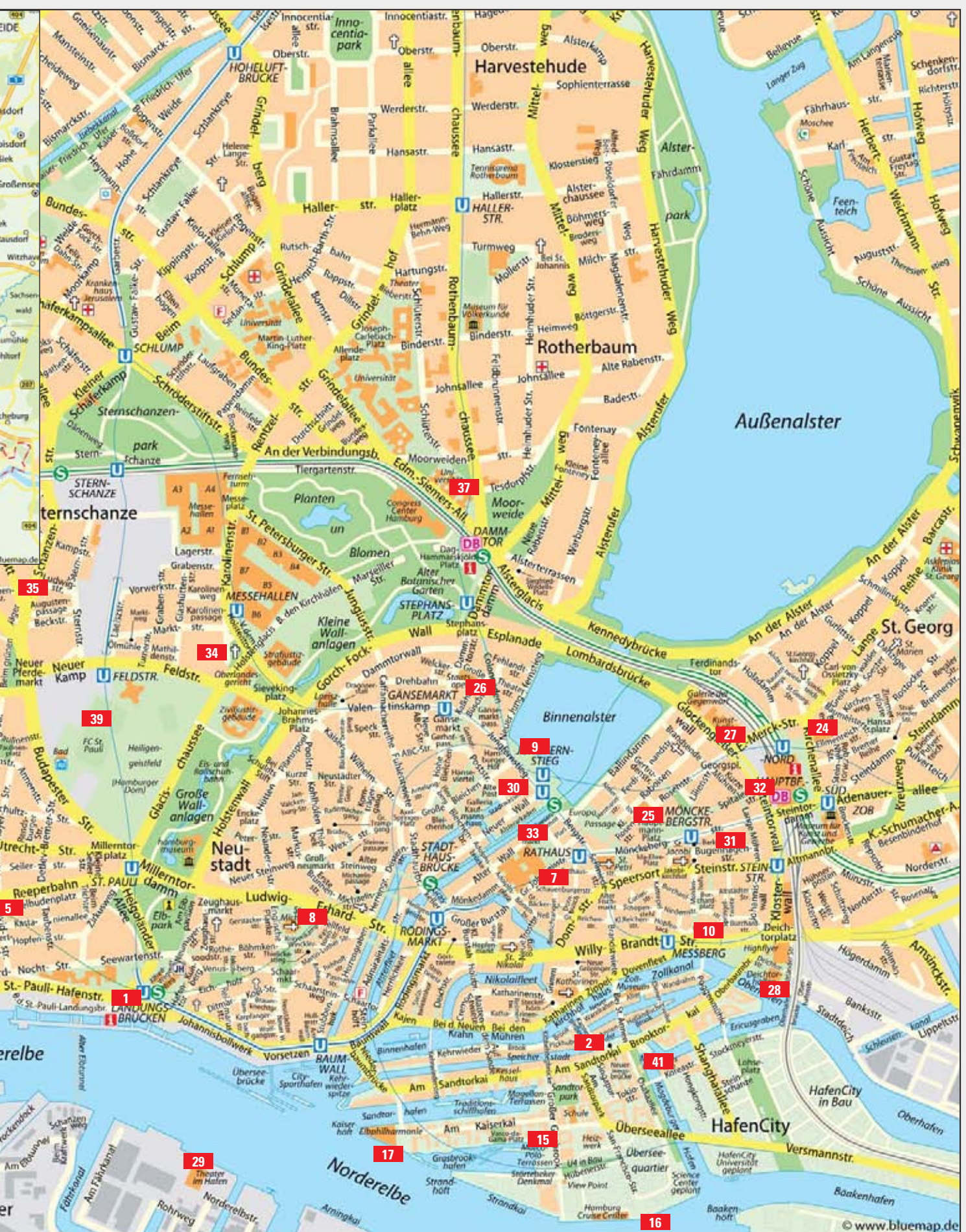
www.bee-bee.de



Hamburg Highlights

1. St. Pauli landing stages
2. Speicherstadt ("Warehouse City")
3. Altonaer fish market
4. Oevelgönne Museum Harbour
5. Reeperbahn
6. Blankenese
7. Hamburger city hall (Rathaus)
8. St. Michaelis Church (The "Michel")
9. Jungfernstieg
10. Chilehaus
11. Hagenbecks Tierpark (zoo)
12. Stadtpark Hamburg
13. Grosse Elbstrasse – a "String of Pearls" along the Elbe
14. Channel Harburg
15. HafenCity Hamburg
16. Hamburg Cruise Center
17. Hamburg Philharmonic Hall (Elbphilharmonie)
18. HHLA Container Terminal Altenwerder
19. BallinStadt – Port of Dreams
20. Hamburg Airport
21. Lufthansa Technik
22. Airbus Finkenwerder
23. stilwerk Hamburg
24. Deutsches Schauspielhaus
25. Thalia Theater
26. Hamburg State Opera
27. Hamburger Kunsthalle
28. House of Photography
29. Theater im Hafen ("The Lion King")
30. Alsterhaus Hamburg
31. Mönckebergstrasse
32. Spitalerstrasse
33. Neuer Wall
34. Karolinentviertel
35. Schanzenviertel
36. DESY – Deutsches Elektronen-Synchrotron
37. Hamburg University
38. Planetarium Hamburg
39. Millerntor Stadium
40. Imtech Arena
41. International Maritime Museum
42. International Building Exhibition (IBA) 2013
43. international garden show (IGS) 2013





Tips for Tourists

Hotel bookings and overnight packages in Hamburg

With an enormous range of hotels, tickets and package holidays, Hamburg Tourism GmbH offers the perfect service for visitors to Hamburg. Over 200 hotels are bookable online through www.hamburg-tourism.de, and the "Happy Hamburg Reisen" brand offers enticing and economical package experience holidays for every target group are offered.

Further information and booking:

Hamburg Tourismus GmbH

Tel: +49 (0) 40 300 51 300

www.hamburg-tourismus.de

See Hamburg and the Metropolitan Region comfortably and cheaply

Heavy discounts: the whole city at cut price

The Hamburg CARD issued by Hamburg Tourismus GmbH (HHT) is worth more than ever. This explorer ticket entitles visitors to Hamburg to discounts from over 150 of HHT's cooperation partners.

Although it is no bigger than a visiting card and fits into any purse or wallet, the Hamburg CARD opens the doors to a host of exciting sights and leisure attractions. The ticket also covers free use of all public transport run by Hamburger Verkehrsverbund (HVV) in the Greater Hamburg area.

Whether travelling singly or in groups, with a day, 3-day or 5-day Hamburg CARD, anybody exploring Hamburg can do so for as little as 8.90 euros. Groups of up to five people of any age can set off on the trail of Hamburg's highlights for 13.90 euros.

The entire Metropolitan Region for one fare

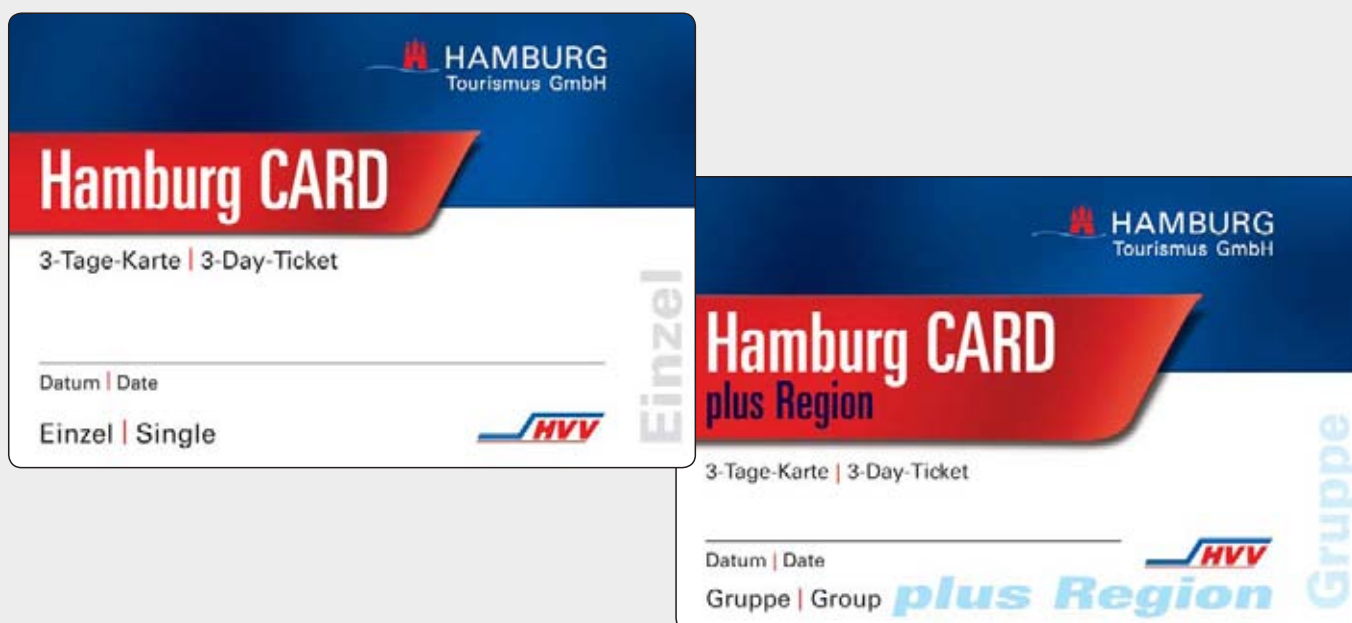
The "Hamburg CARD – plus Region" ticket, moreover, now enables you to discover the Metropolitan Region comfortably and cheaply. With the ticket for the region, anybody interested can already experience the metropolis on the water plus its attractive surroundings for 19.90 euros and upwards. Groups of up to five people of any age can conveniently and flexibly set off on the trail of the Hanseatic city's highlights for as little as 29.90 euros. With no complications to worry about, this covers the entire HVV area, from Lüneburg via Stade as far as Bad Bramstedt and Ratzeburg.

The Hamburg CARD and the "Hamburg CARD – plus Region" can be purchased at Hamburg's tourist information points, in many hotels and the youth hostels, and from HVV ticket-vending machines, service points and bus drivers, as well as from travel agencies and Hamburg Tourismus GmbH. The ticket can also be obtained in the Metropolitan Region at many HVV service points and tourism offices.

Further information:

Tel: +49 (0) 40 300 51 300

www.hamburg-tourismus.de



Contacts for the Media:

Hamburg Marketing GmbH

Media Relations
Guido Neumann & Anette Boos
Tel.: +49 (0) 40 41 11 10-617
+49 (0) 40 41 11 10-620

guido.neumann@marketing.hamburg.de
anette.boos@marketing.hamburg.de
www.mediarrelations.hamburg.de
www.mediaserver.hamburg.de



Free and Hanseatic City of Hamburg

Senate Chancellery
Rathausmarkt 1, 20095 Hamburg
Tel.: +49 (0) 40 42 831-22 43
E-Mail: pressestelle@sk.hamburg.de
Internet: www.fhh.hamburg.de

HafenCity Hamburg GmbH

Susanne Bühler
(Director Public Relations)
Tel.: +49 (0) 40 37 47 26 14
E-Mail: buehler@hafencity.com
Internet: www.hafencity.com

Harbour & Logistics

Hafen Hamburg Marketing e. V.
Bengt van Beuningen (Director Communications)
Tel.: +49 (0) 40 37 709-110
E-Mail: vanbeuningen@hafen-hamburg.de
Internet: www.hafen-hamburg.de

Up to date contacts for the
Hamburg government/ministries:
www.hamburg.de/pressesprecher

Hamburg European Green Capital 2011

Volker Dumann (Spokesman)
Tel.: +49 (0) 40 40 428 40 32 49
E-Mail: volker.dumann@bsu.hamburg.de
Internet: www.hamburggreencapital.eu

Hamburg Port Authority

Karin Lengenfelder (Spokeswoman)
Alexander Schwertner (Spokesman)
Tel.: +49 (0) 40 428 47 2300
E-Mail: pressestelle@hpa.hamburg.de
Internet: www.hamburg-port-authority.de

Hamburg Metropolitan Region Hamburg

Marion Köhler (Spokeswoman)
Tel.: +49 (0) 40 42 83 12 278
E-Mail: presse@metropolregion.hamburg.de
Internet: www.metropolregion.hamburg.de

Erneuerbare Energien Hamburg

Jan Rispens (Managing Director)
Tel.: +49 (0) 40 227 019 601,
E-Mail: jr@erneuerbare-energien-hamburg.de
Internet: www.erneuerbare-energien-hamburg.de

Hamburger Hafen und Logistik AG (HHLA)

Florian Marten
(Director Corporate Communications)
Tel.: +49 (0) 40 30 88 35 21
E-Mail: unternehmenskommunikation@hhla.de
Internet: www.hhla.de

Economy

HWF Hamburg Business
Development Corporation
Andreas Köpke (Director Communications)
Tel.: +49 (0) 40 22 70 19 23
E-Mail: andreas.koepke@hwf-hamburg.de
Internet: www.hamburg-economy.de

Internet: www.bsu.hamburg.de
www.klima.hamburg.de

Elbphilharmonie Hamburg

HamburgMusik gGmbH
Elbphilharmonie und Laeiszhalle
Betriebsgesellschaft
Nataly Bombeck (Press Officer)
Tel.: +49 (0) 40 357 666 50
E-Mail: bombeck@elbphilharmonie.de
Internet: www.elbphilharmonie.de,
www.elbphilharmonie-erleben.de

EUROGATE

Corinna Romke
(Director Corporate Communications)
Tel.: +49 (0) 421 14 25 38 03
E-Mail: corinna.romke@eurogate.eu
Internet: www.eurogate.de

Hamburg Chamber of Commerce

Dr. Jörn Arfs
(Director Public Relations)
Tel.: +49 (0) 40 36 138-301
E-Mail: joern.arfs@hk24.de
Internet: www.hk24.de

ReGe Hamburg

Projekt-Realisierungsgesellschaft mbH
Nina Siepmann (Press / PR)
Tel.: +49 (0) 40 38 08 80 72
E-Mail: Nina.Siepmann@rege-hamburg.de
Internet: www.rege-hamburg.de

Logistik Initiative Hamburg

Christin Schönfeld (Public Relations)
Tel.: +49 (0) 40 22 70 19 83
E-Mail: presse@hamburg-logistik.net
Internet: www.hamburg-logistik.net

Internet: www.hamburg.de
www.bwa.hamburg.de

Tourism

Sascha Albertsen
(Director Public Relations)
Tel.: +49 (0) 40 30 05 11 11
E-Mail: albertsen@hamburg-tourismus.de
Internet: www.hamburg-tourismus.de

Aviation

Flughafen Hamburg GmbH (Airport)
Stefanie Harder (Spokeswoman)
Tel.: +49 (0) 40 50 75-36 15
E-Mail: sharder@ham.airport.de
Internet: www.ham.airport.de

Public Transport

Hamburger Verkehrsverbund (HVV)
Gisela Becker (Spokeswoman)
Tel.: +49 (0) 40 32 57 75 64
E-Mail: becker@hvv.de
Internet: www.hvv.de

Fairs, Conventions & Congresses

Hamburg Messe / Congress Center Hamburg
Karsten Broockmann
(Director Public Relations)
Tel.: +49 (0) 40 35 69 20 90
E-Mail: karsten.broockmann@hamburg-messe.de
Internet: www.hamburg-messe.de,
www.cch.de

Initiative Luftfahrtstandort Hamburg

Kirstin Rüther (Public Relations)
Tel.: +49 (0) 40 22 70 19 87
E-Mail: kirstin.ruether@luftfahrtstandort-hamburg.de
Internet: www.luftfahrtstandort-hamburg.de

Hamburger Hochbahn AG

Christoph Kreienbaum (Spokesman)
Tel.: +49 (0) 40 32 88 23 22
E-Mail: presse@hochbahn.de
Internet: www.hochbahn.de

Hamburg Convention Bureau GmbH

Matthias Rieger (Director)
Tel.: +49 (0) 40 30 051-615
E-Mail: rieger@hamburg-convention.com
Internet: www.hamburg-convention.de

AIRBUS Operations GmbH

Tore Prang (Director Communications)
Tel.: +49 (0) 40 74 37 24 13
E-Mail: tore.prang@airbus.com
Internet: www.airbus.com

HADAG (Harbour Ferries)

Tel.: +49 (0) 40 31 17 07 11
E-Mail: info@hadag.de
Internet: www.hadag.de

Urban Development / Environment

International Building Exhibition Hamburg 2013
Tel.: +49 (0) 40 22 62 27-30
E-Mail: presse@iba-hamburg.de
Internet: www.iba-hamburg.de

Lufthansa Technik AG

Thomas Erich (Corporate Communications)
Tel.: +49 (0) 40 50 70 36 67
E-Mail: thomas.erich@lht.dlh.de
Internet: www.lufthansa-technik.de

Shopping

City Management Hamburg
Brigitte Engler (City Manager)
Tel.: +49 (0) 40 36 13 86 47
E-Mail: brigitte.engler@hk24.de
Internet: www.hamburg.de

international garden show hamburg 2013

Ina Heidemann (Spokeswoman)
Tel.: +49 (0) 40 22 63 19-40
E-Mail: presse@igs-hamburg.de
Internet: www.igs-hamburg.de

Life Science

NORGENTA GmbH
Ina Akkerman (Marketing & Communications)
Tel.: +49 (0) 40 47 196 418
E-Mail: ina.akkerman@norgenta.de
Internet: www.norgenta.de,
www.life-science-nord.de

New in Hamburg

Hamburg Welcome Center
Hamburg Welcome Center
Tel.: +49 (0) 40 42 82 80
E-Mail: info@welcome-center.hamburg.de
Internet: www.welcome-center.hamburg.de

Media Relations: Service from the Start

As the German media capital, Hamburg naturally offers an excellent press service and a professional infrastructure for publishers and online service providers, as well as film and television productions. In the Media Handbook, you will find a wealth of details and suggestions for research to aid your work, along with tips and topics, as well as contacts and themes.

What's more, the Media Relations section of Hamburg Marketing GmbH is at your disposal to help you cope with all the tricky questions. We shall be happy to organise your trip to Hamburg. Depending on the occasion and your interests, we can draw up special theme-related itineraries for you, introduce you to competent partners for interviews and supply high-calibre and up-to-date information material.

We offer you:

- Information material, text-, photo- and filmmaterial (film footage), data, facts and stories on all themes (tourism, economy, urban development, port, politics, society, culture, science, education, sports, etc.)
- Answers to media questions. As the first agency for journalists from abroad to approach, introductions to the relevant authorities on your chosen themes
- Assistance with research, introductions to discussion/ interview partners in Hamburg
- Escort service and on-the-spot organisation, theme-specific visit schedules, programme of invitations to media representatives
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For additional topical facts on Hamburg and a comprehensive online press service, click on www.mediarelations.hamburg.de

Press releases, information, brochures and photos for downloading: www.mediaserver.hamburg.de

Contact:

Guido Neumann und Anette Boos

Tel.: +49 (0) 40 41 11 10-617 / -620

**E-Mail: guido.neumann@marketing.hamburg.de
anette.boos@marketing.hamburg.de**

Media in Hamburg

Internet:	www.medien.hamburg.de
Newspaper:	www.abendblatt.de www.mopo.de www.welt.de www.ftd.de www.bild-hamburg.de
Magazines:	www.stern.de www.spiegel.de www.zeit.de
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Habichtstraße 41
D-22305 Hamburg



Concept:

Text :

Guido Neumann
Johannes Freudewald
Büro für Medienarbeit
(www.freudewald.de),
Guido Neumann
Lena Maria Heimann
IMAGEKONTOR
(www.imagekontor.de)
Langebartels & Jürgens,
Hamburg

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Kai-Uwe Gundlach, Hafen Hamburg / HHLA, Hagenbecks Tierpark,
Hamburg Marketing GmbH (www.mediaserver.hamburg.de),
Hamburger Senat, Heide Park Resort,
HWF Hamburger Wirtschaftsförderung, Roberto Hegeler,
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Herzog & de Meuron, HOCHBAHN / Vattenfall,
IMAGEKONTOR (www.spahrbier.de), Initiative Luftfahrtstandort
Hamburg, J. Klauss, Kurverwaltung Helgoland, Martin Kunze,
Michael Lindner, Lufthansa Technik AG, Needcompany (Maarten
Vanden Abeele), John Neumeier, Norgenta, M. Penner,
Regionalmarketing Mecklenburg-Schwerin, G. Schläger /
Lufthansa Technik AG, Sebastian Schupfner, Christoph Schwarz,
stilwerk, Stadt- und Tourismusinformation Uelzen,
Stage Entertainment (Morris Mac), CFK-Valley (Martin Elsen),
Uwe Wilkens, Wacken Open Air, Wattolümpiade, Wattrennverein,
Michael Zapf

