



Media Handbook 2013/14

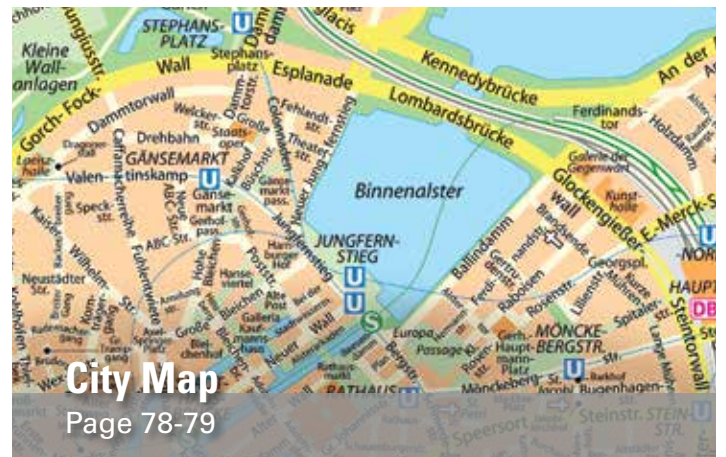
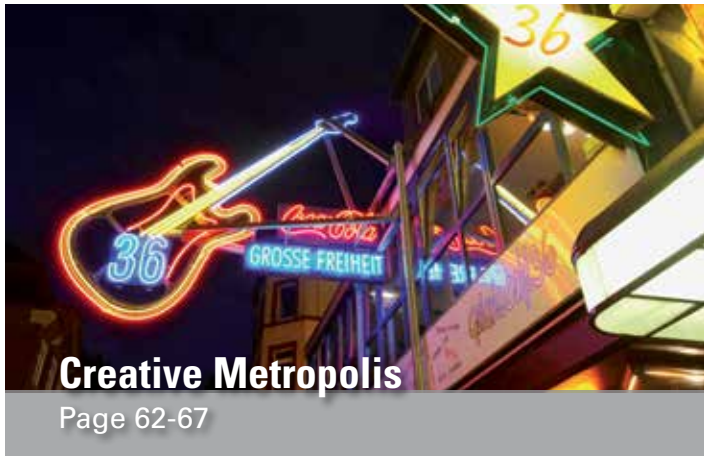
Hamburg and the Metropolitan Region



Hamburg

Media Handbook 2013/14 — Content







Welcome to Hamburg

With the Elbe River and the Alster Lake, 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 more than five million people, who treasure its unique waterside location and the cosmopolitan atmosphere of this liveable metropolis.

With its port and its strong economy, this dynamically growing, international trading metropolis offers a highly attractive business environment. International sport and culture events, shopping and leisure opportunities, street festivals and a vibrant nightlife lure millions of visitors here each year. Discover Hamburg with its wealth of attractions!



All Routes Lead to Hamburg

Whether by air, rail or road – Hamburg has excellent transport links with all world regions. Hamburg Airport provides direct connections to Europe, North America, Africa and Asia. Along the Intercity-Express route (ICE), Berlin can be reached in 90 minutes by rail. As a major German motorway hub, Hamburg has excellent links with the whole of Central and Northern Europe.

Arrival by rail



With its four long-distance railway stations, Hauptbahnhof (centre), Dammtor (centre), Altona (west) and Harburg (south), Hamburg is perfectly embedded in the European high-speed network. This is complemented by ICE trains serving Lüneburg, Uelzen and Neumünster, and IC/EC trains serving various other towns in the region. With Hamburg as the railway hub of Northern Germany, all 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), while Northern European capitals such as Copenhagen and Stockholm can also be reached swiftly. www.bahn.com



Arrival by road

Hamburg is also the North German hub for road traffic. Southern Germany and Scandinavia are easily reached from the Hamburg Metropolitan Region by the A 7 motorway, while the A 1 (Lübeck–Bremen–Ruhr region) links Hamburg with the Baltic Sea and Western Germany, the A 24 leads to Berlin and Eastern Europe, and the A 23 (direction Heide) leads directly to the North Sea.

Getting around



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, port ferries and night buses complete the network. A large choice of low-cost tickets, as well as the HamburgCARD, are available for guests to the city. www.hvv.de and www.hadag.de (for port ferries)

Arrival by air



With more than 155,000 flights and more than 13 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 one to three hours. Nonstop intercontinental flights, e.g. to the Asian hub of Dubai and the US hub of New York take North Germans around the globe and bring all the world to Hamburg.

The S-Bahn rapid transit rail takes travellers from the airport to the city's central train station in 25 minutes. The convenient, reliable trains run from the early morning hours to the late evening. www.hamburg-airport.de



Facts and Figures on Hamburg and the Metropolitan Region

Hamburg – 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. With 1.8 million inhabitants on an area covering 755.3 square kilometres, Hamburg is Germany's second-largest city after Berlin. The city state of Hamburg is one of the 16 federal states of the Federal Republic of Germany.

www.hamburg.de

The Hamburg Metropolitan Region – joining forces

In recent years, the Hamburg Metropolitan Region has joined forces with the neighbouring districts in Lower Saxony and Schleswig-Holstein in developing what is the most dynamic and fastest-growing conurbation in Germany. In the early 1990s, 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. 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 local administrative demarcations. In 2012, the Hamburg Metropolitan Region was expanded by integrating Mecklenburg-Western Pomerania into the partnership. Along with the Free and Hanseatic City of Hamburg, the Ham-

Facts & Figures	City of Hamburg	Metropolitan Region incl. Hamburg
Inhabitants	1.8 m	5.1 m
Size	755.3 km ²	26,102 km ²
Gross domestic product	EUR 94.4 bn (2011)	EUR 166.6 bn (2010)
Bruttowertschöpfung	EUR 84.3 bn (2011)	EUR 149.1 bn (2010)
Workforce	1.140 m	2.501 m
Companies	103,154 (2010)	243,053 (2010)
Universities	20	32

burg Metropolitan Region consists of the following administrative districts: Dithmarschen, Herzogtum Lauenburg, Pinneberg, Segeberg, Steinburg, Stormarn, Ostholstein, Neumünster, Lübeck, Cuxhaven, Harburg, Lüchow-Dannenberg, Lüneburg, Rotenburg, Heidekreis, Stade, Uelzen, as well as old district of Ludwigslust and Nordwestmecklenburg. Altogether more than five million people live here in an area of approximately 26,000 square kilometres.

www.metropolregion.hamburg.de

Further information:

Hamburg Metropolitan Region, Marion Köhler

Phone: +49 (0) 40 428 41 26 04,

E-Mail: presse@metropolregion.hamburg.de

International Stronghold

The world is at home in Hamburg. For centuries, trade and shipping have ensured a cosmopolitan climate in this city on the water. More than 35,000 trading companies with over 125,000 employees make Hamburg the leading foreign trade centre in Germany. More than 400 Chinese companies are located in Hamburg, making it China's leading European base. The city has the world's second-largest concentration of consulates, with almost 100 consulates, coming second after New York. Hamburg cultivates these manifold links with other international cities and towns through various networks and partnership programmes. First, Hamburg's twin cities contribute to a lively exchange. Its first twin city was St Petersburg in 1957, with Marseille following in 1958. Shanghai, Osaka and León twinned with Hamburg between 1986 and 1989, and Chicago in 1994. The most recent city partnership is with Dar es Salaam, also sealed in 1994.



Second, the HamburgAmbassador programme represents another way of broadening contact with other cities. HamburgAmbassadors are appointed to this honorary office by the First Mayor. Those appointed officially feature abroad as "Honorary Representatives of the Free and Hanseatic City of Hamburg", with the aim of further enhancing awareness of the city worldwide.

www.hamburg.de, www.hk24.de,
www.marketing.hamburg.de

STORY: What is considered typically Hanseatic?

Hamburg's motto is *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 city's people. Ever since the Hanseatic League, free trade and interchange have been just as much part of this ethos as eagerness to experiment, entrepreneurial spirit and innovative strength. Yet which of these attributes have survived to date? What does "typically Hanseatic" nowadays mean? Is it understatement and courteous behaviour, or a faintly supercilious arrogance towards the rest of the world? Form a picture; speak to the people in the streets, parks and neighbourhoods. Visit the parliament, 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 cosmopolitan atmosphere that pervades the city...

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 local authority district. The members of the Hamburg State Parliament are directly elected every four years. The parliament elects the First Mayor as president of the Hamburg Senate for the duration of one legislative term. Along with the Senators, the First Mayor 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 local authority district, Hamburg offers short decision-making chains and thus ideal conditions for companies opting to locate here.

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





Welcome to Hamburg

Interview with Olaf Scholz (SPD), First Mayor of the Free and Hanseatic City of Hamburg

What advantages does Hamburg and the Metropolitan Region have when compared with other German regions?

With more than five million inhabitants, the City of Hamburg and the surrounding regions form Northern Germany's economic stronghold. The port of Hamburg is Europe's second-largest port and is considered the gateway to Asia. The city provides strong transport links on land and on water. What is more, many European capitals can be reached by plane within the matter of one hour. For inhabitants and guests alike, Hamburg is an attractive city with a high quality of living that offers excellent leisure and recreation opportunities and high-class cultural and sport events. This is why Hamburg has developed into a major centre of attraction also in terms of tourism.

What direction is Hamburg's economy taking, and what are its key industries?

Hamburg has a powerful economy and a strong potential for growth. Industry, craft, trade, the financial location and the port, as well as the media and the creative industries are firmly established in the city. Three out of four employees work in the services sector. Moreover, a whole range of growth sectors have settled in Hamburg, among them logistics, life sciences, the aviation industry, the media and IT industries, the maritime industry and the renewable energy sector. In 2013, Hamburg is also making a name for itself in urban development: two large-scale events, the International Building Exhibition and the international garden show, will be showcasing their ideas for the city of the future.

What are Hamburg's major challenges?

In the past, Hamburg's population has grown more rapidly than the number of residential units available. This is why each year 6,000 new apartments are built, which alleviates the situation on the property market. We are also making it a point to improve conditions for children, young people and families: we are continuously developing crèches and kindergartens, while also providing small-sized primary school classes and a comprehensive network of full-day care.

How is Hamburg going to develop?

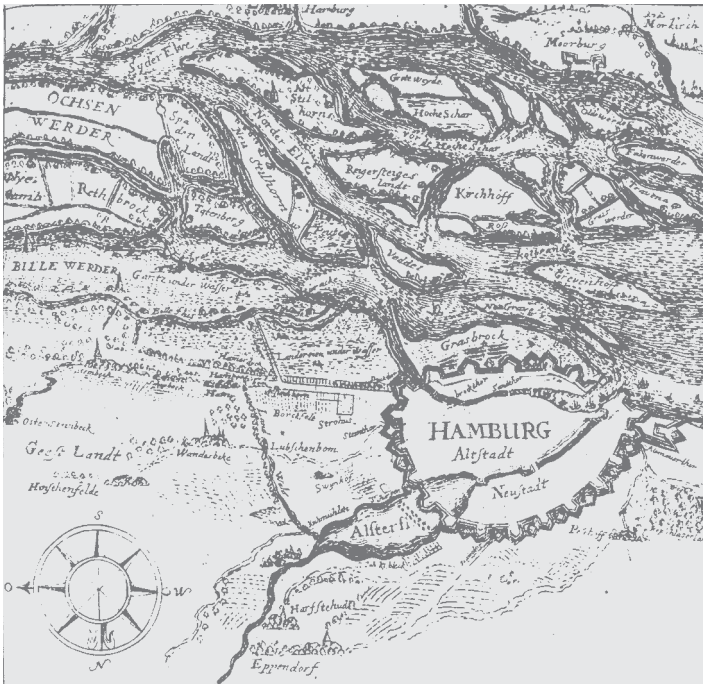
Hamburg's relevance as Northern Europe's major trading hub is increasing, creating an excellent climate for new ideas and new businesses. The city will grow further: since 1990, the population has increased by 200,000 to a current total of 1.8 million inhabitants. By 2030, this number will have further increased to 1.9 or 2.0 million. This poses challenges to urban planning: residential construction will have to be increased, transport infrastructure will have to be further developed, and energy supplies must be secured.

What do you find most inspiring about Hamburg?

What specific charm does Hamburg have?

Its location on the water, ample room for leisure activities, interesting new districts in development – Hamburg is simply a liveable city. Yet Hamburg is also a port city and an industrial location. Both dimensions exist side by side, which gives Hamburg its fascinating charm.

www.fhh.hamburg.de



Hamburg Chronicle

- ca. 800 The Hammaburg fortress is built on the banks of the Alster
- 1189 Charter from Emperor Friedrich Barbarossa permitting toll-free trade on the Elbe and at sea
- 1321 Hamburg 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 free port 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 via the building of the free port and the Speicherstadt warehouse district
- 1892 Large-scale cholera epidemic
- 1910 Population exceeds 1 million
- 1937 Greater Hamburg region is formed, including Altona, Harburg-Wilhelmsburg, Wandsbek and other districts
- 1943 Air raids during World War II destroy more than half of the city, leading to more than 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 Hamburg district starts
- 2006 FIFA Football World Cup 2006 in Hamburg
- 2007 World Future Council
- 2007 Live Earth Concert in Hamburg
- 2008 First Hamburg Cruise Days
- 2008 German Unification Day in Hamburg
- 2011 Hamburg European Green Capital
- 2013 International Building Exhibition IBA Hamburg 2013
- 2013 Launch of the EU-Latin America/Caribbean Foundation (EU-LAC)



Metropolis on the Water

Water gives life. People strive for proximity to water – and find it in Hamburg like nowhere else. This metropolis on the water is incomparable and has a 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. Its maritime flair, fresh air, and Hanseatic cosmopolitanism make Hamburg the finest city in the world for many people. With the North Sea and the Baltic Sea in easy reach, the Hamburg Metropolitan Region is seen as one of Germany's favourite holiday areas. To discover the face of Hamburg, you will embark from the Elbe landing stages (Landungsbrücken) on a round trip through the harbour and the historic Speicherstadt district. You will pass the Elbphilharmonie Hamburg, the city's new landmark under construction, and HafenCity Hamburg, Europe's largest urban development project.

Hamburg has also taken a "leap across the Elbe" by improving the quality of life in the disadvantaged districts of Wilhelmsburg and Veddel. Measures include the development of the Harburg inland port, the International Building Exhibition (IBA), as well as the international garden show (igs 2013). The development of Hamburg's south is enhancing the potential for sustainable growth while reconnecting Hamburg's north with the region south of the river. Again, this riverside region is best explored by water along the Elbe.



Hamburg's Port as a Tourist Attraction

Hamburg's port is not simply a factor in the economy, but, being so centrally located, it is also the city's greatest 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 leisure and cultural facilities. The historic Speicherstadt houses several museums and entertainment centres. Soon the new HafenCity Hamburg will be offering additional sight-seeing highlights. The best way to discover the port is on a boat trip – 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

Cruise liners in the heart of the city

In recent years, Hamburg has turned into one of Northern Europe's major cruise liner destinations. Not only the spectacular visits of the "Queen Mary II" 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 Hamburg the favourite Northern European destination for cruise liners. Thus, in the cruise liner season of 2012, the port of Hamburg recorded more than 150 arrivals, while the passenger volume rose to 400,000. Hamburg's season for cruise liners keeps expanding: thus, cruise liners are docking in the Hanseatic city even in December. Since April 2011, the Hamburg Cruise Center in the HafenCity district is complemented by the Hamburg Cruise Center Altona to ensure that the increasing numbers of passengers can embark and disembark conveniently.

www.hamburgcruisecenter.eu, www.hamburgcruisedays.de

The Speicherstadt district

Over a century old, the Speicherstadt in the free port is the world's largest integrated complex of warehouses. Here, guests to Hamburg find an idyllic scenery they would hardly expect in a global port: redbrick Gothic architecture from the Wilhelmine era with bizarre little gables and towers, all reflected along with barges in the canals. Valuable goods are stored at controlled temperatures behind their massive walls:

Highlights in the Port of Hamburg

Experience the port at work:

port operations right in the city
www.portofhamburg.com

Hamburg Dungeon:

history you can touch in the Speicherstadt
www.the-dungeons.de

Alter Elbtunnel:

by lift into the realm under the Elbe River

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; proud and picturesque captain's houses and Hamburg's city beach
www.museumshafen-oevelgoenne.de

Blankenese:

much visited, idyllic place of residence of well-to-do Hamburgers. Its steep flights of steps have Mediterranean flair
www.blankenese.de

Harbour/Speicherstadt boat trips:

a "must" for anyone wishing to experience the port close-up
www.hamburg-tourism.de

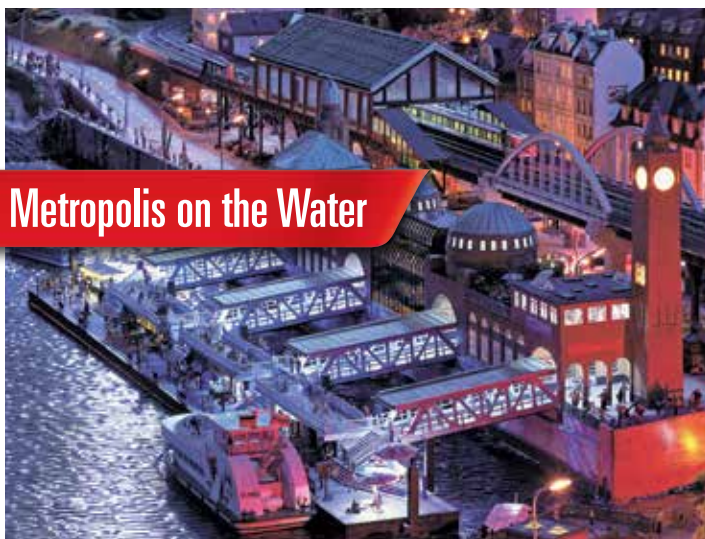
coffee, tea, cocoa, spices, tobacco, computers – and the world's largest stock of Oriental carpets.

www.speicherstadtmuseum.de



St Pauli Landungsbrücken

Hamburg's waterfront station on the Elbe is one of Germany's most frequented tourist attractions. The floating landing stages adjacent to the Landungsbrücken U-Bahn station are the departure point for harbour boat trips as well as HADAG ferries to Finkenwerder, Oevelgönne, Blankenese and to Wilhelmsburg on the other side of the Elbe. From time to time, impressive luxury liners also berth here. Colourful souvenir shops sell waterfront mementos, and cosy fish restaurants serve ample helpings of fresh plaice or North Sea shrimps. Not far from the "Rickmer Rickmers" museum windjammer on Bridge 1 you will find the "San Diego" museum freighter. www.hamburg-tourism.de, www.stpauli-landungsbruecken.de



Metropolis on the Water

The world's largest model railway in the Speicherstadt

Here's a landscape model of superlatives, with eight sections on a total area of 1,300 square metres, approximately 930 trains with 15,000 railcars, 228,000 trees, 215,000 figures, 9,000 cars, 13,000 metres of track and 3,700 buildings and bridges. Each year, the model railway attracts more than 1.2 million visitors. All train movements are digitally controlled by 46 computers. You can even experience day and night – and all this every 15 minutes. This is a “must” for young and old alike!

www.miniatur-wunderland.com

Hamburger 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. A popular option for early risers, night clubbers, bargain hunters and tourists alike is the brunch in the historic fish auction hall to the tunes of jazz, pop or rock music.

www.hamburg-tourism.de



Port of Dreams – BallinStadt emigration museum

Experience the history of emigration in Hamburg: between 1850 and 1939, around five million people emigrated to the USA via the port of Hamburg. Besides German emigrants, many came from Central and Eastern Europe. Hamburg was the “gateway to the world” for all of them. They left their homes to find happiness in the “land of opportunities”, and the

port of Hamburg was the stopover for all of these people. Hamburg pays tribute to all of these emigrants with its BallinStadt emigration museum, named after Albert Ballin, director general of the HAPAG shipping company. Between 1901 and 1907, Ballin set up an emigrant township in the middle of the port, with dormitories, dining halls, retail shops, churches, a synagogue, and an infirmary. Today, the premises of these former emigration halls host an emigration museum that is unique in Europe. www.ballinstadt.net

International Maritime Museum Hamburg

The maritime heart of the city: in Kaispeicher B, Hamburg's oldest preserved warehouse, this museum showcases 3,000 years of naval history, with valuable exhibits from around the world. Welcome to the world of wind and waves, of explorers and pirates. 40,000 miniature models, a treasure chamber with ships of gold, silver and amber, and the “Queen Mary II” made of one million Lego bricks awaits you.

www.imm-hamburg.de



Hafenmuseum Hamburg

On the premises of the over 100 year-old Kaischuppen 50 A at Hansahafen, you can experience the unique flair of earlier harbour days. Experience the history of ship building and seafaring and how container ships have changed the industry. Another focal point of the museum is oceanography. In addition to the exhibition area, a floating crane, a dredger and a harbour barge can be viewed at the pontoon.

www.hafenmuseum-hamburg.de

Further information:

www.hamburg-tourismus.de

Hamburg Tourist Board

Tel.: +49 (0) 40 30 05 14 95,

E-Mail: presse@hamburg-tourismus.de

STORY: The Neuwerk island by horse-drawn wagon

About 100 kilometres west of Hamburg, in the North German tidal flats, lays the small 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 Hamburg's oldest building.

www.nationalpark-wattenmeer.de/hh

The Elbe as the Region's Vital Artery

Certainly the most European of all rivers, and for many the finest feature of the landscape, the Elbe threads a blue ribbon through the Hamburg Metropolitan Region. This river is not only a vital artery, a transport route and a source of employment; it is also a unique recreational area. From Hamburg to Cuxhaven, the Elbe is lined with beautiful sandy beaches. With North Sea and Baltic Sea beaches on its doorstep and the cosmopolitan city at its centre, the region offers its guests both relaxation and excitement. No wonder that the tourism sector is continuously growing. Whether for sailing, surfing or canoeing: the region is a paradise for all water sports fans.

TIPS

By catamaran to Heligoland

This 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 lovely seaside town. www.helgoline.de, www.helgoland.de



Kiel Canal – the world's busiest man-made waterway

In 1878 Hermann 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. He convinced the imperial German government of his plan, and between 1887 and 1895 the "Kaiser-Wilhelm-Kanal", now known as the Kiel Canal, was built. With a maximum width of 162 metres, the canal runs for 98.6 kilometres between Brunsbüttel, where the Elbe estuary merges with the North Sea, and Kiel Fjord on the Baltic Sea. Today an annual average of 35,000 vessels transit the Kiel Canal, one of Northern Europe's main traffic arteries that links the Baltic states with the global market.

www.kiel-canal.org

Highlights on the Elbe and the North Sea

Maritime landscape of the Lower Elbe:

a unique riverscape with an abundance of maritime culture and nature

www.maritime-elbe.de

Glückstadt:

maritime atmosphere and Danish flair at the Elbe

www.glueckstadt.de

Wadden Sea National Park:

unique natural landscape and World Heritage Site along the German coast of the North Sea

www.wattenmeer-nationalpark.de



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

The Elbe is among the last natural river landscapes in Central Europe. The Elbe cycle route allows you to experience this unique landscape with rare animal and plants species, idyllic hamlets, romantic towns and vast Elbe meadows. The cycle track starts at the source of the river in the Czech Republic and runs for approximately 900 kilometres along the Elbe to Cuxhaven. In the Hamburg Metropolitan Region, downstream from Lauenburg, there is a track on both banks for most of the way. www.elbe-cycle-route.com

The cycle paths along the Lower Elbe also form part of the North Sea cycle route running along the coast for more than 6,000 kilometres, from Norway via Denmark and Germany, as far as the UK and the Shetland Islands.

www.northsea-cycle.com



Metropolis on the Water



Around the World in 80 Gardens – the international garden show hamburg 2013

From 26 April to 13 October 2013, the south of Hamburg will be a hotspot for garden enthusiasts, nature-lovers, and sports and event enthusiasts. On 100 hectares of green space in the heart of the Elbe island of Wilhelmsburg, the international garden show will be showcasing state-of-the-art landscape architecture. In line with its slogan “Around the World in 80 Gardens” visitors will be taken on a journey through time and around the world, through different cultures, climates and vegetation zones. Embedded in seven theme worlds, the exhibition will cover wanderlust and the travel bug, foreign languages and customs, exotic plants and spices, but also local garden design and the most recent trends. All summer long, the park will become an open-air theatre for concerts, cultural events and interactive games, a skating paradise, and a gastronomic highlight for food lovers and health enthusiasts. In October 2013, the newly developed “Inselpark Wilhelmsburg” will be handed over to the Elbe island residents, 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 various other first-class sporting facilities.

www.igs-hamburg.de

Further information:

www.igs-hamburg.de

international garden show hamburg (igs 2013)

Phone: +49 (0) 22 63 19 84 00,

E-mail: presse@igs-hamburg.de



TIPS

Hover silently above 80 gardens

The garden show train hovers up to seven metres above ground and reaches 18 kilometres an hour on its 3.5 kilometre round tour. A trip on this monorail offers visitors a completely new perspective of the gardens in the exhibition's seven worlds of experience.

17 metres up

On the garden show premises, and thus in the future “Insel-park Wilhelmsburg”, you will find one of Northern Germany's most advanced indoor climbing walls. Built in 2011, it offers unparalleled climbing fun for beginners and intermediates alike, with the added special attraction of an open glass façade 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

International Building Exhibition IBA Hamburg: Projects for the Future of the Metropolis

We have reached 2013, and the International Building Exhibition IBA Hamburg invites you to experience the city of the future. On the Elbe islands of Wilhelmsburg and Veddel, and in the Harburg upriver port, the IBA is showcasing future modes of living, working and learning. Additional topics include ideas for future energy supply and ways of addressing the challenges posed by climate change. Spanning a seven-year process between 2007 and 2013, IBA Hamburg has been exploring these key topics. In 2013, the IBA's presentation year, more than 60 projects on the future of metropolitan regions will be showcased. This is complemented by more than 1,000 bus tours, 678 guided tours, 28 conferences and six individual exhibitions, plus numerous cultural events such as performances, concerts and art installations. The range of events spans children's programmes, touristic attractions and trade conventions.

For more information, visit www.iba-hamburg.de/2013



The 60 IBA projects are divided into three key themes: Cosmopolis, Metrozones & Cities and Climate Change.

Cosmopolis

What is the best way of dealing with the potential, but also the issues, of an increasingly international urban society? In its showcase area between HafenCity and Harburg, IBA Hamburg is creating a "cosmopolis": new urban spaces that allow the different cultures of 21st century urban society to develop – without the pressure to merge, but with the option of building bridges. The "Gateway to the World" Educational Centre represents this approach, with several schools and public institutions, all under one roof.

Metrozones

The IBA key theme of Metrozones addresses transition areas: urban spaces divided by traffic arteries, bridges, railway lines, canals, derelict industrial sites and railway yards – with old neighbourhoods and wild green areas in between. Many major European cities have spaces like these – often on the outskirts of the inner city. These sites offer entirely new opportunities for urban development and for revitalising the city. The Elbe islands are a good example of such inner city peripheries, providing a colourful patchwork of city and port, industry and marshes – e.g. at Müggelberger Zollhafen in Veddel, where the IBA DOCK, a floating visitor and exhibition centre, has been set up.

Cities and Climate Change

Can a city grow, while at the same time protecting the environment? IBA Hamburg addresses this question and others about the relationship between the general demands of a metropolitan region such as Hamburg and a city's responsibilities in times of climate change. IBA projects such as the Energy Bunker and the Energy Hill are components of a larger concept for supplying the Elbe island of Wilhelmsburg with renewable energy. These two projects open up new perspectives – also in the literal sense, as they offer a unique view on the port and the Elbe islands.

TIPS

A building exhibition within the building exhibition

Right beside the new Inselpark, on the international garden show premises, the "Building Exhibition within the Building Exhibition" opened its gates on 23 March 2013. This key IBA project in Wilhelmsburg Central showcases the future of building and living, with smart buildings constructed of "intelligent" and regenerative building materials – such as the BIQ with its energy-supplying algae façade.

Energy Bunker: a former flak bunker, now a flagship for renewable energy

For almost 70 years, this concrete block has stood in the middle of the Reiherstieg neighbourhood – unused and almost derelict. Following extensive reconstruction work, the building was transformed into an Energy Bunker producing green energy for the neighbourhood. Since 2013, the bunker is open to the public, with an observation deck at 30 metres, a permanent exhibition and a café.

Further information:

International Building Exhibition IBA Hamburg

Phone: +49 (0) 40 226 22 73 30,

E-mail: presse@iba-hamburg.de



STORY: From the free port to Hamburg's southern oasis

In 2013, the Spreehafen in Wilhelmsburg loses its status as free port, and the customs fence, the "last of the inner-German borders", is gone. Residents have now direct access to the water and the banks on their doorstep that had been cut off for so long are accessible via the dyke. At last, Hamburg's southern oasis is unlocked. The new round path lets you experience the Spreehafen with its port operations, barges and houseboats. The ferry line 73 takes you from Landungsbrücken to the new berth at Ernst-August-Schleuse.



Metropolis on the Water

HafenCity Hamburg – City for the 21st Century

Hamburg is reinventing itself – and grasping a unique opportunity to grow its city centre by around 40 percent. HafenCity Hamburg, the largest urban development project in Europe, is being built on 157 hectares in the former harbour district. Located directly on the Elbe and directly at the port, a new city district is being created to provide a unique mix of culture and leisure, urban living and working, shopping and dining. With its parks, squares and promenades, the HafenCity offers highly attractive urban spaces. The first three sections of the new quarter are largely completed and occupied. More than 1,800 people currently live in the HafenCity, and approx. 9,000 people work there (autumn 2012). The U-Bahn line U4, opened on 28 November 2012, takes you from the HafenCity to Jungfernstieg and the central station in a few minutes. By the year 2025, more than 45,000 people will be working and around 12,000 people will be living in the HafenCity. This new district and its developing cultural institutions are due to attract around three million visitors annually. Hamburg’s new landmark, the Elbphilharmonie, is being completed at the Kaispeicher A, the historic warehouse. Other attractions include the Hamburg Cruise Center, HafenCity University (opening in autumn 2013) and the future Science Center at Überseequartier. www.hafencity.com

TIP

HafenCity InfoCenter in the Kesselhaus

The Kesselhaus, a former boiler house between Speicherstadt and the development area, hosts the HafenCity InfoCenter. This is where Europe’s largest inner-city development project is showcased in detail – including an 8 x 4 metre model of the development site as well as layout drawings and information events.

Am Sandtorkai 30, 20457 Hamburg

HafenCity Hamburg in Figures

Total area	157 ha (123 hectares of land)
Largest extension	east–west 3,000 m, north–south 1,000 m
Construction area	
New buildings	approx. 2.32 million m ² gross floor area
Apartments	6,000
Service industry	
floor space	for more than 45,000 work places
Distances	to town hall: 800 m, central train station: 1.1 km, airport: 9.5 km
U-Bahn	U4, connected to the existing S-Bahn/U-Bahn network with three stations in the future (Überseequartier, HafenCity University, Elbbrücken)
Stages in development	
1997	Decision to go ahead with HafenCity Hamburg project
2000	Hamburg Senate agrees on the master plan
2003	Construction of Am Sandtorkai quarter and Dalmannkai quarter begins
2007	Construction of Überseequartier and Elbphilharmonie Hamburg begins
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
2012	U4 U-Bahn line opens
2020-2025	Expected completion of HafenCity Hamburg

TIPS

HafenCity Viewpoint

Anyone wishing to see just how HafenCity Hamburg is growing from day to day can comfortably do so from the viewing tower opened in 2004 on Grosser Grasbrook.

Großer Grasbrook, 20457 Hamburg

Magdeburger Hafen

Around the port basin, appealing open spaces have been created, while the eastern part with its archways and piers invites you for a stroll. Several museums and exhibitions are close by, (International Maritime Museum, Automuseum Prototyp, HafenCity Sustainability Pavilion, and, starting from autumn 2013, design exhibitions.)

Osakaallee/Koreastraße, 20457 Hamburg

Open spaces at Magdeburger Hafen, barge pier

HafenCity Sustainability Pavilion

Exhibitions and tours supply you with information on sustainable, eco-friendly urban planning in the HafenCity.

Osakaallee 9, 20457 Hamburg

Elbphilharmonie Information Pavilion

The Information Pavilion is located in the heart of the HafenCity, just opposite the Elbphilharmonie at Magellan-Terrassen. The Information Pavilion lets you experience the look and sound of the concert hall in progress. Thus you can enjoy e.g. the impressive 1:10 acoustic model of the Elbphilharmonie's large auditorium. Each weekend, it is also the starting point for guided tours through Europe's most exciting cultural construction site.

Großer Grasbrook (Magellan-Terrassen), 20457 Hamburg

Überseequartier

The Überseeboulevard with its host of shopping facilities, restaurants, cafés and bars, runs through the whole quarter. The north of the area was opened in 2010, offering numerous restaurants, trendy, owner-operated retail shops, a night club, a supermarket and a chemist. The south of the area is due to be completed by 2015/16. The Info Pavilion on 14 Osakaallee provides visitors with information on the Überseequartier area.

www.ueberseequartier.com

Squares, parks and promenades on the water

The HafenCity district enriches Hamburg by providing large urban spaces along the historical port basins and by the Elbe. The Magellan-Terrassen (4,700 m²) are completed, and so are the Marco-Polo-Terrassen (6,400 m²), the Vasco-da-Gama-Platz (2,700 m²), the Tall Ship Harbour at Sandtorhafen, with moorage for up to 30 historical ships, and the open spaces north and west of Magdeburger Hafen. 2011 saw the opening of the Sandtorpark (approx. 600 m²); the Grasbrookpark (7,100 m²) is due to open in 2013. After completion there will be a total length of 10.5 kilometres of quay promenade.

Further information:

www.hafencity.com

HafenCity Hamburg GmbH, Susanne Bühler

Phone: +49 (0) 40 37 47 26 14,

E-mail: buehler@hafencity.com



STORY: Working and living in HafenCity Hamburg

What is it like to live in a growing, newly developed neighbourhood? 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 city quarter? And why do companies such as SAP and DER SPIEGEL, major global players such as Unilever, but also countless small start-up businesses, opt for HafenCity Hamburg as their new base? These are but a few questions you can best clarify first hand in Hamburg. There is certainly abundant material here for a report or a portrait.



STORY: Sustainable architecture – Unilever House at HafenCity

One of the most spectacular buildings of the new HafenCity district 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 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; e.g., it is the world's largest building that is completely equipped with energy efficient LED lamps. It 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, the original design and the spectacular location make this publicly accessible building the most exciting architectural sight of the city.

www.unilever-haus.de, www.behnisch.de



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 t
Highest point	110 m
Plaza	at a height of 37 m
Roof terrace	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

Elbphilharmonie Hamburg – Hamburg's new Landmark

A bold glass structure is rising above the historic Kaispeicher A, a monumental redbrick block at the western tip of HafenCity Hamburg. An architectural vision has become reality – the Elbphilharmonie concert hall will be 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.

Further information:

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

Construction Project Elbphilharmonie

Enno Isermann, Spokesman Ministry of Culture Hamburg

Tel.: +49 (0) 40 42 82 42 07,

E-Mail: enno.isermann@kb.hamburg.de

HamburgMusik gGmbH

Nataly Bombeck, Tel.: +49 (0) 40 35 76 66 50,

E-Mail: bombeck@elbphilharmonie.de



STORY: Financing culture the Hanseatic way

Social and cultural commitment is part and parcel of living in Hamburg. One prominent example is the Elbphilharmonie Hamburg. The people of Hamburg have already donated 67.6 million Euro for the new concert hall. For instance, Hannelore and Helmut Greve contributed 30 million Euro for the construction of the building. Beyond such large-scale donations, countless smaller contributions demonstrate the breadth of support from the local population. Advocates of this new landmark for Hamburg can be found across all age groups and all occupational groups – certainly a rich source for reports and stories on cultural financing the Hanseatic way.

www.stiftung-elbphilharmonie.de

TIPS

Unity of brick and glass

The translucent glass body of the Elbphilharmonie Hamburg allows for excellent acoustics, contrasting plays of light, and a spectacular view of the Elbe, port and city. The core elements of this architectural creation are its large auditorium and its plaza, a public space destined to become a popular spot not only for concert-goers and strollers, but also for locals and guests to the city. The large auditorium is designed in a way that positions the orchestra in the centre, while the audience is seated on irregularly interwoven seats rising into a steep terraced cauldron.

The joy of music

Elbphilharmonie Hamburg will not only be a superb venue 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 an unparalleled experience. Christoph Lieben-Seutter, artistic director for both



Elbphilharmonie Hamburg and the time-honoured Laeiszhalle, will provide music enthusiasts with an excellent programme, and the renowned NDR Sinfonieorchester will serve as the resident orchestra.



Architecture in Hamburg

For over a century, Hamburg has been renowned for its bold urban planning. Striking architectural designs such as the Chilehaus, dating from the 1920s, or today's HafenCity Hamburg are setting the bar for living and working in a large 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 arcades were built there. Today, the new Europa-Passage and the new layout for Jungfernstieg reflect this spirit. Renowned architect's offices such as Bothe Richter Teherani or gmp von Gerkan, Marg und Partner are but two representatives of Hamburg's ambitious architectural scene – of a kind impossible to find elsewhere in Germany and Europe.

TIPS

Architectural "string of pearls" and the Elbe banks

In recent years, an attractive ensemble of buildings has been created on the northern bank of the Elbe at the edge of the port between St Pauli and Oevelgönne, comprising offices, apartments, restaurants and shops. Along the 100 metre wide riverbank that runs for several kilometres, converted former port buildings alternate with unconventional new buildings. Working and living with a view of passing container ships is no longer the privilege of those born and bred in Blankenese. This

string of architectural pearls reflects the city's affection for the water and is attracting more and more tourists. One outstanding example of spectacular waterside architecture is Hadi Teherani's "Docklands" office creation at Van-der-Smissen-Strasse. www.brt.de, www.elbmeile.de

Architectural history in the Kontorhaus district

The Kontorhaus district, located at Messberg in the south of Hamburg's old town, has entered architectural history as the first district on the European continent designed purely for office usage. Created in the 1920s and 1930s by Fritz Schumacher, the three most striking buildings are the Chilehaus, Messberghof and Sprinkenhof. These buildings rank among the major artistic monuments of their time, and they are all protected buildings. Reminiscent of a ship's bow, the Chilehaus is regarded as the most significant artistic achievement of German Brick Expressionism. This extraordinary building heavily influenced Northern European brick architecture in the 1920s and 1930s and is one of Germany's first skyscrapers. Hamburg has applied to UNESCO to have the Chilehaus, the Kontorhaus district and the Speicherstadt included in the UNESCO World Heritage list as of 2014.

www.chilehaus.de, www.kontorhausviertel.com



Port of Hamburg in Figures

Cargo throughput 2011	132 m tonnes
Container throughput 2011	9 m TEU
Degree of containerisation	97.3 %
Ship arrivals 2011	10,100
Port area	7,187 hectares
Quay walls	34.6 km
Berths for ocean-going ships	approx. 283
Main foreign trading partners 2011: PR China incl. Hong Kong, Russia, Singapore, Finland, South Korea, USA, Sweden, Poland, Malaysia, Brazil	

Business and 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 growth factor is the port of Hamburg, which ranks among the world's largest container ports. As a trading hub and logistics centre for the booming continent of Asia and the up-and-coming markets of Eastern Europe, the entire Metropolitan Region is profiting from global trade. World-famous corporations and brands have their German or European head offices in Hamburg. The Hamburg Metropolitan Region is the German leader in such sectors as aviation, logistics, information technology, renewable energy and the media, and often plays a pivotal role in the global market. Hamburg as a centre of science and learning is flanked by excellent research institutes and universities across the Metropolitan Region.

The Port of Hamburg – A Motor for Growth

The port is the driving force behind the development of Hamburg and the Metropolitan Region, and is also Germany's largest universal port. With an annual throughput of more than nine million TEU (20-foot standard containers), Hamburg is Europe's second-largest container port. Also profiting from Hamburg's strong position are the neighbouring ports in Schleswig-Holstein, Brunsbüttel, Glückstadt, Kiel and Lübeck, as well as the ports of Stade and Cuxhaven in Lower Saxony. With 156,000 jobs in the Hamburg Metropolitan Region dependent on the port, the port is the leading employer and main economic factor for the region. One-third of the workforce resides in Lower Saxony and Schleswig-Holstein. According to a survey by the Institute of Shipping Economics and Logistics (ISL), the port of Hamburg has the potential to handle up to 25 million TEU by the year 2025.

In preparation for this vast increase, the Hamburg Port Authority (HPA) has launched a comprehensive investment programme. In the medium term, HPA will be investing up to three billion Euro in expanding the port infrastructure. Measures include e.g. the expansion and maintenance of the port's railway network, quay walls and bridge structures. In addition, the flow of goods along the river will be optimised by means of innovative traffic management systems. A particularly important measure will be the deepening of the Elbe's navigational channel. The aim is to provide enhanced depth and navigational options along the 120 kilometre inland waterway of the Lower Elbe to the more than 900 large vessels that annually call at the port of Hamburg. Since 2005, HPA has been coordinating all port-related administrative tasks.

www.portofhamburg.com

www.hamburg-port-authority.de



STORY: Global leaders: HHLA Container Terminal Altenwerder

The scene here is fascinating – especially during the night. Illuminated by gleaming floodlights, 15 giant container gantry cranes load and discharge freight at HHLA Container Terminal Altenwerder. Four large container ships can be handled simultaneously along 1.4 kilometres of quay wall. Unmanned vehicles independently shift the containers into computer-controlled storage yards. This unmatched degree of automation makes Altenwerder not only one of the world's most advanced, but also one of the world's most eco-efficient container handling centres. Together with its Burchardkai and Tollerort terminals, the Hamburger Hafen und Logistik AG (HHLA) handled more than two thirds of Hamburg's total container throughput in 2011 – amounting to 6.8 million standard containers.

www.hhla.de



Trading Hub for a far-flung Hinterland

The port of Hamburg largely owes its success to its favourable, central location: situated 120 kilometres inland from the North Sea, the port forms the core of an economically prospering region that is connected to the world via goods and container shipping. Thanks to excellent traffic links, the port's trading area extends far beyond the region, making the Hanseatic city an international hub for Germany's foreign trade with its European neighbours and Russia. What is more, Hamburg also boasts Europe's largest railway port, and, with its dense traffic network, swiftly connects the port's freight terminals and port facilities with all destinations in Central and Northern Europe. Containers, loose cargo and mass-produced goods are brought to the hinterlands via train, heavy goods vehicles and inland vessels, while smaller feeder ships transport around 3.3 million standard containers per year, largely to the countries of the Baltic Sea region and the UK. With well over 35,000 companies employing more than 125,000 people, the port of Hamburg is Germany's foremost

trading metropolis. From among these companies, some 22,000 are engaged in retailing, and around 13,000 in wholesale and foreign trade. Many of these companies are globally active, and quite a few of them are market leaders in their business segment. Hamburg's trade industry is, more than other Hamburg industries, characterised by medium-sized enterprises. 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

Further information:

www.portofhamburg.com

**Port of Hamburg Marketing (HHM),
Bengt van Beuningen**

Phone: +49 (0) 40 37 70 91 10,

E-mail: vanbeuningen@hafen-hamburg.de

The Green Port – Committed to Sustainability

Hamburg has set itself ambitious climate goals and made environmental protection one of its top priorities. The port industry is also playing its part by providing ecologically sustainable port operations. Many maritime and logistics companies are involved as environmental partners. These partners include the Hamburger Hafen und Logistik AG (HHLA) with its eleven subsidiaries, as well as the Eurogate Container Terminal Hamburg.

The heating system of the HHLA Container Terminal Tollerort (CTT) operates on effluent from the nearby Köhlbrandthöft sewage works. With this intelligent form of heat recovery, HHLA and the water supplier "Hamburg Wasser" save around 1,000 tonnes of the climate damaging CO₂ annually while at the same time reducing their energy costs. HHLA has also set itself high climate goals: between 2007 and 2015, climate-damaging greenhouse gas emissions are to be reduced by at least ten percent per tonne (or TEU, respectively). Already in the first year of the scheduled eight-year period, HHLA Container Terminal Altenwerder (CTA) recorded emission savings of 2.5 percent per standard container.



Additional emission savings shall be achieved through HHLA's new multiple-load project: an increasing number of the driverless Automated Guided Vehicles (AGV) used for the transport of containers on the terminal can now load two 20 foot containers. This reduces the frequency of AGV journeys, thus saving up to 600 tonnes of CO₂ annually. Further innovative measures are deployed to increase energy efficiency and reduce emissions. For instance, CTT boasts the world's first van carrier with an energy storage system. 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 by deploying innovative diesel-electric van carriers. In contrast, HHLA Logistics is focussing on eco-friendly fuel cell technology. With the unveiling of a hydrogen filling station at Überseezentrum, the first fuel-cell powered stacker went into operation in 2008. Additional emission savings have been achieved through the use of 90 electric stackers with power recovery in logistics, and through energy-saving area lighting.



The terminal operator Eurogate coordinates all environmental matters through its own environmental protection officer. One of the largest environmental projects implemented by the company in Hamburg is a woodchip heat plant to meet the heating needs of the office building at Container Terminal Hamburg. Further measures employed 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 generate annual savings of one million litres of diesel and 3,000 tonnes of CO₂, and workshop vehicles run on LPG liquid gas. For many years, Eurogate has also been employing energy recovery systems on its portainers, feeding energy back into the portainers' power supply, thereby reducing CO₂ emissions by approximately 4,000 tonnes each year.

The Hamburg Port Authority (HPA), Hamburg's port management organisation, plays a special role with regard to sustainability programmes 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 matters. HPA underlined once again the importance of climate protection, efficient logistics supply chains and eco-friendly port links at the international port conference of the International Association of Ports & Harbours (IAPH), held in Hamburg in 2009. Among other things, HPA presented the "Environmental Ship Index (ESI)" and the "Carbon Footprint" (CFP) at the conference – two indices for the eco-friendliness and carbon dioxide emission levels of ships. In future, these indices could play a role in the calculation of port fees.

www.hhla.de,

www.eurogate.de,

www.hamburg-port-authority.de,

www.ecoport.com



Business and Trading Metropolis

Trading centre for the Baltic Sea region

The port of Hamburg is one of the major trading market places for the Eastern European states. With more than 150 feeder ship connections per week, the port of Hamburg is an important link between the Baltic Sea region and its overseas trading partners. The port's second-most important trading partner is the Russian Federation. Almost all of the containers traded between Russia and the port of Hamburg are dispatched from St Petersburg, making this Russian port city the busiest location for feeder ship traffic with Hamburg. In 2011, around 596,000 TEU were handled between Hamburg and Russia. With an increase of 35.7 percent as of 2010, this trading area has undergone enormous growth. With Russia joining the World Trade Organisation (WTO) and the subsequent abolishment of trade barriers, the Russian market is now open to further develop trade relations with the port of Hamburg.

TIP

Hamburg's partnership with China

For China, Hamburg is the natural gateway to Europe. More than half of German foreign trade with China is handled via the port of Hamburg. In 2011, the container throughput to and from China amounted to 3.1 million containers units (TEU). This is 35 percent of the port's total throughput, which makes China the major foreign-trade partner of the port of Hamburg. Around 440 Chinese companies maintain branches in Hamburg. More than 900 Hamburg businesses trade with China, using Hamburg as a base for controlling their China-related imports and exports for the whole of Europe. With CHINATIME and the Hamburg Summit two of the most important China-related events in Europe take place in Hamburg. The German Asia Business Association (OAV) has its office in Hamburg, catering for German companies with business activities in East Asia. The Institute for Asia Studies (IAS), an organisation that is unique in the German research landscape, is also based in Hamburg. Altogether, more than 10,000 people of Chinese origin live in the Hamburg Metropolitan Region.

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 administrative districts of Cuxhaven, Harburg, Lüchow-Dannenberg, Lüneburg, Rotenburg (Wümme), Heidekreis, Stade and Uelzen constitute the south of the Hamburg Metropolitan Region. Being part of the Hamburg economic area, the Süderelbe region puts commercial considerations before administrative boundaries. For instance, Süderelbe AG strengthens the entire southern Metropolitan Region via cross-boundary projects. Not only large companies – such as Ostfriesische Teegesellschaft in Harburg, Dow Deutschland in Stade, or Airbus in Buxtehude and Stade – are profiting, but also small and medium-sized enterprises. The region is located in close proximity to the port of Hamburg, the seaport of Stade, the inland port of Lüneburg, and Europe's largest marshalling yard at Maschen. The region also provides a continually expanding, dense motorway network. These factors make the southern Metropolitan Region an important growth engine for Hamburg.

www.suederelbe.info

STORY: Hamburg shipowners gain reputation

Anyone studying Hamburg's past or present will repeatedly come across traditional Hamburg shipowning families. Shipowners like Henry Brarens Sloman, Albert Ballin, Carl Heinrich Laiesz, Karl Sieveking or Edmund Siemers all made their own special contribution to the international reputation of the Hanseatic city. When researching these renowned citizens, you will certainly discover intriguing facts – Sloman, for instance, the world's oldest remaining shipping company, or Laiesz, a name also borne by the Laieszhalle, or the story of the copper poodle on the Laiesz office building, which 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 – you can be sure to find abundant material for an in-depth story on Hamburg's history.

www.chinatime.hamburg.de, www.hamburgshanghai.org,
www.hwf-hamburg.de, www.hamburg-summit.com



A powerful economy – strong brands from Hamburg

World-famous company brands such as Airbus, Beiersdorf, Hapag-Lloyd, Helm, Montblanc, Olympus, OTTO and Tchibo, along with the major publishing houses, all contribute to Hamburg's economy. Ten of the 100 German companies with the largest turnover (excluding banks and insurance firms) are based in Hamburg. Today, almost 170,000 businesses and traders are registered with the Hamburg Chamber of Commerce, many of these being small and medium-sized enterprises. Around 305,000 residents of the surrounding Metropolitan Region commute daily to work in the city. Hamburg and its Metropolitan Region embark on a cluster-oriented economic policy that focusses on the port and logistics, but also on areas such as aviation, IT and media, renewable energy, and life sciences. These innovative, future-oriented industries in particular are boosting the region's economic growth. www.hk24.de, www.hamburg-economy.de



“Hidden champions” – Hamburg’s secret heroes

Some medium-sized enterprises and experts conquer a particular market niche and become leaders on the European market – or even the global market. Many of these “hidden champions” are barely known outside the professional community as they are busy generating turnover, not headlines. In all of Germany, Hamburg is the city with the highest proportion of such “secret” market leaders. A survey among 1300 German businesses, conducted by consulting company Simon-Kucher & Partners, shows that for every one million Hamburg citizens there are 29.4 “hidden champions”. The average for other larger German cities is 14.2, while Berlin with its weak industry has an average of 9.4. So what is the success formula of these “hidden champions”? They are highly specialised, often display a high degree of staff loyalty; they have sufficient equity capital, which means that even in times of crisis they are able to invest anticyclically. In many cases their success is grounded in research, for “hidden champions” need to be innovative to prevail on the global market against cheaper competitors. www.hk24.de

STORY: Travel value and duty-free shops from Hamburg

Hamburg, Istanbul, Johannesburg – no matter where you go, you will always find travel value and duty-free shops that invite you to stock up on reasonably-priced pre-flight perfume, whisky or cigarettes. With a turnover of two billion Euro (2011), the Gebr. Heinemann KG is one of the world's leading customs and tax exempted wholesalers and retailers. Largely unnoticed by the general public, Gunnar and Claus Heinemann are continuously developing their business – now in the fourth generation. And their motto indeed reflects the Hanseatic business spirit: “We don't want to be the biggest, but the swiftest.” Their objective is to be the international market leader in a clearly defined market segment. Gebr. Heinemann currently supplies 1,000 shops throughout 70 countries, plus 220 of its own shops at 38 airports, with additional venues to follow.

A Selection of Market Leaders and “Hidden Champions”

- Basler AG**, www.baslerweb.com, digital cameras and artificial vision equipment for the industry and the medical sector
- Becker-Marine Systems**, www.becker-marine-systems.com, manoeuvring systems for all types and sizes of vessels
- Bigpoint GmbH**, www.bigpoint.net, pioneer of browser-based online games
- Gebr. Heinemann SE & Co. KG**, www.gebr-heinemann.de, distributor and retailer for the international travel market
- HELM AG**, www.helmag.com, marketer and distributor of chemical products
- Jungheinrich AG**, www.jungheinrich.de, forklifts, platform trucks and tractors, warehouse handling equipment
- Minimax Viking GmbH & Co. KG**, www.minimaxviking.com, fire protection systems of all types
- Muehlhan AG**, www.muehlhan.com, maritime and industrial surface protection
- Olympus Surgical Technologies Europe**, www.olympus-oste.eu, medical technology for endoscopic and high-frequency surgery and surgery systems
- Philips Medizin Systeme**, www.healthcare.philips.com, imaging systems, healthcare IT, ultrasonic and monitoring equipment
- PHOENIX**, www.pdt-group.com, sealing systems for civil engineering, tunnel and rail construction
- STILL GmbH**, www.still.de, forklifts, platform trucks and tractors, warehouse handling equipment

Business and Trading Metropolis

FACTS

- more than 338,000 employees in the logistics sector
- more than 11,000 logistics companies in the Metropolitan Region
- 3.2 million square metres of logistics floor space
- more than 28,000 new logistic jobs created in the Metropolitan Region between 2005 and 2011

Hamburg Metropolitan Region – in Pole Position for Logistics

The Hamburg Metropolitan Region is located at the centre of global and European trade flows. The port of Hamburg has developed into the central goods hub of Northern Europe – not only because of its centuries-old tradition of overseas trade, but also due to its location, its excellent infrastructure, and its comprehensive logistics services. Due to continuous globalisation and the opening up of Eastern Europe, the logistics heart of Northern and Eastern Europe has shifted to the Hamburg Metropolitan Region. National and international companies manage their global supply networks from here. Whether by road, air, water or rail, all means of transport are heavily present in this region. A high local cargo turnover enables logistics companies to provide a high-frequency supply chain, supplying customers with maximum flexibility and service quality. Hamburg is the leading Northern European logistics location and one of the most dynamic economic and logistics regions in Germany. Between 2005 and 2011, the number of jobs in the Metropolitan Region's logistics sector increased by 12 percent, with 10,000 companies providing employment for 338,000 people. www.hamburg-logistik.net

TIP

Hamburg Logistics Initiative – collaboration as the key to success

The Hamburg Logistics Initiative interconnects the industry. It is funded by companies and institutions from the Hamburg Metropolitan Region – which have combined to form a registered association – and by the Free and Hanseatic City of Hamburg. With more than 500 corporate and institutional members from industry, trade and the services sector, the Hamburg Logistics Initiative is the largest network of its kind in Germany. This public-private partnership aims to strengthen Hamburg's role as the leading metropolitan region for logistics in Northern Europe and support logistics-related companies from the industry, trade, and the services sector.



Further information:

www.hamburg-logistik.net

Hamburg Logistics Initiative,

Anja Gröger

Phone: +49 (0) 40 22 70 19 85,

E-mail: ag@hamburg-logistik.net

STORY: HANSE GLOBE – sustainability in the logistics sector

With "HANSE GLOBE – Hamburg's Prize for Sustainable Logistics", the logistics metropolis of Hamburg has set an example by promoting environmental protection and social commitment in the industry. In 2007, the Hamburg Logistics Initiative awarded this prize for the first time. The winner of the first HANSE GLOBE award was TNT Express with its global sustainability project "Planet Me", which focussed on reducing CO₂ emissions. Other awardees included "dm-drogerie markt", a retail chemist chain based in Karlsruhe, Gazeley, a global developer of logistics warehouses, Hermes Europe GmbH, as well as Hamburger Hafen Logistik AG and Demag Cranes AG. In 2012, the international delivery service DPD Dynamic Parcel Distribution GmbH & Co. KG scooped the prize with their "Total Zero Principle". For the first time in the history of the HANSE GLOBE, a special prize to acknowledge social sustainability was also awarded: the recruitment agency Randstad was honoured for their school sponsorship programme "Du bist ein Talent" (You are a talent).

Hamburg as a Prime Location for Aviation

The Hamburg Metropolitan Region offers a range of skills, covering all facets of aircraft construction, maintenance and airport operation. In addition to the three major companies Airbus, Lufthansa Technik and Flughafen Hamburg, more than 300 small and medium-sized enterprises and various technological and scientific institutions contribute to the region's aviation know-how. This makes Hamburg one of the most important civil aviation industry locations worldwide. The aviation tradition in the region stretches back over a period of more than 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 large-scale aircraft construction in Hamburg. The shipyard Blohm + Voss founded the Hamburger Flugzeugbau GmbH on the Elbe. In 1969, Airbus evolved from this. In 2000, Hamburg launched into a completely new aviation era as Hamburg, alongside Toulouse, was chosen to participate in the development and construction of the Airbus A380, the world's most advanced aircraft. The entire Metropolitan Region profits from the A380, the successful A320 programme and the new long-range A350 aircraft. The Airbus works in Stade and Buxtehude both play an important role, being centres of excellence for carbon-fibre compounds and cabin management systems, respectively. In the CFK-Valley Stade, another centre of excellence, Airbus, together with a network of suppliers, develops 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.

Further information:

www.hamburg-aviation.com

Hamburg Aviation, Kirstin Rüther

Phone: +49 (0) 40 22 70 19 87,

E-mail: kirstin.ruether@hamburg-aviation.com

A new approach to aviation

As an excellence cluster of the Federal Republic of Germany, the Hamburg Metropolitan Region with its aviation companies and scientific and research facilities has its sight firmly set on the future. The aim is to make air travel more economical, ecological, comfortable, reliable and flexible. With numerous research projects on products and process innovation, the aviation cluster continually expands its areas of expertise, i.e. Aircraft and Aircraft Systems, Cabins and Cabin Systems, Aviation Services, and Air Transport Systems. Research is conducted into fuel cells as an energy supply, work is carried out on acoustic and climatic improvements within cabins, new ultra-light seats from composite materials are developed, and airport processes optimised. Key players in Hamburg's aviation strategy include the Center of Applied Aeronautical Research (ZAL), which links stakeholders from science and industry, initiates research projects and transforms new technologies into innovative products, as well as the Hamburg Centre of Aviation Training (HCAT), which trains specialised staff according to market demands.

www.hamburg-aviation.com



FACTS

- around 300 small and medium-sized companies
- more than 40,000 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

STORY: Crystal Cabin Award

With the Crystal Cabin Award, Hamburg has introduced the first international innovation prize for outstanding products and concepts in the field of aircraft cabins. The objective of this award is to improve travelling comfort for passengers and promote the development of innovative economical and ecological solutions. In 2012, 58 candidates from ten countries entered the competition.

www.crystal-cabin-award.com

TIPS

Airbus Hamburg

The EADS Airbus plant in Hamburg-Finkenwerder is responsible for the final assembly, coating and delivery of the Airbus A318, A319, A320 and A321 models. The fuselages and cabins for all Airbus aircrafts are developed on-site, and the front and rear fuselages for all models are also built and fitted here. Hamburg also plays a decisive role in the construction of the A350 XWB, the new long-range aircraft. Airbus Hamburg is also heavily involved in the production of the wide-body A380 model. Here, tasks include the assembly of the structure and fittings for large fuselage sections, interior fittings, coating, and final delivery. With a staff of 12,400 people, Airbus is among Hamburg's largest employers. Additional Airbus sites at Buxtehude and Stade contribute to strengthening the entire Metropolitan Region as an aerospace cluster.

www.airbus.com

Lufthansa Technik in Hamburg

As the global market leader in maintenance, overhaul and repairs of commercial aircrafts, Lufthansa Technik provides employment for more than 7,500 people. The company is located on a 750,000 square metre area on the southern side of Hamburg airport. The location is also home to the company's logistics, training, and R&D facilities. The components workshops cover an area of more than 30,000 square metres and handle about 275,000 components every year.

www.lufthansa-technik.de



Business and Trading Metropolis

FACTS

- more than 23,000 companies in the TIMES industry; around 600 start-ups per year
- these include around 14,000 Hamburg media companies, around 7,100 advertising companies and 2,850 companies from the publishing and printing industry
- about 110,000 employees in total
- competence cluster for e-commerce & IT, media & journalism, and gaming, largely owing to the Hamburg@work initiative

Hamburg – Innovative Media Hub in Tune with Business and Trade

The IT and media industry in the Hamburg Metropolitan Region is multifaceted: Hamburg is a publishing location with a rich tradition, a creative advertising capital, a gaming and film stronghold and a centre for high-quality information and entertainment broadcasting. In short: it is one of the most important European media centres. Business, trade and media can no longer be successful without “digital.” The digital economy has now penetrated all fields and industries. Whether telecommunications, IT, media or advertising (TIMES) – and with more than 110,000 employees from over 23,000 companies and 600 start-ups each year in the TIMES branch – Hamburg is one of the continent’s most important technology and creative locations. The IT branch alone with around 10,000 companies and more than 50,000 employees represents a key economic factor. In addition to Hamburg’s established media companies, a dynamic social media scene has also developed in the city. From App programmers to JavaScript designers – the industry is witnessing increasing job specialisation in the area of digital platforms.

TIPS

Publishing houses in Hamburg

A large proportion of Germany’s key media groups are located in Hamburg, among them the Axel Springer publishing house, the Bauer Media Group, Gruner + Jahr, the SPIEGEL group, and the Zeitverlag. Outstanding publications such as DER SPIEGEL, stern or DIE ZEIT shape public opinion and characterise Hamburg as a location for high-quality journalism. Moreover, Hamburg is a centre for business media and high-circulation popular magazines such as Manager Magazin, Gala and GEO. The city has also successfully entered into the digital age: SPIEGEL ONLINE, the market leader amongst the news portals, is located in Hamburg. Since 2011, this key industry player has its base in the HafenCity area. With its innovative company headquarters amidst Hamburg’s new media and creative district, the SPIEGEL group is making a long-term commitment to the city.

Hamburg@work – the digital industry network

Established in 1997 as a public-private partnership, the Hamburg@work initiative with more than 2,300 members from 650 companies has developed into the largest industry network of its kind. Hamburg@work offers companies and entrepreneurs numerous opportunities for exchanging ideas and network-

ing. These include project teams, the thematic sub-segments of gaming, e-commerce & IT, as well as media & journalism, and countless events such as expert talks and conferences, e.g. the “IT Strategietage” or the “scoopcamp” media conference. www.hamburg-media.net

Hamburg looks to the future of media

Today’s media locations are facing stiff competition. This is why the Hamburg Senate Chancellery and Hamburg@work have created optimal conditions for bridging the gap between “old” and “new” media. Within the context of numerous projects and in collaboration with the industry, all current themes from the areas of Crossmedia, New Storytelling and Social Media are being explored. The goal is to establish a cross-industry dialogue that facilitates the examination of innovative media trends and the development of new ideas. In a specially established think-tank, leading representatives from all relevant segments meet regularly to discuss current developments and, in a common effort, develop cross-industry perspectives for the media location. Here, the website www.nextmediablog.de functions as the central means of communication. Thus Hamburg has become a laboratory for designing the future of media.

Further information:

www.hamburg-media.net

hamburg@work, Esther Conrad

Phone: +49 (0) 40 80 04 63 35,

E-mail: esther.conrad@hamburg-media.net

STORY: Hamburg as a gaming location

Hamburg is one of the leading European centres in the gaming sector, boasting around 150 companies and around 4,000 employees in the gaming industry. The Hamburg@work initiative supports both young and established games companies with a wide range of activities and projects, such as gaming conventions, conferences or recruitment tours. The “Gründerhaus” provides office space for young game developers from around the world, with ideal working conditions in an international environment.

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

Top European Location for Renewable Energy

The Hamburg Metropolitan Region is already one of the main centres for renewable energy in Europe. According to a study commissioned by the Renewable Energy Hamburg Cluster (EEHH), 25,000 people work in the regenerative energy sector in the region between Cuxhaven and Lübeck, and Neumünster and Lüneburg. Leading companies such as DONG Energy, Nordex, Repower and Siemens have their headquarters in Hamburg. The wide open landscape between the North and Baltic Seas and the environs of the River Elbe provide ideal conditions for wind power, but also for biomass use and solar power. Politics, business and consumers are working together to support clean energies and realise the vision of positioning the Hamburg Metropolitan Region as the leading global location for management competence and innovative service providers in the field of renewable energy. At the same time, the hinterland with its numerous production sites perfectly complements Hamburg as an international centre for development, sales and services.

Further information:

www.eehh.de

Renewable Energy Hamburg Cluster Agency,

Astrid Dose

Phone: +49 (0) 40 69 45 73 12,

E-mail: astrid.dose@eehh.de



TIP

Wind power – a fresh breeze from the North

By the middle of 2012, nearly 23,000 wind power plants with a total capacity of ca. 30 GW were installed in Germany. Experts see great growth potential in this area – according to estimates from the World Wind Energy Association, the global installed capacity of around 100 GW in 2010 will have increased within ten years to 1,000 GW. The Hamburg Metropolitan Region between the North and Baltic Seas with its good wind conditions is an ideal location for wind power plants – both onshore and offshore. While Hamburg has mainly seen the establishment of company headquarters and research departments with an international orientation, the North and Baltic sea coasts have become the site of industry production plants e.g. in Cuxhaven, Stade and Brunsbüttel. Furthermore, starting in 2014, Hamburg will host the new international trade fair, Hamburg WindEnergy.

STORY: From landfill site to regenerative Energy Hill

From a landfill site to the peak of sustainable energy: within the scope of the IBA Hamburg, the hill at the Georgswerder landfill site will be turned into a regenerative Energy Hill. The objective is to provide 4,000 households with electricity, using wind and solar power only. Moreover, a public viewpoint will be made accessible to the public.

www.iba-hamburg.de

FACTS

- 1,466 companies with around 24,700 employees in the renewable energy sector
- employment growth of approx. 56 percent between 2008 and 2011
- renewable energy as research focus and area of excellence at numerous higher education institutions
- 60 percent of the world's know-how locations for wind power can be reached in 2.5 hours northwards from Hamburg
- the leading wind power development and management location in Germany; prime position as service centre for eco-friendly energy

Life Sciences: Well-Rooted in Northern Germany

Life sciences play a special role in Northern Germany. The combination of innovation and traditional infrastructure provides a unique environment for medical engineering, biotechnology and pharmaceutical companies. Medical engineering has traditionally been well established in Hamburg and Schleswig-Holstein. Northern Germany's forte lies in the size and market dominance of the companies based here. As regards R&D in the field of medical engineering, no other region has such well-developed economic structures and such favourable locational conditions. Around 11,500 employees generate an annual turnover of approximately 3.9 billion Euro here. In the "Life Science Nord" region, large companies such as Olympus, Philips Medizin Systeme, Dräger Medical and Johnson & Johnson Medical develop and produce innovative solutions for the global pharmaceutical market. But also small and medium-sized enterprises are well-rooted in the medical engineering sector, making up the majority of those 300 or more companies involved. A special focus of these SME lies on imaging and surgical technologies. In the "Life Science Nord" region, the biotechnology sector is also characterised by a broad business base: around 8,200 people involved in research on biotechnology for medical and industrial use are employed by around 150 companies in Hamburg and Schleswig-Holstein. The region's biotechnology sector is closely connected with the pharmaceutical industry: several major drug manufacturers and large commercial enterprises operate in Hamburg and Schleswig-Holstein.

www.life-science-nord.net

Norgenta – Northern Germany's life sciences agency

Norgenta is the central project and service agency of the federal states of Hamburg and Schleswig-Holstein for the support of life sciences activities in Northern Germany. Under the umbrella of "Life Science Nord", Norgenta consolidates and networks activities for an internationally competitive cluster. Norgenta initiates strategic projects and promotes companies, researchers and institutions that contribute to strengthening the profile of Hamburg/Schleswig-Holstein as an industry location. Norgenta also aims to link stakeholders from business and research in Northern Germany. www.norgenta.de

One of the World's Most Central Fair and Congress Sites

Hamburg's advanced trade fair and congress district is located in the very heart of the city. The sites of the Hamburg Messe and the Congress Center Hamburg (CCH) expand over a vast area, providing exhibitors and guests with a total of 107,000 square metres of exhibition space. The architecture of the trade fair halls is simple and transparent and suits its immediate surroundings. The inner city location of the fair halls is unique in Europe. It is situated directly alongside the green oases of Planten un Blomen and Schanzenpark, the much-loved Karolinenviertel, the Grindelhof and the University of Hamburg. More than 350 events, attracting over one million visitors, are held on the premises of the Hamburg Messe und Congress GmbH every year. Events range from trade fairs, such as SMM, the international trade fair for the maritime industry, and INTERNORGA, Europe's leading trade fair for the hotel and gastronomic industry, to major public exhibitions that attract more than 100,000 visitors. There are also numerous specialist events that are relevant for the city's excellence clusters: shipping and aerospace industries, science, media, and renewable energy.

The Congress Center Hamburg is the place for cultural events and large-scale congresses and conventions. The CCH is closely connected to the fair halls via a park. Thanks to the direct link between the 7,000 m² multi-purpose 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 for specialist congresses with accompanying exhibitions. Transport links to and from the Hamburg Messe and CCH are excellent, and the location is unique as both facilities are only a stone's throw from the city's large choice of restaurants and retail shops. Other attractions such as the Alster Lake, the Reeperbahn and the port can easily be reached on foot.

FACTS

Hamburg Messe

Fairs/exhibitions: approx. 40 per year
Exhibitors: approx. 12,000 per year
Visitors: approx. 700,000 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

Phone: +49 (0) 40 35 69 20 90,

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



Selected events:

INTERNORGA: 08.03.-13.03.2013 and 14.03.-19.03.2014

International trade fair for the hotel, gastronomic, catering, bakery and confectionery industries

DU UND DEINE WELT: 21.09.-29.09.2013

Hamburg's shopping and event fair

Seatrade Europe: 24.09.-26.09.2013

Cruise and rivercruise convention

hanseboot: 26.10.-03.11.2013 and 25.10.-02.11.2014

Hamburg's international boat show

NORTEC: 21.01.-24.01.2014

The manufacturing trade fair in the North

REISEN HAMBURG: 05.02.-09.02.2014

The holiday, caravanning, outdoor and cycling exhibition

COTECA: 24.09.-26.09.2014

International fair for the coffee, tea and cocoa industries

SMM: 09.09.-12.09.2014

The leading international maritime trade fair

WindEnergy Hamburg: 23.09.-26.09.2014

The global onshore and offshore exposition

H2Expo: 23.09.-26.09.2014

(as part of WindEnergy Hamburg)

International convention and trade fair for hydrogen and fuel cell technologies

TIP

Hamburg Convention Bureau – HCB

The Hamburg Convention Bureau GmbH (HCB) is the central marketing organisation promoting the Hanseatic City of Hamburg as a congress and convention location. The HCB provides a professional team on call for companies planning events in Hamburg and the Metropolitan Region. Whether you are planning a conference, a public event or an extravagant incentive travel: HCB offers free information and advice, independent and according to the clients' wishes. As a one-stop-shop for individual services, the HCB helps clients, free of charge, to find locations, hotels, caterers, PCOs and all kinds of event service providers. The HCB's key objective is to develop Hamburg's position as a congress destination in Germany, Europe and internationally, thereby turning Hamburg into one of Europe's leading destinations for business meetings.

www.hamburg-convention.com

Hamburg – the Northern Capital of Knowledge

Hamburg is Northern Germany's knowledge capital. Education and training, research and development, and the transfer of innovation and knowledge play a key role here. In Hamburg and the Metropolitan Region, around 88,000 German and international students are enrolled at 20 public and state-recognised universities and four private universities. Key research institutions include the DESY, the Max Planck Institutes for Meteorology and Comparative and International Private Law, the Heinrich Pette Institute for Experimental Virology, the "Kinderkrebs-Zentrum Hamburg", and the Hamburg Institute for Social Research. All of these contribute to the creation of knowledge and innovation in and around Hamburg. This range of talent is complemented by ten collaborative research centres and nine graduate schools. Hamburg also maintains an intensive dialogue with higher education and research institutions in the region's surrounding towns such as Wedel, Stade, Geesthacht, Buxtehude and Lüneburg. www.wissenschaft.hamburg.de



TIPS

Higher education in Hamburg

With around 38,000 students, the University of Hamburg (est. 1919) is Hamburg's largest higher education institution. The Hamburg University of Applied Sciences is among Germany's largest technical colleges, with a student body of around 14,000. At the Hamburg University of Technology, research, teaching and technology transfer are centered on the guiding theme of developing technology for people. The Bucerius Law School is Germany's first private law school entitled to offer doctoral and post-doctoral degrees. This is where tomorrow's legal elite is being trained. Hamburg's largest privately held university is the "HFH Hamburger Fern-Hochschule" with more than 9,000 students enrolled.



A Selection of Higher Education Institutions in the Hamburg Metropolitan Region

University of Hamburg

www.uni-hamburg.de

Hamburg University of Applied Sciences

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

University Medical Center Hamburg-Eppendorf

www.uke.de

Helmut Schmidt University – University of the Federal Armed Forces

www.hsu-hh.de

Bucerius Law School

www.law-school.de

Leuphana University Lüneburg

www.leuphana.de

University 21 Buxtehude

www.hs21.de

West Coast University of Applied Sciences

www.fh-westkueste.de

FOM Hochschule für Oekonomie & Management

www.fom.de/studienorte/studium-in-hamburg.html

HFH Hamburger Fern-Hochschule – University of Applied Sciences

www.hamburger-fh.de

European Distance Studies 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-hamburg.de

EBC Euro-Business-College Hamburg (EBC)

www.ebc-hochschule.de

MHMK Macromedia University for Media and Communication

www.macromedia-fachhochschule.de

PFH Private University of Applied Sciences – Stade Campus

www.pfh.de

TIPS

HafenCity University Hamburg – University of the Built Environment and Metropolitan Development

The HafenCity University (HCU) for Environment and Metropolitan Development is the only university in Europe devoted solely to research and teaching in the field of the built-up environment, offering architecture, civil engineering, geomatics and urban planning under one roof. Being part of the Hafen-City district, the university is contributing to the discourse on urban development and the urban environment.

www.hcu-hamburg.de



University Medical Center Hamburg-Eppendorf (UKE)

The University Medical Center (UKE) is one of Europe's most advanced hospitals. Specialists from various medical fields work here under one roof, with 14 departments and more than 80 clinics, institutes and out-patient clinics collaborating across disciplines. The UKE provides 1,306 beds, and 160 beds in the University Heart Center. Each year, UKE accommodates around 80,000 overnight patients, approx. 263,000 outpatients, and around 113,000 emergency patients. For many of the therapies offered, UKE is the only place in Hamburg and its surroundings. This is the case e.g. with heart, lung, liver, kidney and bone marrow transplantation. The UKE's main research areas are neuroscience, oncology, and health services. Consultants, nurses and therapists are supported by state-of-the-art medical equipment, an innovative IT infrastructure and an architectural layout designed for the provision of care. www.uke.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 evolved here, successfully combining fundamental research and knowledge transfer for the use in innovative products and technologies. In this way, the region has established itself not only nationally but also internationally as one of the leading centres for climate research, technology development and life sciences.

TIPS

CFEL Center for Free-Electron Laser Science

The CFEL is an innovative collaborative project between the DESY (German Electron Synchrotron), the Max Planck Society, and the University of Hamburg. It was established to make best use of the research opportunities arising from the latest radiation sources deployed at temporal resolutions of a few femto-seconds. Used to investigate structural changes in atoms, molecules, condensed matter, molten masses and biological systems, it is making a fundamental contribution to research into dynamic processes in all areas of matter. Scientists from different disciplines and research organisations collaborate under the umbrella of CFEL in an exciting international and interdisciplinary environment in order to exploit the resulting synergies.

www.cfel.de

A hotspot for climate research: the KlimaCampus

Hamburg is becoming even more renowned as an international centre for climate research. Since 2007, research projects are bundled under the umbrella of KlimaCampus, a collaborative project that involves 18 different institutes of the University of Hamburg, the Max Planck Institute for Meteorology, the Helmholtz Centre Geesthacht, and the German Climate Computing Centre. Independent, consolidated research findings on climate change and its impact provide a basis for policy decisions. The nucleus of the KlimaCampus is the excellence cluster "Integrated Climate System Analysis and Prediction" (CliSAP). This cluster consolidates scientists from different disciplines: meteorologists with media specialists, oceanographers with economists and peace researchers. Based on climate models, CliSAP develops relevant prognoses for the future development of our climate.

www.klimacampus.de

STORY: Leuphana Reform University Lüneburg

The Leuphana Reform University is a real innovation: a public university with a perspective on education that is unparalleled in Germany. With its Leuphana Bachelor, this university offers an in-depth degree course that is embedded in an extensive internal network. The Leuphana University College represents an all-embracing philosophy of education and learning that is based on the concept of a humanistic, practice-oriented and sustainable university.

www.leuphana.de



Paths for adjusting to climate change: KLIMZUG-NORD

The impact of climate change will also be felt in the Hamburg Metropolitan Region. The joint partnership programme KLIMZUG-NORD conducts research into the actual effects of climate change on cities, rural areas and the Elbe drainage basin. The aim of the project, which is funded to the tune of 25 million Euro, is to produce concrete solutions by 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 – the leading network for lightweight fibre composite construction technology

The CFK-Valley Stade, located in the town of Stade, is an excellence network for carbon-fibre-reinforced plastics (CFRP) that is unique in Europe. More than 100 national and international companies and research facilities are involved in this network. Thanks to the interdisciplinary core competences of experts and market leaders, the entire value creation chain is covered. This includes the training of highly qualified staff in degree courses that are unique in Europe, conducted at the PFH Göttingen, as well as construction and serial production and the disposal of CFRP structures. The focus is on mobility industries such as aviation, automotive engineering, wind power and transportation, as well as machine and plant engineering. A milestone for research into CFRP technology was reached with the launch 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 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

Located in Geesthacht, south-east of Hamburg, the GKSS research centre is one of fifteen national research facilities belonging to the Helmholtz Association of German Research Centres. About 860 staff are employed at the research centre in Geesthacht and 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)

As an innovation location, the town of Itzehoe is one of the most dynamic high-tech sites in Germany. The Fraunhofer Institute for Silicon Technology (ISIT) and its 150 staff have found a base here on a 50 hectare plot. As an internationally renowned research institute, ISIT supplies technology for microelectronics and microsystems technology.

www.isit.fraunhofer.de





Growth and Environment

Hamburg combines Environmental Protection with Economic Growth

Hamburg is combining environmental protection with economic growth. In all of Germany, Hamburg is the city with the strongest economic power and the best future prospects. For over a decade now, Hamburg occupies a top position in rankings of the economic growth of the German federal states. But also in European comparison, the city is one of the strongest business locations. Hamburg boasts more green areas and water bodies than any other city in Germany – in spite of its intense port operations and its pronounced industrial sector. Local residents and guests to the city enjoy Hamburg's high quality of living, its fresh air and its excellent water quality. The combination of economic growth, quality of living and environmental protection results from the city's strategic sustainable urban planning. For a growing city like Hamburg, sustainability is an important locational advantage. Projects such as the HafenCity Hamburg and the International Building Exhibition IBA Hamburg exhibit the potential of green technologies for companies and residents alike. Hamburg was awarded the title of European Green Capital 2011 by the EU Commission for its high environmental standards and development goals.



TIPS

Hamburg – European Green Capital

In 2011, the EU Commission bestowed the Hanseatic City of Hamburg with the title of “European Green Capital”. Hamburg won the jury over with its high environmental standards and its ambitious environmental and climate goals, thereby beating off competition from 34 other European cities. The City of Hamburg, as well as numerous Hamburg-based companies, are committed to focus on reducing harmful greenhouse gases and enhancing energy efficiency far beyond 2011.

www.hamburggreencapital.eu

Hamburg – trendsetter in climate protection

With its 2007-2012 climate protection scheme, adopted by the Senate in 2007, and a development fund of up to 25 million annually, Hamburg has become a climate protection trendsetter. Funds have been allocated to numerous measures stipulated in the climate protection scheme. Hamburg has set itself bold climate goals: the aim had been to reduce CO₂ emissions by two million tonnes by the year 2012 as compared with 2007. Eleven energy-intensive Hamburg companies are also making key contributions to climate protection: in the context of a voluntary commitment by the industrial sector, these companies have all reduced their operational CO₂ emissions. These companies had reduced their CO₂ emissions by 456,000 tonnes already in 2011, when the agreed target had been 500,000 tonnes by 2012. With its Climate Protection Master Plan, Hamburg contributes to reaching the national climate goals: to limit global warming to a level of 2 degrees Celsius, CO₂ emissions shall be reduced by 40 percent by 2020 and by 80 percent by 2050. Hamburg aims to maintain its leading role in effective and sustainable climate protection.

www.klima.hamburg.de



European Green Capital: Goals

Climate protection

By 2020, CO₂ emissions shall be reduced by 40 percent as compared to the 1990 level, and by 80 percent by 2050

Bicycle traffic

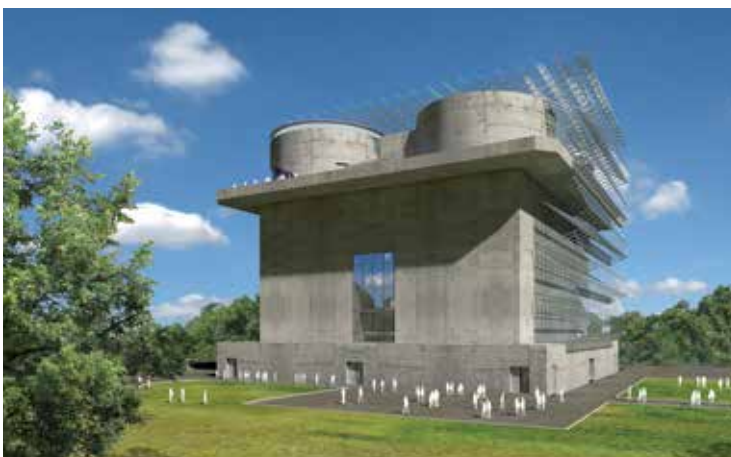
Bicycle traffic's share of total road traffic shall increase by 18 percent (as compared to only 12 percent in 2008)

Urban development

A long-term strategy for inner city growth shall protect the landscape from being taken over by a growing urban sprawl. Projects include the HafenCity Hamburg and the “Leap across the Elbe”, with events such as the International Building Exhibition (IBA) Hamburg and the international garden show Hamburg (igs 2013)

Hamburg's energy shift

As a conurbation and site of energy-intensive industrial enterprises, Hamburg takes responsibility for climate and environmental protection. With its Climate Protection Master Plan, the city is implementing the energy shift. The required knowledge and innovative power is provided by the research and technology location of Hamburg. In addition to a reduction in the use of energy and resources, the energy shift offers excellent opportunities for Hamburg's economy. People and companies in Hamburg profit from the expansion of renewable energy in the city. There are currently 14,500 people in Hamburg and 24,700 people in the Hamburg Metropolitan Region employed in the industry (as of April 2012). Hamburg is already known beyond specialist circles as the wind power capital. In future, energy suppliers will invest heavily in the storage and transformation of renewable energy, while utilising and optimising Hamburg's existing energy infrastructure. Thus Hamburg will become a location with one of the highest inner-city storage potentials in Germany.



STORY: From war memorial to Energy Bunker

As part of the International Building Exhibition IBA Hamburg, a flak bunker has been transformed into a combined heat and power station, operating on biomass and equipped with solar panels and a water tank. The 42-metre tall building is located in the Wilhelmsburg district and has been unused since World War II. It is a project that is unparalleled in Europe: the largest part of energy generation exhaust heat will be used for hot water and heating energy. Via the integration of eco-friendly heating units and electricity production plants, the Energy Bunker will ultimately supply a city zone of 120 hectares.

www.iba-hamburg.de

Growth and Environment



STORY: Algae as a source of raw materials and energy provider

E.ON Hanse AG and Hamburg's city government have launched a unique research project. A pilot facility, the first of its kind in Europe, will develop processes for the large-scale cultivation of micro-algae in the future. The processes can be fed with emission gases and use the CO₂ in them to create biomass, which in turn supplies energy. The BIQ project will transform the bioreactor into a Plus Energy House in a world first at the 2013 International Building Exhibition in Hamburg. The house will offer residents a new approach to life using visionary spatial concepts. Individually controlled rooms will make it possible to switch functions and components on and off on demand. The combination of energy-saving algae with geothermal and solar energy produces more energy than the residents of the house consume.

www.ssc-hamburg.de, www.biq-wilhelmsburg.de



Booming green industry

Hamburg has the potential to successfully implement the energy shift, meet high climate goals and create additional jobs – also owing to the strength of the city's companies and research facilities in the field of green technology. With its strong growth, the industry has now become an important economic factor. According to a survey of the Hamburg Chamber of Commerce and Industry (2012) there are approx. 1,980 green technology companies in Hamburg with around 33,400 employees. They are active in the core fields of power generation, green building, water, recycling and waste management, financing and insurance, energy services, as well as mobility and logistics. The estimated sales volume for 2012 is approx. 10.66 billion Euro. In 2012, green technology companies employed at least 20 percent more people than in 2009 and anticipate an employee growth of approx. 40 percent by 2016. Furthermore, green tech companies have a highly dynamic start-up sector: more than half of Hamburg's companies with a green core business were founded between 2009 and 2012.

www.hk24.de

Hamburg businesses take pride in environmental and climate protection

To implement its climate goals and energy shift, Hamburg has strengthened collaboration with Hamburg businesses via a strategic development programme. Already in 2003, the city launched its "Eco Partnership Hamburg" project – a partnership between the Hamburg Senate and Hamburg businesses. It promotes 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 "Unternehmensverband Hafen Hamburg". The partnership project offers various programmes and services in the field of resource efficiency, recycling, and systematic environment protection, helping companies to become more efficient and cost-effective. Advisory services and promotional offers are open to all Hamburg companies. In late 2012, as many as 950 Hamburg companies had joined the partnership, already almost achieving the target of 1000 Eco Partners. Around 4,200 enterprises are classified as environment-oriented businesses. Between 2003 and 2012, Hamburg businesses invested 350 million Euro in energy efficiency. Together with funds of 33 million Euro from the "Businesses for Resource Protection" development programme, these efforts have led to an annual reduction of 290,000 tonnes of CO₂ and 45 million Euro savings in operating costs. Hamburg demonstrates that an increase in efficiency and environmental protection can go hand in hand. Due to the huge benefit for the environment and the business location of Hamburg, the programme has been extended until 2018. www.hamburg.de/umweltpartnerschaft

Further information:

www.hamburg.de/bsu

Department for Urban Development and the Environment

Kerstin Graupner

Phone: +49 (0) 40 428 40 32 49,

E-mail: pressestelle@bsu.hamburg.de

Sustainable lifeline and mobility

Mobility has a high priority in an industrial, trading and services metropolis such as Hamburg. The local transport system is an important lifeline that focusses on appeal and innovation. It is a masterstroke that both private and public transportation operate smoothly each day. Hamburg is also one of the biggest logistics hubs in Northern Europe, where goods from all over the world are handled daily. The Hanseatic City's environmentally friendly and sustainable transport concept combines strong public transport, car-sharing, e-mobility and bicycle hire. This mobility mix contributes to an above-average quality of life and stable economic growth in the city.

www.hamburg.de/bwvi



Local public transport – a green location factor

Hamburg has one of the most modern and attractive local transport systems in Europe. Every day, around 2.3 million people use services provided by the Hamburg Transport Association. Most Hamburgers (99 percent) live less than 300 metres from an urban rail, underground or bus station. This often convinces people to leave the car at home or to do without one completely. Many residents of the city and Metropolitan Region prefer to take the relaxed and safe public transport route to work, and an increasing number of employers are rewarding employees with good-value season tickets for public transport. In addition, sustainable vehicles and innovation are protecting the environment and keeping operating costs low in the long term. Hamburg is a pioneer in the use of climate-neutral hydrogen buses. The Hochbahn's aim is to purchase only hydrogen buses from 2020 onwards – a decision also based on economic considerations, as fossil fuels will become more expensive in the coming years and hydrogen will become more economic as a storage medium for renewable energies. In a growing city such as Hamburg, local transport is developed continuously as locations are further developed: the opening of the new U4 underground line in the HafenCity district in December 2012 has sparked an increase in demand for offices and business space.

www.hochbahn.de, www.hvv.de

Hamburg promotes e-mobility

Hamburg is one of eight electro-mobility model regions in Germany. The more than 350 e-mobility vehicles operating here account for more than a quarter of all such cars and delivery vehicles used in the model regions. Users have access to a dense network of more than 200 charging points. Innovative Hamburg has the necessary knowledge to develop technologies further. The city has the best conditions for the future e-mobility market, with above-average economic and employment growth, and cooperation between companies, universities and politicians.

www.elektromobilitaethamburg.de

STORY: Electric car pioneer from Hamburg

The entrepreneur Sirri Karabag is an e-car pioneer in Germany. Under his own steam, he succeeded in becoming the market leader in the production of e-cars, outpacing major car manufacturers in the process. His Karabag New 500 E vehicle is based on a conventional Fiat 500 fitted with a battery, electric motor and new on-board electronics. The e-speedster from Hamburg purrs more or less silently and emission-free through the city's traffic. Karabag's innovation has helped companies such as STILL and Linde contribute their expertise in the field of electric cars. The Karabag New 500 E was crowned Car of the Year 2010. Two years later, Karabag was Germany's largest supplier of 100-percent electrically powered cars. Now, around one in every five e-cars on German streets is a model from Hamburg.

www.elektroauto.karabag.de



One million CO₂-neutral kilometres gained bike hire

Hamburg intends to increase the share of bicycle traffic by 18 percent by 2015. Riding a bike in Hamburg has to be safe, quick, comfortable and attractive. The basis for this is the bike traffic strategy, which has been implemented successively since 2008. The strategy includes developing the bike route network, better bike parking conditions and the StadtRAD bike hire system, which currently gives 180,000 registered users the opportunity to hire, e.g. via Smartphone App, one of around 1,650 bikes at more than 120 stations. The first 30 minutes are free and usually suffice for most stretches in the compact inner city. Of two million trips in 2012, around one million kilometres were covered CO₂-neutrally on city bikes.

www.stadtrad.hamburg.de



Liveable Metropolis

Liveable Metropolis – Happy Residents

Hamburg residents are the happiest people in Germany.* This hardly comes as a surprise, as 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, green areas and parks even downtown, make Hamburg the greenest of all European cities and a liveable metropolis with a unique climate. The attractive landscape surrounding the city contributes to the influx of new inhabitants. The Hamburg Metropolitan Region stretches from the North Sea to the Baltic Sea and far into the interior. Both coastal areas are accessible within a very short time, and the surrounding areas offer visitors the chance to discover inviting towns such as Stade, Lüneburg, Glückstadt and Ratzeburg with their vast range of leisure and cultural attractions. Tourists from all over the world revel in the whole region's maritime atmosphere as well as wide expanses of unspoiled nature just outside the teeming metropolis.

*Source: Deutsche Post DHL Glücksatlas 2012



Europe's green metropolis on the water

Nature recaptures the city: Hamburg boasts luxuriant greenery right in the city – lining its streets and squares, in its parks and along watercourses between the Elbe and Alster. Hamburg has more woods today than it did a century ago – altogether around 4,800 hectares. Whether in the Stadtpark or Planten un Blomen, in Jenischpark or the green spaces around the Alster – in Hamburg, nature and urban life are side by side.

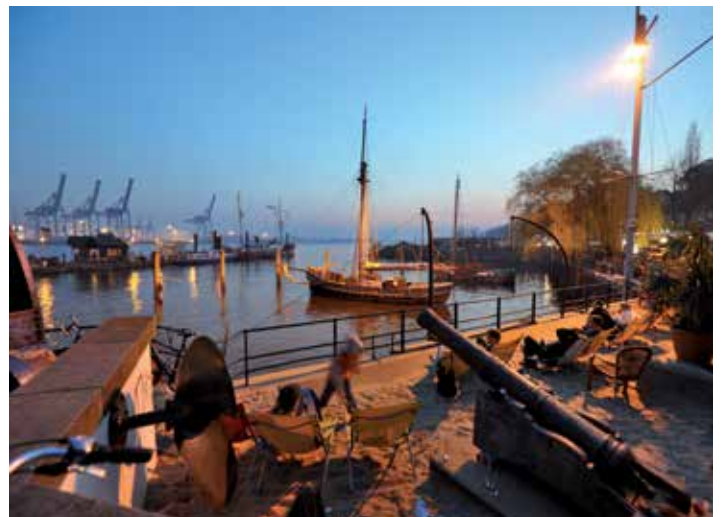
TIPS

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 into the centre, where the Alster Lake meets the Elbe. These were created from the 13th century on by damming the river to create millponds. Today, the ultimate view of the city is from the Inner Alster and Lombardsbrücke towards Jungfernstieg. Covering 164 hectares, the Outer Alster is a popular expanse of water for sailing, jogging, walking and rowing. The surrounding parks are also ideal for jogging and walking. Hamburg's fleet of barges offers round trips and scheduled services. Terraced restaurants on the banks or landing stages are open all year. www.alstertouristik.de

The Elbe – the region's vital artery

Not only the port makes the Elbe the vital artery of the Metropolitan Region. For residents and guests alike, this river offers manifold leisure opportunities. Ferry sailings from Landungsbrücken serve the Elbe suburbs as far as Stade, while pleasure steamers go as far out to sea as Heligoland. Walkers enjoy the sandy beaches along the Elbe, stretching from Oevelgönne as far downstream as Blankenese. Whether it is container ships or harbour tugs, cruise liners or windjammer parades: the Elbe characterises the region's maritime atmosphere. www.hadag.de, www.kurs-elbe.de



STORY: Beach clubs along the Elbe

During the summer, the beach clubs on the Elbe offer a lifestyle and party atmosphere. Here you can enjoy maritime flair and the Hanseatic joy for life against the impressive backdrop of the port. A club with a genuine beach can be found at "El Beach" in Wedel just outside of Hamburg. www.hamburg-del-mar.de, www.lago.cc, www.strandpauli.de, www.28grad.net, www.veritasbeach.de



Cosmopolitan Diversity – Lively Enclaves and Idyllic Old Towns

Tolerance and a cosmopolitan mindset are Hanseatic virtues you can witness on the spot – hardly any other big German city offers such varied local street scenes. In Hamburg you will find elegant town houses next to multicultural quarters; artists and start-ups in the lofts of historic red-brick buildings, and an unparalleled choice of international cuisine. In the surrounding Metropolitan Region, idyllic old towns maintain centuries-old local traditions. www.hamburg-tourism.de

TIPS

Schanzenviertel

In the Schanzenviertel area between the Schlachthof meat market, Schanzepark and Schulterblatt, the creative and alternative scenes mingle in bars and cafés. The district is characterised by Turkish greengrocers and bridal boutiques as much as by trendy boutiques, sushi bars and record shops.

Karlinenviertel

The Karlinenviertel's atmosphere is alive with youth and colour. The enclave between Hamburg Messe and Heiligengeistfeld offers a multicultural, creative backdrop for graffiti artists and fashion designers, and for advertising agencies and start-ups that have relocated to the former abattoir. A Turkish bath serves locals and those eager for the experience. Diversity thrives here.

www.karlinenviertel.de

Ottensen

The Zeiseshallen complex typifies the once industrial district of Ottensen. The rejuvenated former factory now houses a cinema, offices, pubs, and retail shops. The area is also attracting more and more artists and creative entrepreneurs.

St Georg

St Georg is a vibrant district rich in contrast, hosting exclusive luxury hotels and penthouse apartments along the Alster, the gay and lesbian scene along the Lange Reihe, and the Steindamm with countless Turkish shops and a large mosque in one of the rear yards.

St Pauli

Hamburg's former red-light district is, above all, renowned for the Reeperbahn, the boulevard for those who like to party until morning in the countless clubs and discos. At the district's heart you will find the St Pauli stadium, home to the infamous FC St Pauli. The new brewery quarter with its futuristic high-rise buildings and hotel separate the multicultural and somewhat structurally weak district from the Elbe.



STORY: Portuguese quarter at the harbour

With more than 100 urban districts, Hamburg offers much more to be discovered – for instance, the Portuguese quarter between Baumwall and Landungsbrücken. Here you can savour fish and sea food fresh from the boat. We will be happy to supply you with further inside information on this cosmopolitan metropolis.

Eppendorf/Winterhude

All those who like neat boutiques, pleasant cafés and a child-friendly atmosphere will feel at home in Eppendorf. The bi-weekly Isemarkt is one of the district's highlights, and so is the "Kaufrausch" miniature shopping centre with its original accessories and smart café. Walk northwards to Winterhude, a desirable district close to the Alster and the Stadtpark.

Blankenese

This is certainly the best-known of the Elbe suburbs. Even today the name is synonymous with affluence and prosperity. The district's much-visited steep flights of steps and its narrow lanes have almost Mediterranean flair.

www.blankenese.de

Bergedorf

Hamburg's district of Bergedorf represents all the features that make Northern Germany so worthwhile: a historical old town with a castle, small cafés, and a maritime flair owing to the town harbour, canals and lengthy stretches of water. Bergedorf is surrounded by a broad cultural landscape with farms, pure 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. Stroll past quaint merchant's dwellings and half-timbered houses; visit the town hall that dates back to 17th century, the Fischmarkt with its reconstructed antique wooden crane, and the armory at Pferde-markt. www.stade-tourismus.de

Buxtehude

The charming town of Buxtehude with its timber-framed houses, merchant dwellings and cobblestone lanes is surrounded by water: an ancient moat delimits this historic town. One of the main spots for guided tours is the historic harbour in the old town. The mill at the canal, St Petri Church, the town hall, the "Stavenort" quarter and the "Marschtorzwinger" are all witnesses to life in the old days. www.buxtehude.de

Lüneburg

The old salt town quarter in the medieval centre of Lüneburg once established the fame of this Hanseatic city. Today, the area is home to the reform-oriented Leuphana University, the students of which enliven the streets of the historic old town with its numerous quaint pubs and small retail shops.

www.lueneburg.de



Mölln and Ratzeburg

Mölln is the home to Till Eulenspiegel, the infamous trickster, and the residents of Mölln are keeping his memory alive. The spa town with its historic centre is surrounded by idyllic woods and lakes.

The neighbouring town of Ratzeburg is an island town: four lakes surround the picturesque old town, which can be toured by boat or ship. The waters of the Domsee lake reflect the magnificent brick cathedral built by Henry the Lion.

www.moelln.de, www.ratzeburg.de

Brunsbüttel

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

www.brunsbuettel.de, www.schleusenmeile.de



Ludwigslust

The town of Ludwigslust is known as the "Versailles of the North". Ludwigslust Castle is the focus of a city layout of baroque and classicist buildings that are still intact today. The castle, its square and cascades are worth a visit at any time of year, while the 120-hectare castle park, the biggest park in Mecklenburg, is attractive for long walks.

www.stadtludwigslust.de



Liveable Metropolis

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 it is football, tennis, boxing, the Hamburg Marathon, golfing, or any sports events organised in its city zone, which is perfectly equipped for hosting sports events. Every year, hundreds of thousands attend sports events in the Hanseatic city.

In addition to small-scale sporting events, Hamburg is also home to top-class competitions every year such as the Dextro Energy Triathlon ITU World Championships, the Haspa Marathon, the Vattenfall Cycloclassics bike race, the German Spring and Dressage Derby in Klein Flottbek, the German Derby horse race in Hamburg-Horn and the German Open Tennis Championship at Rothenbaum, not forgetting the Curling World Cup, the E.ON Hanse Alstercup and the Taekwondo German Open. What is special about Hamburg is that many competitions – marathons, bike races and triathlons – are staged in the city centre, on streets and squares around the Inner Alster, a unique corridor for unforgettable sporting festivals cheered on by an enthusiastic public.

Hamburg is also host to major one-off national and international sporting events, e.g. the UEFA Europa League Final in 2010, the European Company Sport Games in 2011 and the return of the German Olympic team from London in 2012, which attracted more than 30,000 fans and spectators.



Hamburg: a city of sport

Sports activities and enthusiasm for sport are key factors in the city's quality of life, appeal and development. In order to maintain and develop these factors, the Hamburg Senate has created a dedicated ten-year strategy for sport that is unique in Germany. Over the next ten years, sport at all levels is to be funded, i.e. in both popular and competitive areas. Everyone should have the opportunity to be active wherever they are in the city. Hamburg offers a wide range of sports opportunities and will develop this offer further.

www.hamburg.de/sport,

www.facebook.de/sport.begeistert.hamburg

TIP

Equestrian sport in Hamburg

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 competitions. The "Hansepfed" exhibition at Hamburg Messe (April) caters for both professional jockeys and horse lovers in general.

The top European venue for versatile jockeys is located at Lühmühlen, south of Hamburg. For decades now, this demanding course has been hosting World and European Championships as well as more than 20 national championships. Only the North Sea could provide such turf sport events as the mudflat race at Duhnen in August where racehorses and traps race on the tidal flats.

www.luhmuehlen.de, www.engage.de,

www.hansepfed.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 Final Four tournament for the German Handball Cup is on, the O₂ World Arena is packed to the rafters.



HSV writes football history

The Hamburger Sport-Verein (HSV), founded in 1887, celebrated its 125th anniversary in 2012. It is an amalgamation of SC Germania, Hamburger FC and FC Falke. With more than 71,000 members in 34 sections, HSV is one of Germany's largest sports clubs. Its figurehead is the football league team, the only team to have been continually represented in the top German league since it was established in 1963. The club celebrated its greatest success in 1983 when it won the European Champions Cup. It has also been German champion six times and has won the DFB cup three times. The football idol Uwe Seeler started his career here and has remained loyal to the city and the club ever since – evoking feelings of nostalgia, especially amongst older football fans. Since the 1960s, HSV has played in the Volksparkstadion, which was completely renewed in 2000 and hosted the World Cup in 2006. Since 2010, the stadium has been called the Imtech Arena. It has a capacity of 57,000 and was awarded five stars by UEFA as one of the best stadiums in Europe. It also houses the HSV museum.

www.hsv.de



STORY: FC St Pauli – the alternative football club

The FC St Pauli with its skull and crossbones symbol enjoys cult status in Germany. Although the football club has been relegated to Germany's second league, FC St Pauli still has 19 million followers in Germany, as well as 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 introduced politics to the stadium by clearly positioning themselves against racism, sexism, discrimination and homophobia. The club, the history of which goes back more than a century, is well rooted in the St Pauli district. FC St Pauli actively contributes to the community and is an accepted part of the St Pauli society.

www.fcstpauli.de



Liveable Metropolis

Exciting City – Relaxing Countryside: Tourism in Hamburg and the Metropolitan Region

Hamburg is the city break destination with the highest growth rate in Europe. Hardly any other city offers this unique combination of maritime flair, cultural diversity and exciting entertainment. The surrounding region perfectly complements these qualities with its water, forests and fields. The countryside of the surrounding Metropolitan Region along the River Elbe between the Wendland and the North Sea, and Lüneburg Heath and Segeberger Forest offers picturesque landscapes and many cultural highlights. In 2012, the growth in overnight stays seen since 2004 continued with a total of 32 million stays (not including camping) recorded by the commercial enterprises. Tourism is one of the most important economic factors in the region. Already in 2010, the Metropolitan Region generated tourism revenues of more than 11 billion Euro (figures refer to the region before enlargement in 2012). Around two thirds of these revenues were generated by day guests. Throughout the entire Metropolitan Region the tourist industry provides 200,000 location-bound jobs.



STORY: The trumpeters of St Michaelis Church

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 landmark, St Michaelis Church. This tradition has been maintained for more than three centuries from the 132-metre tower, and for many Hamburg residents is a moment of tranquility and reflection. Josef Thöne, one of the tower's musicians, can tell many tales about the importance of music for the people of Hamburg.

www.st-michaelis.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 is home to 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. One of the most recent attractions of the zoo is an impressive 8,000 m² polar landscape. In 2007, the neighbouring Tropical Aquarium opened its gates. Although Hamburg is located on the water and is known as "the gateway to the world", the tropical aquarium is indeed the first of its kind in Hamburg.

www.hagenbeck-tierpark.de



Tourism Highlights in Hamburg

TIPS

Jungfernstieg

Jungfernstieg on the Alster has long been Hamburg's premier thoroughfare for strolling and shopping. In the old days, 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; which 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 is a culture. Select stores large and small compete with one another in offering exclusive ranges.

www.lebendiger-jungfernstieg.de

Hamburg's town hall

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



Chilehaus

The Chilehaus office building is one of Hamburg's major historic monuments. Its striking architecture and unconventional tapered structure are renowned far beyond the city boundaries. Built between 1922 and 1924 by Fritz Höger, it is regarded as a highly representative example of 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

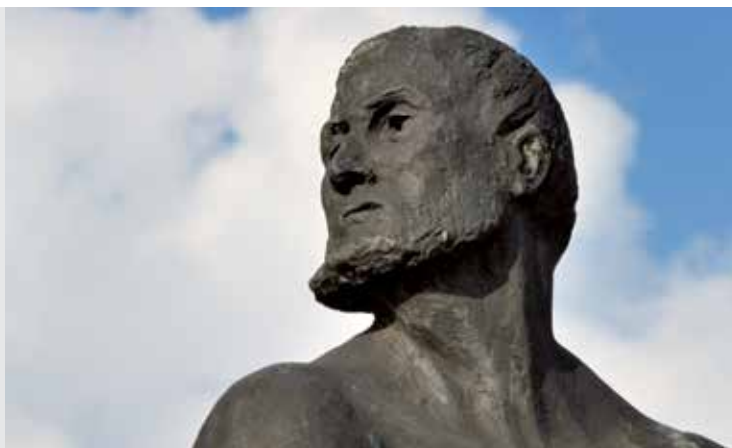
The Alte Wallanlagen fortifications and the famed "Planten un Blomen" park are situated right in the city centre. German and Danish artillery roared here centuries ago, and now a wonderful green recreational area stretches all the way from St Pauli to the Alster, comprising a tropical garden and hothouse as well as Europe's largest Japanese garden, notable for its impressive layout and tranquility.

www.plantenunblomen.hamburg.de

STORY: Störtebeker the pirate

Many legends surround Klaus Störtebeker, the most famous 14th century pirate in German history. He owed his name (Low German for "Tip up the mug") to his ability to hold his drink. After a ferocious battle, Störtebeker was arrested off Heligoland in 1401 and was beheaded in Hamburg. Prior to his execution, he was promised the freedom of any of his men that he could walk past in his headless state. Legend has it that eleven of them were duly liberated. Störtebeker's skull is on display at Museum of Hamburg History, and in the HafenCity his memorial can be found near his place of execution.

www.hamburgmuseum.de





Liveable Metropolis

Tourism Highlights in the Hamburg 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. It is the largest integrated fruit growing area in Northern Europe. In spring, when the 15 million fruit trees here are in full bloom, visitors find a wonderfully colourful landscape ideal for walking and cycling. 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 student 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 within three minutes. With a six tonne maximum weight capacity, the device ferries up to six cars or 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 lighthouses. This unique river landscape offers locals, tourists and people from the Metropolitan Region unknown treasures and opportunities for discovery tours. The tide sets the rhythm, whether you are travelling by 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

Wadden Sea National Park

The Wadden Sea on the North Sea 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 Wadden Sea 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 Wadden Sea is a resting place for nesting birds arriving from Nordic countries. Seals may be seen on the sandbanks. Salt meadows, sandy beaches and dunes border the Wadden Sea. It provides a unique experience that has been recognised by UNESCO as a World Heritage Site.

www.wattenmeer-nationalpark.de

North Sea, Dithmarschen and Cuxhaven

Enclosed by the North Sea, the Elbe, the Eider and the Kiel Canal, Dithmarschen with its seaside resort of Büsum is reached by ferry or by bridge. The bracing North Sea climate encourages long walks across the mudflats and extended cycle tours. The North Sea spa of Cuxhaven with kilometres of sandy beaches on the Elbe estuary also offers a maritime climate. 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 year round, visitors can observe the young seals being fed in tanks that simulate their natural environment. Children and adults alike can avail of the information centre on the premises.

www.seehundstation-friedrichskoog.de



Heligoland – Germany's only island on the high seas

Around 70 kilometres from the mainland, red sandstone cliffs rise steeply from the green fields of the island, which possesses an unparalleled flora and fauna and a benign climate thanks to the nearby Gulf Stream. Heligoland is an oasis of tranquility for anyone seeking recreation, and a natural monument where environmental issues are unknown. Yet Heligoland is also a multifaceted holiday and excursion island, a spa and a healing centre 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.heligoland.de

Biosphere reserve in Lower Saxony's Elbe meadows

The tides, flooded meadows and white sandbanks shape the picture of the Elbe as the seasons change. Embedded in this panorama so close to nature is a cultural landscape shaped by the centuries and largely influenced by the Elbe. Still regularly submerged, the Elbe floodplain is closed on the landside by a dyke, behind this lie the original meadows with the extensive Elbe marshes. It is a perfect destination for taking a holiday and experiencing nature.

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

Biosphaerium Elbtalaue – Elbschloss Bleckede

The "Biosphaerium Elbtalaue" information centre is situated at Elbschloss 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 give visitors an insight into the beauty of the Elbe valley and the distinctive features of the local natural landscape. The permanent exhibition includes aquarium facilities and a beaver enclosure, enabling visitors to experience Northern German species in their natural habitat, and which are rarely seen otherwise, despite the vicinity of the Elbe. The exhibition also displays the benefits of and threats to these animals, as well as approaches to sustainable development.

www.biosphaerium.de



A rural offering of culture in the Wendland

Since 1989, artists and craftsmen in the Wendland area of Lower Saxony have been opening their doors 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 to welcome a host of visitors.

www.kulturelle-landpartie.de



Lüneburg Heath

Located between Hamburg, Hanover and Bremen, Lower Saxony's largest holiday area offers 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. The heath towns – the bustling university town of Lüneburg, the ducal residence of Celle, and Soltau at its heart – offer unrivalled variety, for each has its own character. www.lueneburger-heide.de

Heide-Park Soltau

Covering 850,000 square metres, Heide-Park near Soltau in Lower Saxony is one of Germany's largest leisure parks – with more than 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 and elephants wander along the 10-kilometre route through the North German lowlands. Zebras, ostriches, antelopes and bison cross the paths of visitors (in cars and 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? What feats are performed in the flight show? The world's biggest bird park, located in the middle of the 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, think again. 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, offering 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 is situated 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. Erected in 1974, it is visited by some 500,000 tourists annually.

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 canoeing area, guided walks, e.g. in Aukrug Nature Park, 20 round trails for horses with 600 kilometres of marked tracks. Other attractions include the Wildpark Eekholt, Arboretum Ellerhoop with its trees and gardens, and Trappenkamp Adventure 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 at the region's heart and delivers what the name promises: 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: by 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-planned cycling route follows the path this “white gold” took. 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

As attractions in the Metropolitan Region go, castles and manor houses are well worth visiting. A highlight for the romantic mind is Schloss Ahrensburg, a Renaissance castle built in 1580 that now serves as a museum. Further north you will find Schloss Tremsbüttel, now a hotel. Schloss Agathenburg, notable for its feudal architecture, is situated right in the centre of the Stade district. Some way east of Hamburg is Schloss Reinbek; and close to Lüneburg you will find Schloss Lüderburg, which is located on the Elbtalaue 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”

The district of Ludwigslust is located in the south-west of Mecklenburg-Western Pomerania. Since 2012, it is part of 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 and filled waffles. Sweets are dispatched by the tonne to national and international markets from the state-of-the-art production facilities of Gummi Bear Factory Süßwaren GmbH & Co. KG, Grabower Süßwaren GmbH, ToffeeTec GmbH and SweetTec GmbH.

www.kreis-lwl.de



The Development of Tourism in Hamburg

The tourist industry is an important cornerstone of Hamburg as a business location, and it provides positive impulses for the quality of life in the city. A glance at the tourism statistics provides ample confirmation: since 2001, the number of overnight stays has been more than doubled, with an increase of 121 percent. On a comparative basis, the growth in overnight stays in Hamburg is more dynamic and more continuous than in any other European metropolis. In 2012, Hamburg's tourism trade achieved a record high of 10.6 million overnight stays. These results place Hamburg in the top ten European city destinations, before Amsterdam and Stockholm. In future years, Hamburg also aims to replace Munich as the second most important tourist destination in Germany. In Hamburg alone, the tourism sector already generates revenues of more than 7.4 billion Euro annually.

Hamburg is also becoming more popular internationally. Thus, over the past years, overnight stays of international guests have steadily increased by approximately 10 percent annually. The majority of guests are from Switzerland, followed by Austria, Denmark, Great Britain and the USA. Hamburg will host up to 18 million overnight stays by 2020 according to optimistic estimates.

Further Information:

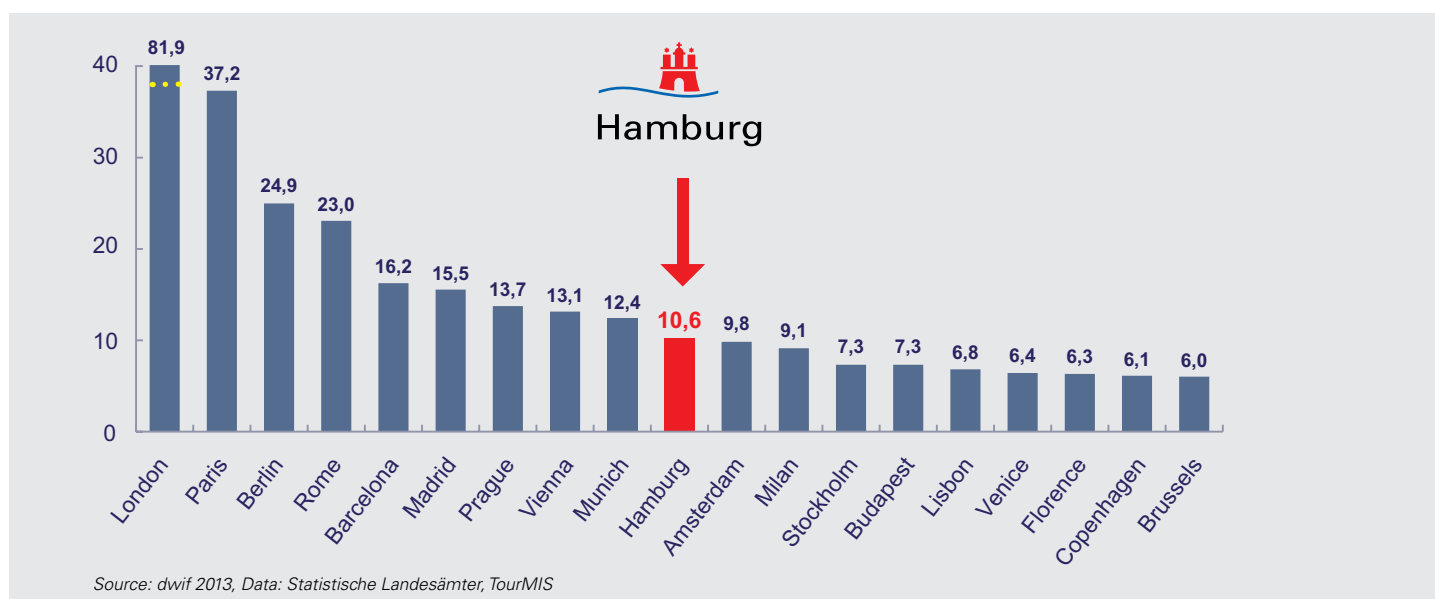
www.hamburg-tourism.de

Hamburg Tourist Board, Sascha Albertsen

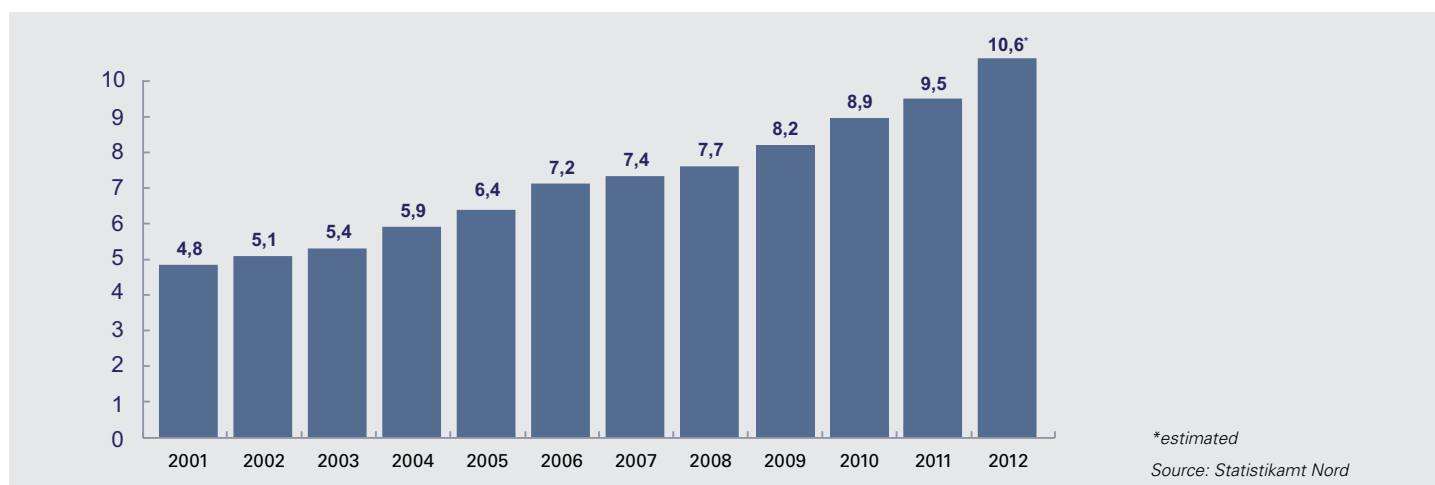
Tel.: +49 (0) 40 30 05 11 11,

E-Mail: albertsen@hamburg-tourismus.de

Overnight stays in 2012 - comparison of European cities (estimate, in million nights)



Development of overnight stays in Hamburg 2001-2012 (in million nights)



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 330 hotels with more than 54,000 beds in all price classes – 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 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 coast complete the experience.

*For further details of hotels and online booking for more than 200 hotels, visit www.hamburg-tourism.de
Phone: +49 (0) 40 30 05 13 00,
E-mail: info@hamburg-tourism.de*



STORY: Hamburg's celebrity chefs

Hamburg boasts several charismatic celebrity chefs who can frequently be seen on television. In her NDR (national broadcaster) show "Polettos Kochschule", Cornelia Poletto, the delightful Hamburg-bred chef bearing an Italian name, has shown since 2003 how easy and tasty Italian cooking can be. Steffen Henssler is regarded as Germany's Number 1 seafood expert. This talented chef can be seen behind his Sushi bar "Ono" or on various cooking programmes. Hamburg's most famous celebrity chef is Tim Mälzer, who not only cooks in his "Bullerei" restaurant and on television, but also goes on live tour. Moreover, Hamburg chef Christian Rach has long been advising restaurants in his RTL show.

Hamburg – a Culinary Bastion

For gourmets, the metropolis on the Elbe is an Eldorado of international cuisine. No fewer than ten Hamburg restaurants have been awarded by the Guide Michelin. Three of these boast more than two stars. The awarded restaurants and their chefs for 2013:

Restaurants with two Michelin stars:

Haerlin, Christoph Rüffer,
www.restaurant-haerlin.de

Jacobs Restaurant, Thomas Martin,
www.hotel-jacob.de

Süllberg – Sven Seas, Karlheinz Hauser,
www.suellberg-hamburg.de

Restaurants with one Michelin star:

Gourfleets, André Stolle,
www.steigenberger.com/Hamburg/restaurants/

Küchenwerkstatt, Gerald Zogbaum,
www.kuechenwerkstatt-hamburg.de

Landhaus Scherrer, Heinz O. Wehmann,
www.landhausscherrer.de

Le Canard nouveau, Ali Güngörmüs,
www.lecanard-hamburg.de

Piment, Wahabi Nouri,
www.restaurant-piment.de

Prinz Frederik, Jochen Kempf,
www.abtei-hotel.de

Se7en Oceans, Sebastien Andrée,
www.se7en-oceans.de

Moreover, 17 restaurants have been bestowed with a "Bib Gourmand" award to acknowledge their meticulously prepared dishes that offer value for money.

Restaurants with „Bib Gourmand“ award:

Amadée, www.restaurant-amadee.de

Brook, www.restaurant-brook.de

Casse-Croûte, www.cassecroute.de

Cox, www.restaurant-cox.de

Henssler & Henssler, www.hensslerhenssler.de

Kitsune Izakaya, www.kitsune-izakaya.de

Lenz, www.restaurant-lenz.de

Le Plat du Jour, www.leplatdujour.de

Marlin, www.marlin-restaurant.de

Nil, www.restaurant-nil.de

Ono by Steffen Henssler, www.onobysteffenhenssler.de

Rive Bistro, www.rive.de

Speisewirtschaft Wattkorn, www.wattkorn.de

Stock's Fischrestaurant, www.stocks.de

Trific, www.trific.de

Tschebull, www.tschebull.de

Weinwirtschaft Kleines Jacob, www.kleines-jacob.de

The Development of Tourism in the Hamburg Metropolitan Region

Tourism in the Hamburg Metropolitan Region has been a success story since the mid-1980s. More and more visitors are attracted by idyllic towns such as Lüneburg, the more than 1,000-year-old town of Stade, and of course the seaside resorts on the North and Baltic Seas. Accommodation establishments in Hamburg's surroundings have recorded 21.5 million overnight stays per year. Combined with figures from the City of Hamburg, this totals 32 million overnight stays. If you were to take into account overnight stays at campsites, holiday homes, small guesthouses and rooms in private accommodation, figures would be around three times higher. This is complemented by well over 200 million day guests and day trippers in the entire region. As a key economic factor, tourism provides employment for more than 200,000 people in and around Hamburg.

english.metropolregion.hamburg.de/tourism

Dithmarschen on the North Sea

Dithmarschen Tourismus e. V.
Phone: +49 (0) 481 212 25 55
E-mail: info@dithmarschen-tourismus.de
www.dithmarschen-tourismus.de

Lower Elbe & Auenland region

Untere Elbe Tourismus e. V.
Phone: +49 (0) 412 46 04 95 92
E-mail: info@unterelbe-tourismus.de
www.holstein-tourismus.de

Elbe River landscape

Flusslandschaft Elbe GmbH
Tel.: +49 (0) 585 29 51 98 80
E-mail: info@flusslandschaft-elbe-gmbh.de
www.erlebnis-elbe.de

Maritime landscape of the Lower Elbe

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

District of Herzogtum Lauenburg

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

Tourism Association Stade district

Holiday destination Altes Land
Phone: +49 (0) 41 42 81 38 38
E-mail: info@tourismusverband-stade.de
www.tourismusverband-stade.de

Elbe Valley Meadows in the Wendland

Tourist information Hitzacker
Elbtalaue-Wendland Touristik GmbH
Phone: +49 (0) 58 62 96 970
E-mail: hitzacker@elbtalaue-wendland.de
www.elbtalaue-wendland.de

Lüneburg Heath

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

North Sea

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

District of Rotenburg (Wümme)

Tourism Association of the Rotenburg (Wümme) district
Phone: +49 (0) 426 18 19 60
E-mail: info@TouROW.de
www.TouROW.de

Bird Sanctuary region

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

Selected towns in the Hamburg Metropolitan Region

Lüneburg Marketing GmbH

Phone: +49 (0) 80 02 20 50 05
E-mail: touristik@lueneburg.de
www.lueneburg.de

STADE Tourismus-GmbH

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

Nordseeheilbad Cuxhaven GmbH

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

Tourist-Info Bad Segeberg

Phone: +49 (0) 455 19 64 90
E-mail: tourist-info@badsegeberg.de
www.badsegeberg.de

Stadtinformation Buxtehude

Phone: +49 (0) 416 15 01 23 45
E-mail: stadtinfo@stadt.buxtehude.de
www.buxtehude.de

Ludwigslust-Information

Phone: +49 (0) 38 74 52 62 51
E-mail: info@stadtludwigslust.de
www.stadtludwigslust.de



Welcome to your New Home – the Hamburg Welcome Center

Hamburg is one of the EU's most dynamic metropolitan regions and a magnet for international companies, institutions and qualified professionals from all over the world. Every year, around 85,000 people opt to make Hamburg their new home. The Hamburg Welcome Center provides new residents from Germany and 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. The Hamburg Welcome Center supports newcomers in Hamburg in disentangling the bureaucratic jungle, providing 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, the Hamburg Welcome Center offers a special range of services related to immigration law and registration. At the Hamburg Welcome Center, professionals from abroad can e.g. apply for a residence permit and 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 register their address. The Hamburg Welcome Center will be happy to help with any queries upon appointment.

Further information:

english.welcome.hamburg.de

Hamburg Welcome Center

Alter Wall 11, 20457 Hamburg

Phone: +49 (0) 40 428 54 50 01,

E-mail: info@welcome.hamburg.de

STORY: "Duckdalben"

In Hamburg, the seamen's club "Duckdalben" provides male and female seafarers with a piece of home when the family is far away and the next shore leave is still a long way off. The club offers facilities for leisure time and relaxation away from the ship – 364 days a year. This includes offers that are not necessarily so easy to find on board: internet, a supermarket for daily needs, Karaoke, and even a library. www.duckdalben.de



STORY: Ship greeting station in Schulau

"Welcome to Hamburg" is what reverberates from the speakers of the "Willkomm Höft" ship greeting station situated at Wedel close to Hamburg. For several decades, this greeting has been welcoming larger ships arriving in Hamburg, as well as seeing them off on their way to the North Sea. The welcome point is part of the Schulau ferry house. During this ceremony, information on the incoming ship is broadcast to the tune of the Hammonia Song, Hamburg's unofficial anthem. The national anthem of the ship's country of origin is also played. www.schulauer-faehrhaus.de, www.wedel.de



Metropolis of Culture

Urban Cultural Landscapes of World Repute

Thanks to its wealth of versatile, high-quality cultural offerings in particular, Hamburg's culture scene enjoys an outstanding reputation. Its theatres and concert halls, stage musicals and museums – among them Deutsches Schauspielhaus, Thalia Theater, Laeiszhalle Hamburg and the Hamburg State Opera – attract more than ten million people every year. Even during construction, the new Elbphilharmonie Hamburg with its bold artistic and architectural approach is stirring immense interest on the international culture scene. Elbphiharmonie Hamburg concerts are already displaying the highest of musical standards. With its four musicals theatres, 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 sketches. Cultural life around Hamburg is also diverse and well worth discovering – among them the open arts and crafts exhibitions by artists of the Wendland region, the renowned Schleswig Holstein Music Festival, as well as festivals in Lower Saxony and Mecklenburg-West Pomerania, offering anything from regional arts exhibitions to intriguing museums.

The City as a Stage

Hamburg's diverse theatre scene

Hamburg has some of the best theatres in Germany. At Deutsches Schauspielhaus, a succession of famous directors held sway, among them Gustav Gründgens, Peter Zadek and Frank Baumbauer. The Thalia Theater, which has received several awards, 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 provoking new trends in dance and performance. Finally, Ohnsorg Theater – which in 2011 relocated to Heidi-Kabel-Platz just beside the central train station – is a hallowed Hamburg institution that for decades has kept a loyal audience with Low German folk theatre plays.

Hamburg Theatre Night

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

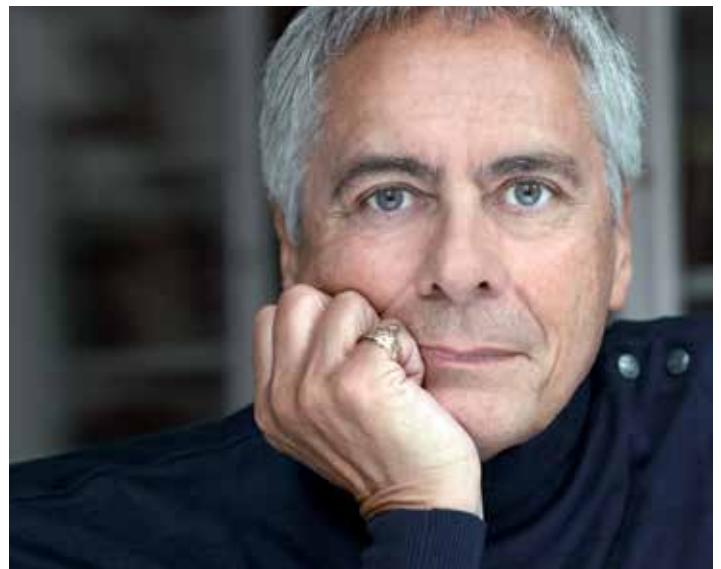
www.hamburger-theaternacht.de



Great German spoken word theatre

Germany's largest spoken word theatre, **Deutsches Schauspielhaus** (1,200 seats), can look back on more than 100 years of eventful history. It has been shaped by famous theatre-makers such as Gustaf Gründgens and Iwan Nagel, and in 2013 will be headed by Karin Beier who will continue the line that has lent the theatre its character. The Junges Schauspielhaus (Youth Theatre) was established in 2005 and stages performances for children and young people, and is also of appeal to adults. From the 2013/2014 season Karin Beier will be the Deutsche Schauspielhaus' new artistic director. www.schauspielhaus.de

Hamburg's **Thalia Theater** is one of the most important stages in the German-speaking world. Its profile is shaped by continual cooperation with renowned directors as well as a strong ensemble. In addition, the theatre hosts the annual theatre festival "Lessingtage" celebrating the work of Gotthold Ephraim Lessing. www.thalia-theater.de



STORY: John Neumeier – Hamburg's star choreographer

Thanks to its choreographer Prof. John Neumeier, the Hamburg Ballet has achieved world repute. The US born director has been leading the company for 40 years, making ballet history with iconic performances in Hamburg and around the world. In 2007, the Hamburg Senate made John Neumeier an honorary citizen of the city and appointed him cultural ambassador for Hamburg. This fascinating personality and global star of the ballet scene is the perfect source for a portrait. www.hamburgballett.de

Hamburg State Opera – the world's first People's Opera

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

www.hamburgische-staatsoper.de



Metropolis of Culture



TIPS

Events at the Hamburg Planetarium

Hamburg's planetarium is Germany's most successful planetarium and offers a comprehensive programme around the starry sky. Highlights from the planetarium's series of events are the star theatre and star concerts where visitors can relax under the constellations listening to music or stories.

www.planetarium-hamburg.de

Imperial Theater

The Imperial Theater was founded on 19 August 1944. The former premier theatre and later cinema was lovingly converted, involving much detail work, into an unusual musical theatre with 270 seats. The theatre made European musical history with the German premier of Grease in 1994. Since changing direction the Imperial has now become Germany's largest stage for crime thrillers.

www.imperialtheater.de

Art in the Kampnagel Factory

Kampnagel, Germany's largest independent production and performance facility, was established on the site of a former crane factory in the 1980s. It is now one of the most important international stages for the performing arts. The contemporary and cross-disciplinary programme of theatre, dance performance, music and discourse attracts more than 150,000 visitors to six different halls each season. In addition to regular appearances from international stars from the dance, theatre and music scene, Kampnagel is also an important production site for Hamburg's independent scene and regularly hosts international festivals, such as the International Summer Festival and the Live Art Festival. www.kampnagel.de

Karl May Festival in Bad Segeberg

The Karl May Festival in Bad Segeberg is a sure-fire success for family outings. On the impressive open-air stage in Bad Segeberg north of Hamburg, cowboys and Indians vigorously enact out Wild West cliffhangers – even Pierre Brice, legendary for his role as Winnetou, has inspired children's imaginations here for years.

www.karl-may-spiele.de

Selected theatres in Hamburg and the Metropolitan Region

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 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

STORY: Harbour Front Literature Festival

In 2013 the Harbour Front Literature Festival Hamburg celebrates its 5th anniversary. Since 2009, around 20,000 visitors have attended the ca. 80 events in and around Hamburg's harbour. The programme is broad and international: entertainment, literature, crime, biographies, non-fiction, poetry, special events such as the "Price of Freedom" series, and international authors of children's and adolescent books. The Klaus-Michael Kühne Prize, endowed with 10,000 Euro, is awarded to the winner from eight newcomers. The festival is held every year in September.

www.harbour-front.org



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

Ever since its launch in 1986, the Schleswig-Holstein Music Festival (SHMF) has been among Europe's finest classical music events. Each 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 and Baltic Seas. The festival's events on the countryside combine nature and music in a very special way. SHMF's recipe for success: major concerts are held – with artists such as Anne-Sophie Mutter, Christoph Eschenbach, Sabine Meyer, or the twelve cellists from the Berliner Symphoniker orchestra – at unexpected locations that range from barns to waterfront warehouses and castles. www.shmf.de

Laeiszhalle – part of Hamburg's culture of patronage

The founding of the Laeiszhalle can be traced back to Carl Heinrich Laeisz, the Hamburg shipping company owner. In his will he bequeathed a sum of money for the building of a "dignified location for the playing and enjoyment of noble and serious music". Hamburg's concert hall, rich in tradition, has been the nucleus of classical music in Hamburg for more than 100 years – a site where city orchestras, renowned private organisers, world stars and the city's rich choir landscape reach the heights of their careers. Great conductors praise the excellent acoustics, pop and jazz stars set the venerable lady dancing and the Elbphilhar-

monie concerts, the in-house programme of Christoph Lieben-Seutter, the Laeiszhalle's and Elbphilharmonie's director, round off the high class events.

www.elbphilharmonie.de/laeiszhalle

Mecklenburg-West Pomerania Music Festival

From June to September castles, manor houses, barns, churches, factories and palace grounds at 65 sites are transformed into venues for the Mecklenburg-West Pomerania Music Festival. It is the third-largest classical music festival in Germany, with more than 120 concerts and top line-ups.

www.festspiele-mv.de



Hamburg's Ensemble Resonanz

There is no contradiction between the fashionable scene and classical music for the renowned Ensemble Resonanz: their rehearsal room is in the middle of Hamburg's Schanzenviertel, surrounded by clubs and bars where they host the concert series "urban string" with DJs and cool drinks. In parallel, the independent orchestra also raises a furore in the Laeiszhalle: with the innovative concert series "Resonanzen".

www.ensembleresonanz.com,

www.facebook.com/ensembleresonanz





Metropolis of Culture

Hamburg is Germany's Number One Location for Musicals

After New York and London, Hamburg is the world's third most successful musical centre. For years, hit musicals such as Tarzan, Disney's Lion King or more recent productions such as ROCKY – The Musical have been luring musical lovers from near and far. Other theatres have also caught the musical bug, e.g. Schmidts TIVOLI with its St Pauli hit musical Heisse Ecke. The Joop van den Ende Academy in the Speicherstadt district trains young dancers, ensuring a flow of new talent.

www.stage-entertainment.de,
www.tivoli.de

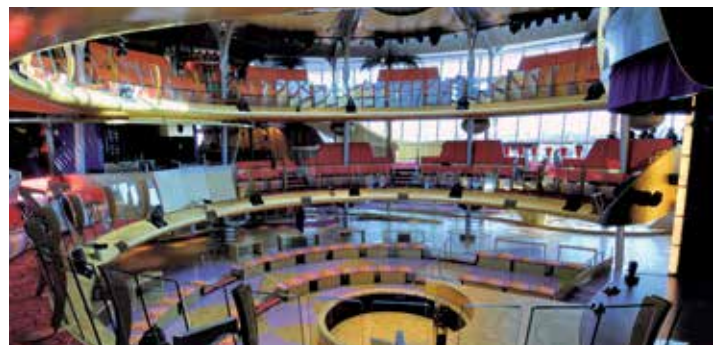
ROCKY – the Musical

Sylvester Stallone's Oscar-winning surprise success ROCKY, which has delighted millions of viewers, has now conquered the big stage as a musical. ROCKY is both the dramatic story of a boxer who receives the big chance, as well as an extraordinary love story about a man and a woman in search of happiness. Thanks to their love for each other, the amateur boxer Rocky Balboa and the shy Adrian find the strength to jump over their own shadow and seize the chance of a lifetime. They embody values such as honesty, courage and self-belief.

Top-Notch Musicals in Hamburg

„Heiße Ecke“	Schmidts TIVOLI
Lion King	Theater im Hafen
Phantom of the Opera (starting 11/2013)	Theater Neue Flora
ROCKY – The Musical	TUI Operettenhaus
Tarzan (until 10/2013)	Theater Neue Flora

Tickets: www.hamburg-tourism.de, Phone: +49 (0) 40 30 05 13 00



STORY: Showtime on the high seas – SeeLive TIVOLI

The rehearsal stage at the former primary school on Seilerstrasse in St Pauli provides solid ground for performers, singers and dancers to take to the stage and rehearse for their shows and musical performances on AIDA cruise ships. The SeeLive TIVOLI musical studio is a unique joint venture between Schmidts TIVOLI theatre and cruise liner company AIDA Cruises. Anybody surviving a casting session here can promptly embark on a career in musicals with a tour on the high seas – yet another intriguing story on Hamburg's maritime culture.

www.aida-entertainment.de



Fine Range of Museums from Classical to Avant-Garde

The Hamburg Metropolitan Region offers art treasures, museums and exhibitions. The regions' over 300 museums alone attract more than 2.5 million visitors every year, and no less than 1.4 million of them just for the sixty or so in Hamburg. The Long Night of the Museums has been held since 2,000, and in 2012 attracted around 30,000 people. Several museums with a total exhibition area of over 30,000 square metres line Hamburg's "Kunstmeile" on both sides of the main train station in the heart of the city. www.museen-in-hamburg.de, www.kunstmeile-hamburg.de



TIPS

Kunsthalle Hamburg

Opened in 1869, and once the embodiment of the Hamburg bourgeoisie's feeling for art, the Kunsthalle is now acknowledged as one of Germany's leading art galleries. The adjacent Gallery of Contemporary Art opened in 1996 at its prominent location and complements its main collection with ambitious examples of contemporary art. Collections include the Old Masters, valuable 19th century prints and drawings, Classical Modernism, as well as contemporary art exhibitions in the Gallery of Contemporary Art. www.hamburger-kunsthalle.de

Bucerius Kunst Forum

The Bucerius Kunst Forum is part of the Hamburg-based foundation "ZEIT Stiftung Ebelin und Gerd Bucerius". It is centrally located right next to the town hall. Each year, four high-calibre art exhibitions are displayed here, ranging from ancient history to more contemporary works. Each exhibition reveals artistic links and relationships between different periods and disciplines. Based on the motto "Art always fits in", the Bucerius Kunst Forum pursues an exciting policy: the aim is to stimulate visitors to come to the museum even during their lunch breaks. Exhibition themes are designed in a way that they can be viewed within the matter of an hour. The exhibition programme itself is complemented by a variety of cultural events.

www.buceriuskunstforum.de

Museum für Völkerkunde Hamburg

The Museum für Völkerkunde Hamburg (Hamburg Museum for Ethnography) is one of the largest of its kind in Europe. Founded in 1879, it hosts a unique collection of approx. 600,000 treasures from all world regions – from Inca gold to masques from the South Pacific and Ancient Egyptian relics.

www.voelkerkundemuseum.com



House of Photography in Deichtorhallen

The two restored Deichtorhallen buildings between the central train station and Speicherstadt are an established exhibition centre for photography and modern art. The House of Photography showcases photography in all its many aspects, from the traditional beginnings to digital photography. The centre piece of Deichtorhallen is the F.C. Gundlach Collection, one of the leading photography collections.

www.deichtorhallen.de

Museum for Arts and Crafts Hamburg (MKG)

With around 500,000 objects covering 4,000 years, the Museum for Arts and Crafts Hamburg (MKG) is one of Europe's leading museums for art and design. On 13,000 m², the MKG offers first-class collections from antiquity to the present, covering the European, Islamic and Far Eastern cultural regions. Following extensive refurbishment, the MKG is now fully open again. The antiquity, Renaissance, modern and design collection, including the legendary SPIEGEL canteen, as well as exhibitions on Buddhism and the Christian Middle Ages can now be seen in a new presentation.

www.mkg-hamburg.de

Kunstverein Hamburg

The Kunstverein is one of Germany's oldest art associations. Since 1817 it has been dedicated to the presentation and mediation of contemporary artistic positions. Previous solo exhibitions have included the work of Caspar David Friedrich, Arnold Böcklin and Francis Bacon. Without a permanent collection, the Kunstverein reacts flexibly to current tendencies and socially relevant themes with its changing exhibitions. Located in a former market hall in the centre of Hamburg's gallery district, the Kunstverein presents young, international positions as well as established artists, among them Olafur Eliasson, Hans Arp/Franz West, Liam Gillick, Cosima von Bonin, Sarah Lucas and Karla Black.

www.kunstverein.de

STORY: Kunststätte Bossard – a unique synthesis of the arts

The Bossard art institution is a synthesis of the arts unparalleled in Germany. It is situated on a three-hectare plot of heath in the forest between Jesteburg and Lüllau. Here, Johann Michael Bossard and his wife Jutta Bossard-Krull have fulfilled their dream of creating an environment where the arts of architecture, sculpture, painting, crafts and garden design are melded into a unity.

www.bossard.de



Metropolis of Culture

Selected museums in Hamburg and the Metropolitan Region

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.sachsenwald.de

Dithmarscher Landesmuseum,
www.landesmuseum-dithmarschen.de

Elbschiffahrtsmuseum Lauenburg,
www.raddampfer-kaiser-wilhelm.de

Ernst-Barlach-Haus Jenischpark, www.barlach-haus.de

Helms-Museum, www.helmsmuseum.de

Industriemuseum Elmshorn,
www.industriemuseum-elmshorn.de

Jenisch Haus, www.altonaer-museum.de

Kranichhaus-Museum Otterndorf, www.kranichhaus.de

Kunsthau Hamburg, www.kunsthauhamburg.de

Kunsthau Stade, www.kunsthau-stade.de

Museumshafen Oevelgönne,
www.museumshafen-oevelgoenne.de

Museum Altes Land Jork, www.jork.de

Museum der Arbeit, www.museum-der-arbeit.de

Ostpreussisches Landesmuseum Lüneburg,
www.ostpreussisches-landesmuseum.de

Schwedenspeicher-Museum Stade,
www.schwedenspeicher.de

Schloss Agathenburg, www.schlossagathenburg.de

Schlossmuseum Ahrensburg, www.schloss-ahrensburg.de

Schloss Reinbek, www.schloss-reinbek.de

Hamburg's gallery scene – diverse and cosmopolitan

Alongside the established art scene, a diverse gallery scene has established itself in Hamburg. The city hosts more than 50 galleries in total, with the highest concentration of exhibitions to be found in the Fleetinsel area and the Kontorhaus district. Yet also in other districts of the city do Hamburg gallery owners provide room for the fine arts and current trends. For an overview of galleries and events, please visit

www.galerien-in-hamburg.de



Hamburg Museum

The Hamburg Museum hosts one of Germany's largest urban history exhibitions. As a cultural history museum it displays the varied history of the city of Hamburg, from its beginnings in around 800 AD to now. It is the biggest museum within the Foundation of Historical Museums in Hamburg – complemented by the Altonaer Museum, focussing on maritime history, the Helms-Museum, specialising in archaeology, and the Museum of Work in Barmbek. **www.hamburgmuseum.de**

Addresses and further information can be found at www.museen-in-hamburg.de and www.metropolregion.hamburg.de

Hamburg port museum

Discover port history and development in the more than 100-year-old warehouses of Schuppen 50 to 52. The main collections cover port handling, shipping on the Elbe, shipbuilding and oceanography. Visitors can view dives with the port diver, dockside cranes, van carriers and steam plants on the barge unloader, as well as a floating crane in motion. The museum's "port seniors", experts with many years of experience working at the port, talk to visitors and leave them with a lasting impression of the history of Hamburg's port.

www.hafenmuseum-hamburg.de

Car museum Prototyp

The Prototyp car museum presents the fascinating history of German motor racing history in a 100-year-old factory that is protected as a historic monument. Around 45 unique racing and sports cars, as well as prototypes, take you back to the racing tracks of the early post-war years. Visitors travel backwards in time to the era when cars were devised, built and driven with a pioneering spirit. A walk-through Audio Box playing car sounds, a Porsche 356 driving simulator as well as films and digital photo albums provide information about motor racing close-up. www.prototyp-hamburg.de



Hundertwasser Station in Uelzen

The Hundertwasser Station in Uelzen is one of Germany's most beautiful train stations. Each year, the unique design of the station with its colourful columns and towers attracts 450,000 visitors. Opened in 2000, the station was the last piece of work of architectural philosopher Friedensreich Hundertwasser. The station is also interesting from an environmental perspective: the large photovoltaic installation on the roof transforms light into usable energy.

www.hundertwasserbahnhof.de

German Salt Museum Lüneburg

The German Salt Museum offers visitors a taste, feel and "grasp" of history. The first documented mention of the saltworks dates back to the year 956. It closed down in 1980, after more than 1,000 years of production. The museum is built around the premises of the saltworks and its production plant. Here you can not only learn about Lüneburg's history, but also about the cultural history of salt, the "white gold" of the Middle Ages and today's seasoning.

www.salzmuseum.de

STORY: On the trail of church organs

Hamburg is a leading city for church music, and this is not only testified by the fact that a specific layout in some organs is known as the "Hamburger Prospekt". 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 St Jacobi Church is the largest surviving Baroque organ in Northern Germany. Another "must" for organ lovers is a visit to St Pankratius Church in the Hamburg suburb of Neuenfelde, which contains not only Arp Schnitger's famous 1688 organ, but the organ builder's church pew and his family tomb.

www.orgelakademie.de,

www.jacobus.de, www.schnitgerorgel.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 exhibition 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

The Kiekeberg Open-Air Museum lies amidst the varied scenery of the Schwarze Berge nature park, between the southern outskirts of Hamburg and the Lüneburg Heath. 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 the Lüneburg Heath. Numerous special days are held at the museum throughout the year. Events include culinary highlights such as the farmers' meal to celebrate harvest, a cheese market, a specialty market, as well as meetings of tractors or veteran cars for engineering buffs, a historic fair, craft markets and plants sales – there is something here for every taste.

www.kiekeberg-museum.de





Creative Metropolis

Up with the Trends – the Scene in Hamburg

When it comes to nightlife and creativity, Hamburg's music and "in" crowds are constantly setting fresh trends. Hamburg's former red-light district, the Reeperbahn in St Pauli, became an attractive entertainment district long ago, offering an abundance of theatres and cabarets, galleries, pubs, clubs and music venues. This is where the Beatles started their career more than 50 years ago, and it is now Northern Europe's major music hotspot and a stepping stone for young bands – not only during the Reeperbahn Festival. When it comes to clubs, the Reeperbahn has always been ahead of its time. Yet you will find hip locations and creative start-ups also in other quarters, buzzing with creativity, e.g. the Schanzenviertel, the Karlinenviertel, Ottensen or St Georg, and in the bars and beach clubs by the port. Hamburg's alternative art and culture scenes merge in the historic Gängeviertel.

The Reeperbahn – an Entertainment District in Transition

The Reeperbahn is a living legend: in the old days it was a seedy red-light quarter for seafarers and ne'er-do-wells. During the 1960s and 1970s, it was a stepping stone for the Beatles and pop culture, while at the same time serving as an essentially German destination for stolen moments of fleeting, uninhibited sex tourism. Since the 1990s, the red-light district has been gradually transformed into a unique entertainment district with bars and clubs, art galleries, cabarets and theatres, musical palaces and top-class restaurants. The backbone of this entertain-

TIPS

Clubbing in Hamburg

Whether live band or international DJ – clubs in Hamburg offer the perfect ambience for every taste. Hamburg caters for every night owl, from House clubs to Heavy Metal, from A for Angie's Nightclub to Z for "Zuckerwerk". Fabled shrines here include the Golden Pudel Club, Kurhotel, Mojo Club, Molotow, Hafenklang, Kaiserkeller, Grosse Freiheit 36, Prinzenbar and Moon-doo. Yet the best approach is to enter 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 hidden bars. The agile breeze propelling music fads and trends blows where it will, and moves far too fast to allow for guided tours.

www.clubkombinat.de



ment district is 930 metres long, lined with nightclubs, bars, pubs and clubs. "Musts" on the tourist route include Grosse Freiheit, Hans-Albers-Platz, the Davidwache police station, as well as the Spielbudenplatz with its Panoptikum waxworks and Operettenhaus. Parallel to the Reeperbahn is Herbertstrasse, a street of brothels that is off-limits for juveniles and female visitors. Yet today the masses stream past the red-light haunts into the clubs, restaurants, theatres and stage musicals. With two mobile stages, the Spielbudenplatz adjacent to the Reeperbahn offers ample space for open-air concerts.

MS DOCKVILLE – music and art festival

Since 2007, the MS DOCKVILLE festival on the Wilhelmsburg island on the Elbe has been combining an urban open-air festival with international art. More than 130 international bands and DJs perform on more than six stages. Large-scale installations by international artists transform the festival site on the Elbe into one of the most creative locations of the Metropolitan Region.

www.msdockville.de

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, it is 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

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 for their favourite event, and they will frequently mention the "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 a small village outside Itzehoe.

www.wacken.com



Creative Metropolis



ELBJAZZ in the port of Hamburg

Taking a launch to the jazz concert is possible with the ELBJAZZ festival, when the port of Hamburg becomes a “handling centre” for international jazz from around the world and the Elbe swings and grooves with around 50 great concerts on the programme. There are both indoor and outdoor concerts in the Blohm + Voss shipyard, in the historic fish auction hall and at many other sites – all linked by launches used by visitors to travel between the various venues. ELBJAZZ is an international festival at unusual locations in the port of Hamburg. Expect top-class jazz from newcomers and legends, from local and international greats. www.elbjazz.de



STORY: The Beatles in Hamburg

The Beatles first performed in Hamburg on 17 August 1960: in the Indra at Grosse Freiheit, the then unknown band from Liverpool plunged into the pulsating scene of the red-light district. The Beatles played for the last time in Hamburg’s Star Club at Grosse Freiheit on New Year’s Eve 1962. Only days later, their first single proved a big hit and their world career began. Between these two dates, the Beatles performed hundreds of gigs in the clubs of St Pauli. The time spent in Hamburg was crucial for the Beatles: this was where they developed their particular style and chose their trademark haircut. More than 50 years later, you can follow in the footsteps of the Beatles, e.g. in the original club venues, on a Beatles tour, or at Beatles-Platz on Grosse Freiheit – be sure to find a wealth of topics for a music story.



The Reeperbahn Festival Hamburg

If you have experienced the unique atmosphere of the Reeperbahn Festival once, you will want to do so again and again! Concerts, art and a conference are all part of the unparalleled atmosphere of the Reeperbahn Festival and form a close-knit unit, which makes this event unique in Europe. The Reeperbahn Festival’s Music, Campus and Arts components offer 400 events from all disciplines for more than 25,000 experts and festival guests from all over the world. There are inexhaustible possibilities to discover and network in the more than 70 atmospheric small and large venues. The Reeperbahn Festival has found its way into music and live entertainment listings as a cross-discipline event and is now an integral part of the international music industry. The 2013 Reeperbahn Festival, taking place for the eighth time, will offer a comprehensive programme that will surprise, stimulate and delight you, spark your curiosity and entice you to join in the celebration when the entire district swings in harmony with music, art and business. The festival takes place annually on the third weekend in September.

www.reeperbahnfestival.com

Hamburg's music business – the music plays on

One of the best things about Hamburg is its music scene. For pop music in particular, there is no other place in Germany that can compete with the city 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 with its staggering variety of music. Whether it is rock, pop, classical music or jazz: Hamburg hosts a sweeping number of clubs, studios, gigs and music publishers, covering not only an enormous range of styles, but also adding considerably to cultural and economic value creation. As a music location, Hamburg knows how to tap its creative potential. The city is home to a balanced mix of small, medium-sized and large enterprises, covering all areas and all genres of the music industry. All in all, Hamburg's music business comprises a good 900 com-

panies, creating many advantages for artists. Short distances facilitate personal contacts with labels, music publishers, producers, sales and marketing companies and other local service providers. Today, about a quarter of the German music market is in the hands of independent labels. Without such labels as Tapete Records, Grand Hotel van Cleef, Wavemusic and Kontor Records, it would be inconceivable to achieve music of a quality and authenticity that is suitable for the club scene. Hip local labels are not only pioneers for tomorrow's music trends, but also produce current chart breakers. Since 2012, the "Campus" component of the Reeperbahn Festival serves as an innovative conference and B2B platform for Europe's music industry.

www.reeperbahnfestival.com/campus



Promoting the creative industry

The "Hamburg Kreativ Gesellschaft" was founded in 2010 as a municipal institution to promote the creative industry. It is the central point of contact for all stakeholders in Hamburg's creative economy. The agency enables the Hanseatic city to strengthen its most innovative and promising economic branches in a unique way. It advises entrepreneurs, offers expert coaching sessions and workshops for creative workers, facilitates and leases work spaces, e.g. in the former Altona tax office, and provides cross-sector networking opportunities for all kinds of creative stakeholders at evening events and conventions. The agency also runs the successful regional crowdfunding platform Nordstarter, which has already seen more than EUR 100,000 paid out to creative projects in Hamburg.

www.kreativgesellschaft.org,

[www.twitter.com/Hamburgkreativ](https://twitter.com/Hamburgkreativ)

The development of the Oberhafen as a creative quarter

Starting from the middle of 2014, a new creative quarter is set to emerge in an area still dominated by the railway lines and warehouse buildings of the former Oberhafen logistics centre in Hamburg's HafenCity district. A new urban development concept based on the existing buildings will be developed over the next 15 years. Affordable space for up to 1,500 creative industry workers could also be created in addition to possible new buildings. Use of this space will be coordinated by the "Hamburg Kreativ Gesellschaft", the new municipal institution to promote the creative industry. The first new tenant, the Hanseatische Materialverwaltung, moved in at the end of 2012 with its open fund of materials for creative projects. The Oberhafen's creative industry will meet at the ADC Festival in May 2013.

www.kreativgesellschaft.org/oberhafen

Hamburg: Germany's Capital of Design

Hamburg boasts the highest number of employees within Germany's creative sector, with more than 14,000 designers working in 3,000 design offices, international agency networks and companies. The spectrum of design services ranges from industrial, product, packaging, corporate, web and brand design, through to jewellery, fashion and textile design. Alongside advertising, press and software/gaming, it is one of the largest markets segments in Hamburg's creative economy.

www.hamburgunddesign.de



TIPS

Hamburg's design emporium: stilwerk

For those interested in design classics and the latest trends in interior decoration, stilwerk is precisely the place. 28 shops on 11,000 square metres covering seven floors of a former malt house on Grosse Elbstrasse offer everything in the way of furnishings and design. www.stilwerk.de

designxport

With the opening of Hamburg's "designxport" design centre, Hamburg's design scene will now have its own permanent public space in the HafenCity: from autumn 2013, designxport in the Elbarkaden on Magdeburger Hafen will act as lobbyist and ambassador for Hamburg designers and design. It will serve as a lively platform, meeting point and marketplace for current ideas, information and discussions on the theme of design from Hamburg and the world. At the interface between culture, science, technology and the creative economy, designxport will discuss issues arising from research into use and everyday life. Designxport will hold exhibitions, provide a research lounge with international magazines, books and sustainable materials, a shop with products from Hamburg designers and a bistro. Designxport is a joint initiative of "hamburgunddesign" (Department for Culture) and committed representatives from Hamburg's design economy.

www.designxport.de

Fashion design from Hamburg

Several well-established fashion brands and fashion designers come from Hamburg or have lived here for a long time, among them big names such as Wolfgang Joop, Jil Sander and Karl Lagerfeld. Iris von Arnim, the "Cashmere Queen" lives and works in Hamburg. In terms of up-and-coming designers, Hamburg is also among the leaders. Especially unknown fashion designers are extremely creative when it comes to new ideas, trends and modes of presentation. Their studios, showrooms and shops can be found all over the city, e.g. in Winterhude, Eimsbüttel, at the port, in the Karolinenviertel, the Schanzenviertel and Harvestehude. Hamburg's designers present their collections through catwalk shows and exhibitions all the year round. Names such as Anna Fuchs, FKK, Philippa Lindenthal and Estomo are all setting the bar for fashion made in Hamburg.





STORY: Gängeviertel – more than just a quarter

On 22 August 2009, a group of 200 people peacefully settled in the Gängeviertel to save the historic quarter from decay and demolition and 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 held in studios and private apartments. Since then, tens of thousands of visitors from around the world have come to attend exhibitions, gigs, parties, book readings and discussions on urban development. Beginning in the spring of 2013, the formerly occupied quarter will be redeveloped on the basis of a utilisation concept provided by the Gängeviertel initiative. According to this plan, the buildings will be used for affordable housing, studios, office rooms, a non-commercial cultural centre for national and international guests, and will have an optimum number of public spaces. This quarter is probably the most creative and exciting area in Hamburg.

www.das-gaengeviertel.info

Great Cinema in Hamburg

Film has always played a major role in Hamburg. The city's big names range from iconic Hamburg actor Hans Albers to young director Fatih Akin. Hamburg is the venue for top-class film productions, which are showcased annually at the Filmfest Hamburg. Thanks to the promotional activities of Hamburger Filmförderung and Studio Hamburg, the city is playing a growing part in German and international film and television productions.



STORY: Fatih Akin – young, unconventional cinema from Hamburg

German-Turkish director Fatih Akin from Hamburg has blown a fresh breath of air into Germany's movie landscape. As a director, he brings new faces to the screen and clearly puts heart and soul into all his work. His film *Head-On* (2004) won all the most significant film prizes on the national and European circuit. What most influenced him was and is Ottensen, the district he grew up in and still lives in. With *Soul Kitchen* he has devoted a film to Hamburg that he describes as his first Heimatfilm.

TIPS

Filmfest Hamburg

The Filmfest Hamburg is held annually in September/October and is regarded as one of Germany's largest and most significant film festivals. The audience enjoys its multifaceted mix of mainstream cinema, art house programmes and films from up-and-coming directors, as well as the festival's thematic choices.

www.filmfest-hamburg.de

Film Commission location office – setting the scene in the north

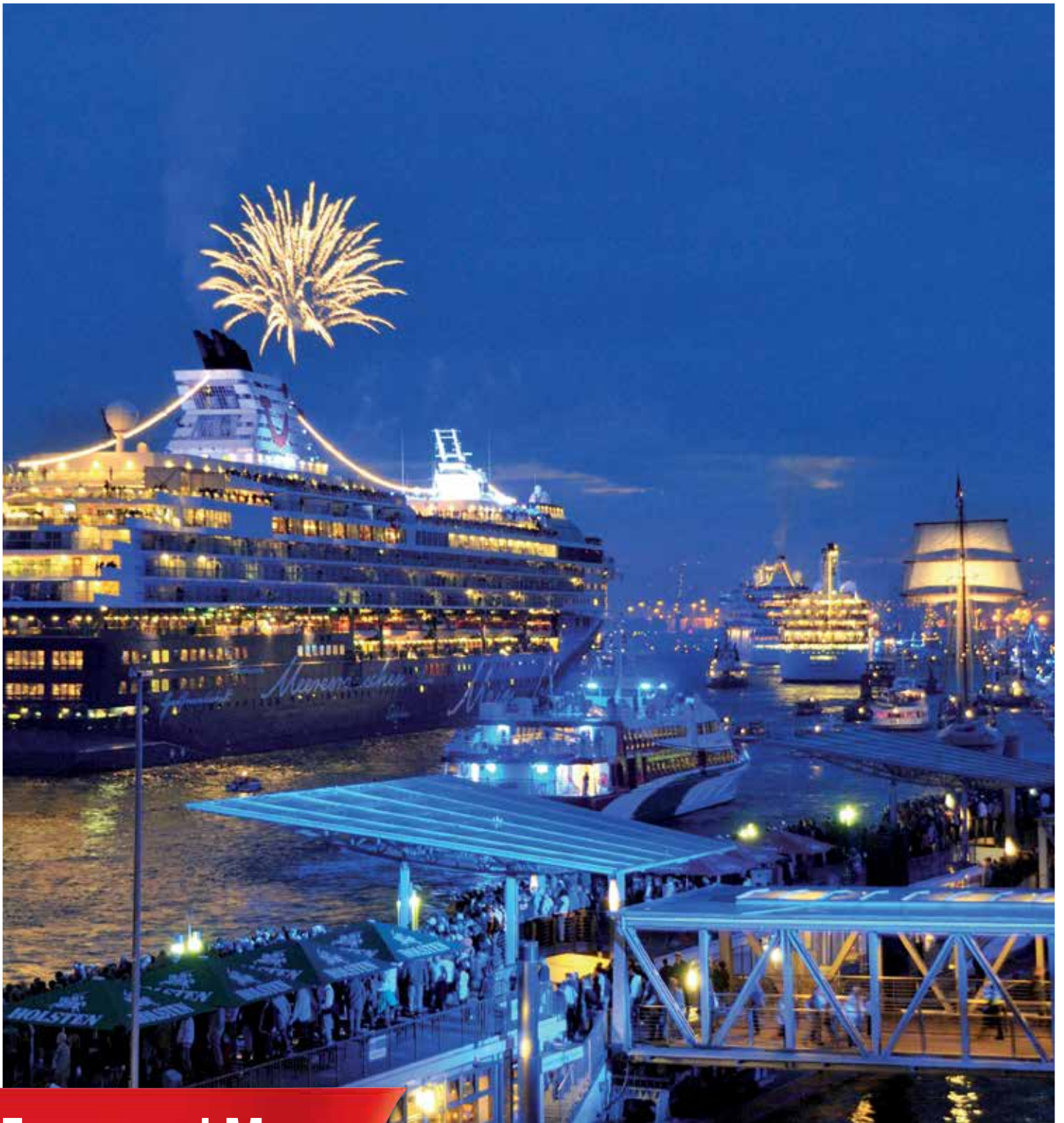
How do filmmakers find suitable spots when shooting on location in the north? Where is it permitted to film, and who are the contact persons? The Film Commission location office is the right address for all questions relating to filming in the north. As a networking service and information pool it supports film productions of all types with hands-on support and a diverse range of services.

www.fchsh.de

Studio Hamburg – a series of successes

Studio Hamburg, one of the largest audiovisual media centres in Europe, is reachable from Hamburg's city centre in only twelve minutes by railway. On the 80,000 square metre site in the Tonndorf district, popular movies, television films, series and non-fictional formats are produced. Talk shows, entertainment shows, quiz shows and advertisements are realised every day in its twelve studios. State-of-the-art film technology and post-production provide a tapeless production process, and films are localised in the dubbing studios. The "MCI workshops" department provides television studios, furniture for media use, as well as musical sceneries for the international industry.

www.studio-hamburg.de



Events and More

Always a Reason to Party

Hamburg's traditional festivals are high-spirited affairs: three times a year the DOM comes to town, the greatest fair-ground event in Northern Germany. Each year, more than 1.5 million people celebrate the Hamburg port anniversary with a tall ships parade, open-air gigs and fairground booths. And whenever the Queen Mary 2 calls at the cruise terminal, it is greeted by wild fireworks and hundreds of thousands of spectators. Taking place again in 2014, the Hamburg Cruise Days are yet another very special maritime event. For all those who are into German Schlager music with its catchy tunes and high decibels, the "Schlagermove" is a massive crowd puller of mainly young people who dance and party along the streets. The Hamburg Harley Days raise the decibels even further, transforming the city into a roar of iconic US bikes.

TIPS

Hafengeburtstag Hamburg – the world's largest port festival

Every year, Hamburg celebrates the birthday of its port with a large party – honouring the granting of trading privileges by Emperor Frederick Barbarossa on 7 May 1189. Toll-free trading between the Lower Elbe and the North Sea for all harbour-bound ships started an unparalleled success story. Even today, the port is Hamburg's centre piece, with the Elbe River as its vital artery. More than 1.5 million people throng the port for the world's largest port festival, featuring a tall ships parade, a fireworks display and a tugboat ballet. Between Baumwall, Landungsbrücken and the fish market, the crowds dance and feast for three pulsating days between fairground booths and concert stages. www.hafengeburtstag.de



Hamburg Cruise Days 2014:

the port as a stage for cruise attractions

For the third time in 2012, the Hamburg Cruise Days and the "Blue Port" set a magnificent scene in the harbour, transforming it into a unique, impressive maritime stage. The theme of pleasure cruises could also be experienced on land on the numerous themed islands. Good red wine in the wine lounge, a fine meal at the Captain's Dinner or a little exercise in the spa and sport area provided an authentic and varied cruise feeling. The next Hamburg Cruise Days will take place from 1 August to 3 August 2014.

www.hamburgcruisedays.de

Ship christening events in the port of Hamburg

With its inner city port, Hamburg provides the perfect arena for staging ship-christening ceremonies. Major shipping companies frequently use this prime maritime location for spectacular events. In 2009, Mein Schiff from TUI Cruises was christened with a huge event in front of tens of thousands of onlookers. This was followed by the spectacular christening of the new AIDA ship AIDAbly and the MSC Magnifica in 2010, followed by Mein Schiff 2 and Celebrity Silhouette in 2011. AIDamar, the ninth of the AIDA cruise liners, as well as the MS Hamburg (Plantours Cruise Ships) were christened in 2012. The 2013 port festival (Hafengeburtstag) will see the christening of the MS Europa 2, the new member of the Hapag-Lloyd fleet. www.aida.de, www.hlkf.de, www.msc-kreuzfahrten.de, www.tuicruises.de, www.celebritycruises.de, www.plantours-partner.de

China meets Europe: CHINA TIME and the Hamburg Summit

In August 2012, Hamburg – China's gateway to Europe – showed its Chinese side once again. With a focus on music and a diverse and spectacular programme of 200 events that convey the modern links between the port city and China and their rich traditions. 800,000 visitors gained an insight into Chinese culture, society and economy. In November 2012, the Hamburg Chamber of Commerce once again hosted its "Hamburg Summit: China meets Europe". The economic summit is the most important platform for Chinese-European dialogue. Both events will be held again in 2014.

www.chinatime.hamburg.de, www.hamburg-summit.com

The Hamburg DOM –

Northern Germany's biggest and oldest outdoor fun fair

Going back 800 years and drawing about 10 million visitors each year, the Hamburg DOM on Heiligengeistfeld is one of the world's biggest and longest-running outdoor fairs. The fair is held three times a year and lasts four weeks. It is situated on an open space covering 160,000 square metres in central Hamburg, between the old town, the Reeperbahn, and the Alster and the Elbe. In spring, summer and winter, roundabouts, Ferris wheels, firework displays, switchbacks, booths and food stalls provide thrills and spills for everyone. For some years now, the fair has also offered alternating thematic highlights such as a medieval market, a witches' village and an ice sculpture exhibition.

www.hamburger-dom.de

Hamburg Schlagermove event

Each year, the Hamburg Schlagermove event turns the area between Landungsbrücken and the Reeperbahn into a loud, throbbing sea of colour. Be prepared for shiny outfits and colourful wigs – and of course lots of German Schlager music. Every year in June, hundreds of thousands of fans happily join in as the decorated trucks make their way through St Pauli.

www.schlagermove.de





Events and More

TIPS

Cherry Blossom Festival – the Alster bathed in colour

Fireworks have honoured the annual Japanese Cherry Blossom Festival on the Outer Alster since 1968. This gift from the Japanese community to the Hanseatic city attracts hundreds of thousands of people to the Alster every year. As a gesture of their appreciation to Hamburg, the Japanese community presented Hamburg with several cherry trees in the late 1960s that were planted in the Alsterpark, on Alsterkrugchaussee and on Altonaer Balkon. Around 100 Japanese companies with more than 7,000 staff are based in Hamburg. In Japanese culture, the cherry blossom symbolises beauty and transience and marks the beginning of spring. Every other year, Hamburg elects a Cherry Blossom Princess during the festival, who then is graced with the honour of representing Hamburg in Japan.

www.djg-hamburg.de

Amusement on the banks of the Inner Alster Lake

Hamburg's "Alstervergnügen" event with its summery, maritime character kicked off in 2012 with a new concept and a varied programme both on land and water. The party held annually at the end of August/beginning of September attracts around one million visitors to the Inner Alster Lake.

www.alstervergnuegen.info

The "altonale" street and culture festival

Drawing more than 500,000 visitors each year, the "altonale" is firmly established as one of Northern Germany's most popular cultural events. This festival runs over 14 days and comprises programmes devoted to art, literature and theatre. 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. The "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 – revving engines on the Elbe

Each year in summer, the city is ruled by bikes and revving engines: this is the time when the European Harley-Davidson community gathers in Hamburg. Once a year, the main thoroughfares of central Hamburg are dominated by two colours: orange and black. The Harley Days are one big party to celebrate the iconic brand and its loyal followers. Each year up to 600,000 visitors and 65,000 bikers from all over Europe attend the event in Hamburg's city centre. Bikers can enjoy a wide range of music and entertainment on the premises of the Grossmarkt.

www.hamburgharleydays.de

34th German Evangelical Church Convention in Hamburg

Under the motto "As much as you need," the 34th German Evangelical Church Convention will be held in Hamburg from 1 May to 3 May 2013 with a programme of around 2,000 events: services, prayer and bible meetings, exhibitions, discussion forums, concerts, theatre and comedy shows. Having hosted it in 1953, 1981 and 1995, Hamburg will now be hosting this major event for the fourth time. The German Evangelical Church Convention is held every two years in a German city.

www.kirchentag.de

96th Meeting of the International Lions Club in Hamburg

The 2013 Lions Club International Convention will be held in Hamburg from the 5th to the 9th of July. Around 20,000 participants from around the world will attend their international convention and explore the Hanseatic city for five days. The high point will be the parade through Hamburg's city centre on 6 July in which 10,000 participants, divided into national sections and accompanied by brass bands and parade floats, will make their way around the Inner Alster Lake.

www.lcichamburg.de

Cabbage Days in Dithmarschen

The Cabbage Days are a regional festival held annually in the district of Dithmarschen. Like the wine festivals in the south of Germany, the Cabbage Days serve to acknowledge the importance of the product for the region. Highlights include the election of two “Cabbage Queens”, cabbage and vegetable markets, the cabbage EXPO in Wesselburen, as well as special cabbage dishes in numerous Dithmarschen restaurants. During the festival, the start of the cabbage harvest is officially marked by the cutting of the first crop. 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-kohltag.de

Sülfmeistertage – Lüneburg’s Salt Festival

The “Sülfmeistertage” marked the wildest period of the year in medieval Lüneburg. In recent years, the salt-devoted festival has resumed its former glory – with music, dance, competitions, and a large procession. Sülfmeistertage is one of the most popular town festivals in Northern Germany. It is held annually on the streets of the old town during the first week of October.

www.lueneburg.de



Christmas markets – the festive season in the Hamburg 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 Christmas markets and Christmas attractions. In many districts of Hamburg, the city is transformed into a magical yuletide world – with manifold treats for the eye and the palate. The Christmas market on Jungfernstieg fully lives up to the elegance of the surroundings. Yet also well worth visiting are the Christmas markets on Gänsemarkt, in the old town, in the HafenCity, or in St Pauli with its frivolous flair. A special highlight is the historic Christmas Market on Rathausmarkt,



where around one hundred traders offer handicrafts from the Erzgebirge, woodcarvings from the Tyrol, traditional biscuits from Aachen, gingerbread from Nuremberg and ceramics from the Lausitz region. Designed by Circus Roncalli, this Christmas market directly in front of the festively illuminated town hall casts a poetic and alluring spell over its visitors. The Metropolitan Region also has numerous Christmas markets worth visiting. Lüneburg, especially, is known far beyond the region for its historic Christmas markets.

www.hamburg-tourismus.de, www.lueneburg.de



Events and More

Mudflats Olympics

The “Wattolümpiade” is a decidedly curious spectacle. At Brunsbüttel in Schleswig-Holstein, the talk is not just of contests, but of mud contests – a distinction to be taken literally. The highly motivated squads of the mud handball, mud football and mud volleyball teams eagerly join the battle in the mud. The “G-Shock Meerkampf” competition includes 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 team of mud athletes. With several bands performing at the Wattstock Festival, everything is done to ensure a great atmosphere on the mudflats. www.wattoluempia.de

Glückstadt Matjes Weeks

Every year on the third Thursday of June, thousands of visitors come together as a local notable of Glückstadt takes the first bite of the new season's Matjes (young 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



Apple harvest in Altes Land and the Elbe marshes

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

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

Wedel Harbour Festival

Each year, the Wedel Harbour Festival aims to be even more colourful, maritime and attractive. Highlights include the merchants' procession, numerous cultural events and booths, as well as local ships that take visitors on an excursion on the Elbe. All this takes place in an idyllic atmosphere, away from the hustle and bustle of the city.

www.wedel.de



Redefin Stallion Parade

Since its beginning in 1935, nearly one million spectators have attended the Stallion Parade at the Redefin Stud Farm. The parade is a key event for breeders and horse enthusiasts alike and has turned into a public festival pulling crowds of 20,000 visitors annually. The parade is held over three Sundays in September and lasts for around four hours, during which the Stud Farm presents its breeding stallions to the public.

www.landgestuet-redefin.de

Horse-racing on the tidal flats in Duhnen

The tidal flat races are a unique event held annually since 1902 in the spa district of Cuxhaven-Duhnen. The twelve galloping and trotting races amaze 30,000 spectators year after year. There are 1,200 aids onsite in order to facilitate this event, and meticulous planning is a must. As the races are held on the tidal flats in front of the sandy beach, the tides must be considered in the planning of this extraordinary sport event.

www.duhner-wattrennen.de



Heather Blossom Festival in Schneverdingen

Every heather blossom festival deserves a queen, and thus each year during the festival, a young lady is crowned as the new Heather Queen. The coronation represents the high point of the festival, which attracts around 35,000 guests every year. On an open-air stage, the incumbent queen presents her successor with a crown of heather, thereby crowning her the new Heather Queen. The Heather Queen is then ambassador for the Lüneburg Heath and, in her own charming way, represents Schneverdingen at diverse functions throughout Germany. The festival is held on the last Sunday of August.

www.heideblutenfest.de, www.schneverdingen-touristik.de

Festival in the old town of Stade

There is something for everyone at the annual festival in Stade's old town. The programme includes retail booths, five stages with live music, street musicians and theatre, a crafts market, as well as canal boat trips and a tourist train. All of these activities guarantee visitors an eventful weekend.

www.stade-tourismus.de





Shopping Paradieses

Shopping Hotspots in and around Hamburg

Jungfernstieg and Neuer Wall, Hanseviertel and Europa Passage – Hamburg is famed for its diverse shopping arcades and spacious boulevards with their flagship stores and exclusive boutiques. A shopping tour through Hamburg is always fun. Exclusive designer showrooms, traditional Hamburg retail shops, and the Europa Passage shopping centre between Ballindamm and Mönckebergstrasse invite you to browse and marvel, to try and buy. The vibrant quarters of Schanzenviertel, Karlinenviertel, Ottensen and St Georg are less glamorous, offering unparalleled cultural diversity and a unique charm. Anything is on offer here, from extravagant fashion collections and home-made accessories to oriental-style second-hand pieces and original music recordings – in short: conventionality is the only thing you won't find. All those who prefer an idyllic 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.

Hamburg's City Centre – first Port of Call for international Fashion

Flagship stores and exclusive arcades, consumer palaces and smart boutiques set the scene in the shopping area between Gänsemarkt, Jungfernstieg and Mönckebergstrasse. Hamburg is the ideal location for browsing and shopping, and the city's proximity to the water further adds to this: numerous restaurants and cafés on the Inner Alster invite you to recover from your shopping tour – also during Shopping Sundays.

TIPS

Europa Passage – Hamburg's shopping paradise

Hamburg's largest shopping centre boasts more than 120 stores on five floors. Monumental steel arches connect the south and north side via a glass cupola roof. The passage itself connects Mönckebergstrasse – the eastern part of the shopping area – with the western part of Ballindamm and the Jungfernstieg boulevard. The Europa Passage features a varied mix of retailers – fine stationery, shoe stores and fashion are as much at home here as teddy-bear outlets, jewellers and cafés. The glassed-in northern front provides an unparalleled view of the Jungfernstieg and the Inner Alster.

www.europapassage.de



Jungfernstieg – the city's showpiece boulevard

The spaciouly laid-out promenade of Jungfernstieg is one of the most elegant spots in the city centre of Hamburg. It is the perfect place for an urban stroll or a relaxing break at the Alsterpavillon or the Alster terraces. From here, Hamburg's white barges and pleasure steamers embark on canal tours or excursions at dusk. Opposite is Hamburg's most exclusive shopping area, with the long-established Alsterhaus department store and Neuer Wall, Hamburg's most luxurious shopping street. www.alsterhaus.de



Hamburg's shopping passages – from Gänsemarkt to Mönckebergstrasse

Even in the drizzle, a shopping stroll in Hamburg provides lots of fun – thanks to the city's almost unbroken sequence of passages. Walk along Colonnaden and through Gänsemarktpassage, and you are not far from the exclusive Hanseviertel – one of Hamburg's largest shopping quarters, with more than 60 shops and four gastronomic venues. Just opposite are another two passages: Hamburger Hof between Poststrasse and Jungfernstieg, and the Art Deco-themed Galleria, which takes you in the direction of Rathausmarkt. From here, you can walk over to the Mellin Passage between Neuer Wall and Alsterarkaden – Hamburg's earliest and smallest passage with Art Nouveau decorated walls and ceilings. Hamburg's department stores are just a stone's throw away on Mönckebergstrasse and Spitalerstrasse. There are several brand stores here, as well as other shopping passages such as the exclusive Levantehaus.

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





Shopping Paradises

Shopping Gems in Hamburg

Mutterland – made in Germany

The Mutterland branches in St Georg, Eppendorf and the city centre offer a wide range of culinary specialties, among them hand-stirred jam, homemade chocolates, traditional sweets, organic wine from young German wine growers, as well as 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

Maudrich's ribbon paradise

Completely hidden, in an unassuming house in a side street behind the railway station, is a paradise of fabrics and satin. The company sign is the only indication of its existence and one has to ring to enter. There is only one thing to buy here – ribbon! In every colour, in a diversity of patterns and different materials. The choice is huge, with ladders providing a glimpse into the furthest corners of the high shelves. Anyone with a lot of presents to wrap will surely find what they are looking for here. *R. Maudrich GmbH, Steintorweg 2, 20099 Hamburg*

The Box – concept store

The basilica in the former theatre premises has been home to a concept store since December 2012. The space is divided between two galleries, a furniture shop, a kitchen shop and a bookshop. In future, it is also intended to use the rooms for literary and musical evenings. The in-house café acts as a pit stop for shoppers in need of refreshment.

www.thebox-hamburg.com

Oschätzchen

All those who appreciate carefully selected delicacies will find what they are looking for at Oschätzchen. True to Oschätzchen's motto "pleasure is our passion", items range from sweet pralines to chocolate and spices, and to tea and quality cooking utensils. It is a paradise for hobby chefs, bon viveurs and all those who particularly enjoy fine products.

www.oschaetzchen.com

Ernst Brendler

You can't imagine Hamburg without the Ernst Brendler shop and its large range of tropical and marine clothing. Whether you are looking for the classical zipped navy sweater, captain's caps, safari hats or full tropical suits – fashion-conscious globetrotters will find their wardrobe here. In short: it is pure Hamburg! www.ernst-brendler.de

Samova

How about a cup of Heidi's Delight, Smooth Operator or Scuba Garden? Contemporary tea culture "made in Germany" is available at Samova in the HafenCity. The amusingly named teas range from black, green and white tea to herbal blends, with organic versions also available. Esin Rager's team also offers the appropriate equipment. Tea-lovers can choose from a selected range of scoops, glasses and spoons – including a teapot with a special system to prevent tea from overbrewing.

www.samova.net



STORY: Shopping with a historic atmosphere

Also popular among city people, the historic towns of Stade and Lüneburg – both part of the Metropolitan Region – boast quaint red-brick houses, quiet corners and a host of small specialist shops and boutiques of a type no longer found in the large shopping areas. Customised advice, inviting street cafés and an abundance of cultural events and sights will turn your shopping trip into a very special experience.

www.stade.de, www.luenenburg.de

TIPS

Shopping outlets in the region

Designer goods can be bought at affordable prices at the McArthur Glen Designer Outlet in Neumünster just 50 kilometres from Hamburg. The 20,000 m² centre currently has 62 shops, and as many as 125 are planned. Expect reductions of 30 to 70 percent on regular prices. Every designer label fan will strike gold here. There are plenty of free parking places, which will total 3,000 once construction is complete.

www.designeroutletneumuenster.de



The Soltau designer outlet centre is located around 70 kilometres from Hamburg. There are some 70 shops on a 13,500 m² surface area. Reductions of 30 to 70 percent are offered on labels such as Daniel Hechter and WMF. The shops are located in a 50-metre high reinforced concrete tower as well as in five small half-timbered, heath-style houses. There are 1,200 free parking places.

www.designeroutletsoltau.com



Alternative Shopping in Karlinenviertel and Schanzenviertel

Whether in Ottensen, Eppendorf or St Georg, Hamburg also offers a plethora of shopping opportunities outside the city centre. Currently the most enticing route is a stroll through the distinctively alternative Karlinenviertel and the nearby Schanzenviertel. Young designers offer their sometimes outlandish collections, as well as shoes, bags or suits for every taste. The main artery through the Karlinenviertel is Marktstrasse with such designer shops as "Alpenglühchen", "Schuh-salon Grappe meets Moneypenny" or the gents' outfitter "Herr von Eden". www.karlinenviertel.de

TIPS

Wohngeschwister shops for big and small

If your flat needs decorating, you will find simply everything you need at the "Wohngeschwister" shop in the Schanzenviertel district: modern furniture, textiles, décor and pictures. Lovers of fancy designs, vintage fans and purists will all get their money's worth here. The main outlet's "Wohngeschwisterchen" branch a few minutes' walk away caters for a younger market, with lots of furnishing ideas for children.

www.die-wohngeschwister.de,

www.wohngeschwisterchen.de

Bruno's cheese shop

Say cheese: and it is certainly being said at Bruno Blockus', whose cheese shop offers around 150 different varieties – from small and square to large and round. His outlet in the Schanzenviertel district has become something of an institution. In the event that you cannot decide which cheese to buy, Bruno will kindly let you sample.

Schulterblatt 60, Schanzenviertel

Hanseplatte

"It's only Rock'n'Roll but I like it" – but don't expect to find the Rolling Stones here, as the Hanseplatte record shop stocks Hamburg artists only. True to the motto "local YES, ethnic NEVER", the shop only stocks recordings from the Hanseatic city, focussing especially on rarities from Hamburg's music history. If you are looking for Hamburg originals such as Volker Lechtenbrink, Blumentopf, Heidi Kabel or Udo Lindenberg, this is the place for you. www.hanseplatte.de

Anna Fuchs

The Hamburg native has been running her own fashion label for almost 12 years, in which time it has grown from being an insider's tip to a big name in the fashion world. Her style is one of pure, simple, modern elegance without wanting to appear too determinedly artistic. Anna Fuchs achieves this through well thought-out creations, high-quality material as well as perfect workmanship and fit. www.annafuchs.de

Recession by Marla

The Swinging Twenties are back – at the heart of Hamburg's Karlinenviertel neighbourhood. From here, Marla von Menna runs her women's fashion label "Recession", which revives the wild and unrestrained atmosphere of the 1920s with its Charleston and Swing. All those wishing to go back in time to the era of the British TV series Downton Abbey can shop here to their heart's content – from austere lady's suits to playful dance dresses. www.recession-by-marla.de

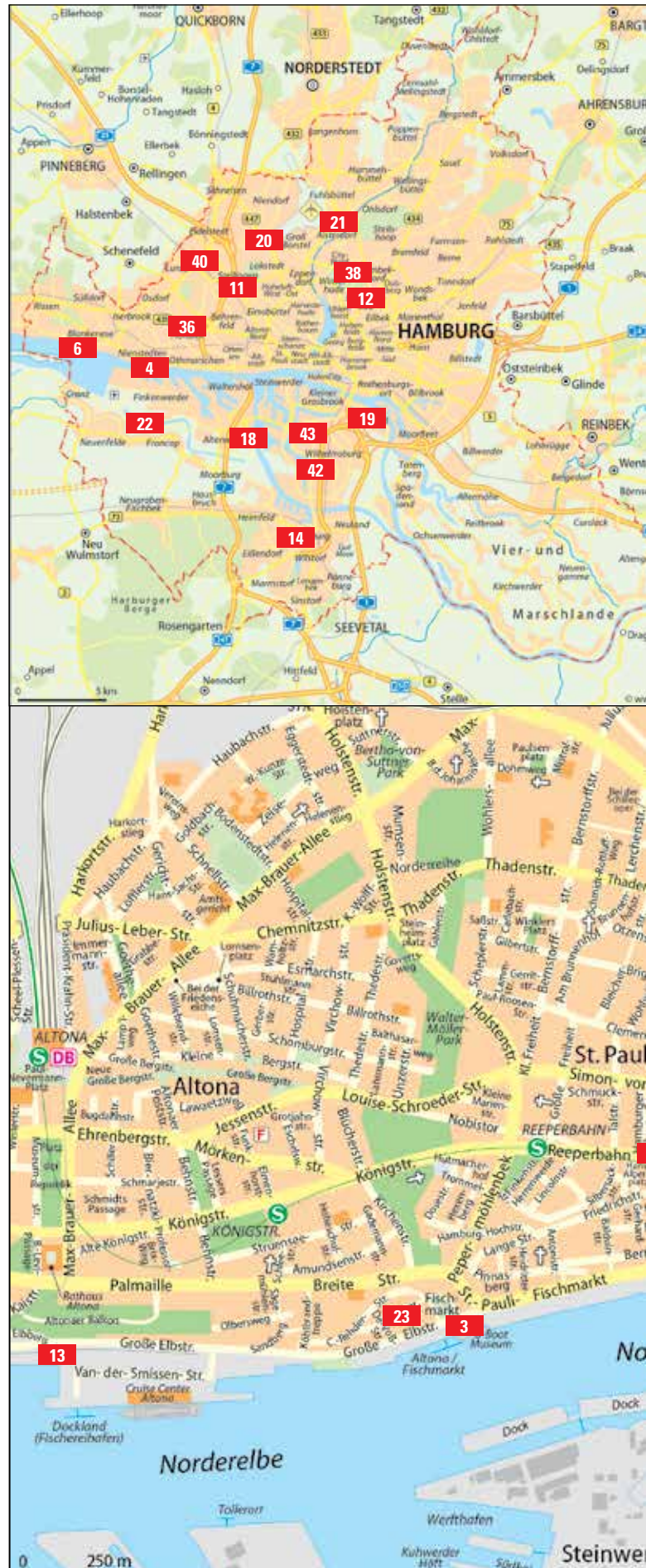
Herr von Eden

When it comes to fashion, the man of the world has long been woman's equal. At "Herr von Eden" in the Karlinenviertel, extravagant outfits with that special something are already waiting for its fashionable new owners. Here you can buy suits, shirts, jackets, ties and fashionable accessories.

www.herrvoneden.com

Hamburg Highlights

1. St Pauli Landungsbrücken
2. Speicherstadt warehouse district
3. Altona Fish Market
4. Oevelgönne Museum Harbour
5. Reeperbahn
6. Blankenese
7. Hamburg Rathaus (town hall)
8. St Michaelis Church
9. Jungfernstieg
10. Chilehaus
11. Hagenbecks Tierpark (zoo)
12. Stadtpark Hamburg
13. Grosse Elbstrasse – “string of pearls” along the Elbe
14. Channel Harburg
15. HafenCity Hamburg
16. Hamburg Cruise Center
17. Elbphilharmonie Hamburg
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 musical)
30. Alsterhaus Hamburg
31. Mönckebergstrasse
32. Spitalerstrasse
33. Neuer Wall
34. Karolinentviertel
35. Schanzenviertel
36. DESY – Deutsches Elektronen-Synchrotron
37. University of Hamburg
38. Hamburg Planetarium
39. Millerntor Stadium
40. Imtech Arena
41. International Maritime Museum
42. International Building Exhibition (IBA) 2013
43. international garden show (igs 2013)





Hamburg Metropolitan Region



Discover Hamburg and the Metropolitan Region – comfortably and at a reasonable Price

Hotel bookings and overnight packages in Hamburg

With an enormous range of hotels, tickets and special deals on offer, Hamburg Tourist Board provides the perfect service for guests to Hamburg. More than 200 hotels can be booked online via www.hamburg-tourism.de, while thrilling holiday packages for every target group are also available.

Excellent value: Hamburg's discount ticket

The Hamburg CARD issued by Hamburg Tourist Board (HHT) is more value than ever: with this discovery ticket, guests to Hamburg will receive discounts from more than 130 of HHT's cooperating partners. The Hamburg CARD is the size of a business card and fits into any purse or wallet, yet it opens the door to a host of exciting sights and leisure attractions. The ticket also covers the use of all public transport in the Greater Hamburg area operated by Hamburg Transport Association (HVV). Whether you are travelling on your own or as a group, the Hamburg CARD day ticket, 3-day ticket and 5-day ticket will allow you to explore the waterside metropolis at prices starting from EUR 8.90. Groups of up to five persons of any age can comfortably and flexibly set off on the trail of Hamburg's highlights for EUR 14.90.

The entire Metropolitan Region at a discount rate

The new "Hamburg CARD plus Region" ticket allows you to discover the entire Metropolitan Region comfortably and for a reasonable price. With this regional ticket, guests to Hamburg can experience the waterside metropolis and its attractive surrounding region from as little as EUR 19.90. For a bargain price of EUR 28.50, groups of up to five persons of any age can comfortably and flexibly explore Hamburg and the surrounding region. Enjoy an uncomplicated journey across the entire HVV network, from Stade to Lüneburg and as far as Bad Bramstedt and Ratzeburg. The Hamburg CARD and the "Hamburg CARD plus Region" can be purchased from any of Hamburg's tourist information points, many hotels and youth hostels, HVV ticket-vending machines, service points, bus drivers, as well as travel agencies and Hamburg Tourist Board. The ticket can also be purchased from any of the HVV service points and tourist offices in the Metropolitan Region.

Further information:

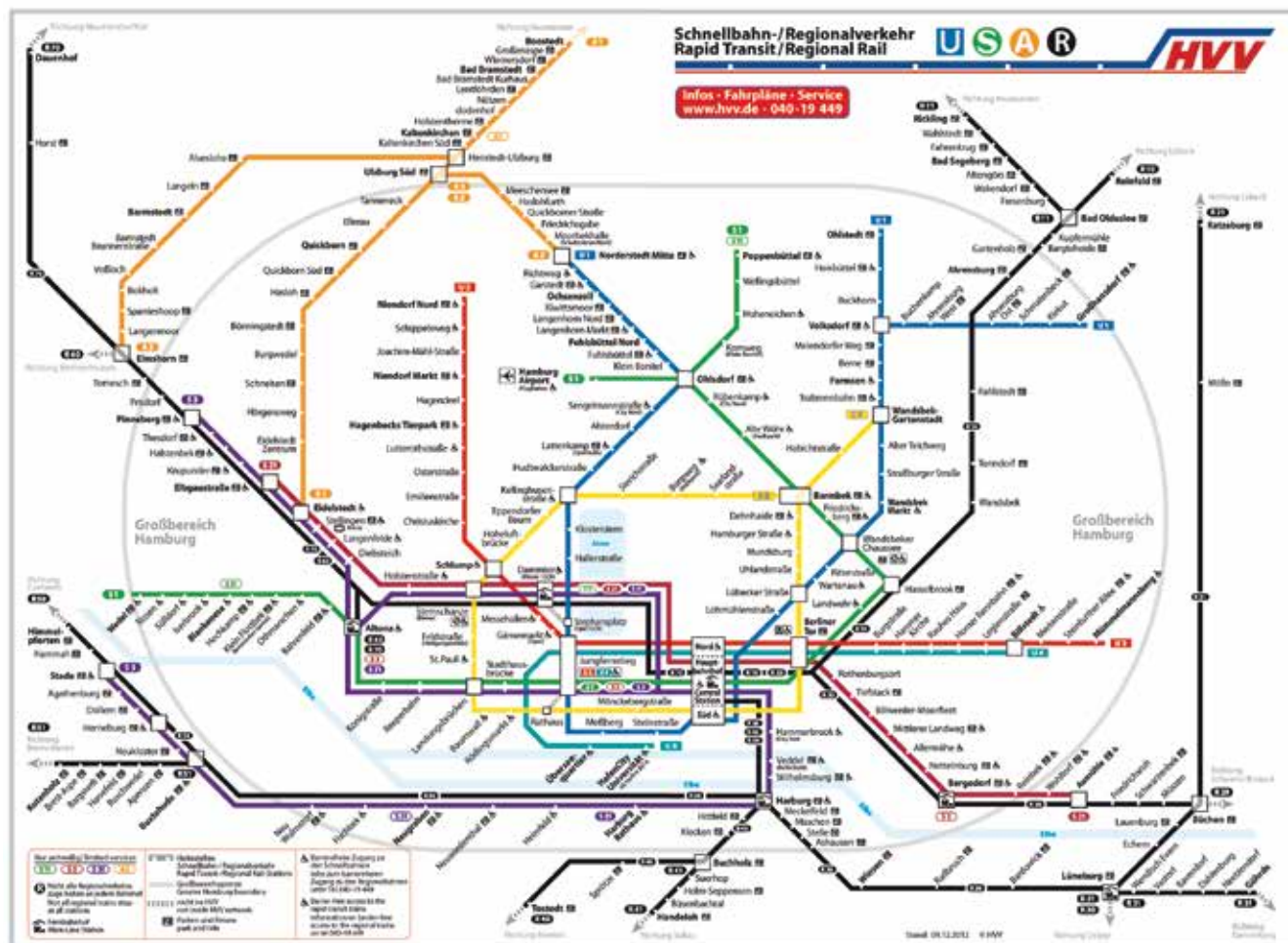
Hamburg Tourist Board

www.hamburg-tourism.de

Phone: +49 (0) 40 30 05 13 00



Local Public Transport in Hamburg (www.hvv.de)



Contacts for the Media:

Hamburg Marketing GmbH

Guido Neumann
(Head of Media Relations)
Tel.: +49 (0) 40 30 05 15 80
E-Mail: guido.neumann@marketing.hamburg.de
Internet: www.mediarrelations.hamburg.de

Sascha Albertsen
(Head of Corporate Communications)
Tel.: +49 (0) 40 30 05 11 11
E-Mail: sascha.albertsen@marketing.hamburg.de
Internet: www.marketing.hamburg.de



Free and Hanseatic City of Hamburg

Senate Chancellery, Press Department
Rathausmarkt 1, 20095 Hamburg
Phone: +49 (0) 40 42831-2242
E-mail: pressestelle@sk.hamburg.de
Internet: www.fhh.hamburg.de

List of current contact persons for Hamburg's individual government departments:
www.hamburg.de/pressesprecher

Hamburg Metropolitan Region

Marion Köhler (Press Officer)
Phone: +49 (0) 40 42 83 12 278
E-mail: presse@metropolregion.hamburg.de
Internet: www.metropolregion.hamburg.de

Economy

Hamburg Business Development
Corporation HWF
Sascha Albertsen
(Head of Corporate Communications)
Tel.: +49 (0) 40 30 05 11 11
E-Mail: sascha.albertsen@marketing.hamburg.de
Andreas Köpke
(Head of Corporate Communications)
Phone: +49 (0) 40 22 70 19 23
E-mail: andreas.koepke@marketing.hamburg.de
Internet: www.hamburg-economy.de

Hamburg Chamber of Commerce
Dr Jörn Arfs
(Head of Media and Public Relations)
Phone: +49 (0) 40 36 138-301
E-mail: joern.arfs@hk24.de
Internet: www.hk24.de

Internet: www.hamburg.de

Tourism

Hamburg Tourist Board
Sascha Albertsen
(Head of Corporate Communications)
Phone: +49 (0) 40 30 05 11 11
E-mail: albertsen@hamburg-tourismus.de
Internet: www.hamburg-tourismus.de

Trade Fairs and Conventions

Hamburg Messe/Congress Center Hamburg
Karsten Broockmann
(Head of Media and Public Relations)
Phone: +49 (0) 40 35 69-20 90
E-mail: karsten.broockmann@hamburg-messe.de
Internet: www.hamburg-messe.de, www.cch.de

Hamburg Convention Bureau GmbH
Andrea Weidinger
Phone: +49 (0) 40 30 051-617
E-mail: weidinger@hamburg-convention.com
Internet: www.hamburg-convention.com

Urban Development/Environment/ Renewable Energies

International Building Exhibition
IBA Hamburg 2013
Press Department
Phone: +49 (0) 40 22 62 27-330
E-mail: presse@iba-hamburg.de
Internet: www.iba-hamburg.de

international garden show hamburg (igs 2013)
Press Department
Phone: +49 (0) 40 22 631 98-400 /-401/ -402 /-403
Internet: www.igs-hamburg.de

HafenCity Hamburg GmbH
Susanne Bühler
(Head of Media and Public Relations)
Phone: +49 (0) 40 37 47 26 14
E-mail: buehler@hafencity.com
Internet: www.hafencity.com

Renewable Energy Hamburg
Cluster Agency
Astrid Dose (Media and Public Relations)
Phone: +49 (0) 40 694573-12
E-mail: astrid.dose@eehh.de
Internet: www.eehh.de

Construction Project Elbphilharmonie

Enno Isermann
(Spokesman, Ministry of Culture Hamburg)
Phone: +49 (0) 40 42 82 42 07
E-mail: enno.isermann@kb.hamburg.de

Hamburg Musik gGmbH

Elbphilharmonie und Laeiszhalle Betriebsgesellschaft
Nataly Bombeck
(Head of Media and Public Relations)
Phone: +49 (0) 40 357 666-50
E-mail: bombeck@elbphilharmonie.de
Internet: www.elbphilharmonie.de

ReGe Hamburg

Projekt-Realisierungsgesellschaft mbH
Björn Marzahn (Press/Public Relations)
Phone: +49 (0) 40 38 08 80 72
E-mail: bjoern.marzahn@rege-hamburg.de
Internet: www.rege-hamburg.de

Aviation

Hamburg Airport
Stefanie Harder (Press Officer)
Phone: +49 (0) 40 50 75-36 15
E-mail: sharder@ham.airport.de
Internet: www.ham.airport.de

Hamburg Aviation Services
Kirstin Rüther (Media and Public Relations)
Phone: +49 (0) 40 22 70 19 87
E-mail: kirstin.ruether@hamburg-aviation.com
Internet: www.hamburg-aviation.com

AIRBUS in Germany
Florian Seidel (Head of Communications)
Phone: +49 (0) 40 74 37 24 13
E-mail: florian.seidel@airbus.com
Internet: www.airbus.com

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

Life Science

NORGENTA GmbH
Simone Hauck (Marketing & Public Relations)
Phone: +49 (0) 40 47 196-423
E-mail: simone.hauck@norgenta.de
Internet: www.norgenta.de

Port & Logistics

Port of Hamburg Marketing (HHM)
Bengt van Beuningen (Head of Communications)
Phone: +49 (0) 40 37 709-110
E-mail: vanbeuningen@hafen-hamburg.de
Internet: www.hafen-hamburg.de

Hamburg Port Authority
Sinje Pangritz (Press Officer)
Alexander Schwertner (Press Officer)
Phone: +49 (0) 40 42 847 23 00
E-mail: pressestelle@hpa.hamburg.de
Internet: www.hamburg-port-authority.de

Hamburger Hafen und Logistik AG (HHLA)
Florian Marten
(Head of Corporate Communications)
Phone: +49 (0) 40 30 88-35 03
E-mail: unternehmenskommunikation@hhla.de
Internet: www.hhla.de

EUROGATE

Corinna Romke
(Head of Corporate Communications)
Phone: +49 (0) 421 14 25-38 03
E-mail: corinna.romke@eurogate.eu
Internet: www.eurogate.eu

Hamburg Logistics Initiative
Christin Schönfeld
(Media and Public Relations)
Phone: +49 (0) 40 22 70 19 83
E-mail: presse@hamburg-logistik.net
Internet: www.hamburg-logistik.net

Local Public Transport

Hamburg Transport Association (HVV)
Rainer Vohl (Press Officer)
Phone: +49 (0) 40 32 57 75 122
E-mail: vohl@hvv.de
Internet: www.hvv.de

Hamburger Hochbahn AG
Christoph Kreienbaum (Press Officer)
Phone: +49 (0) 40 32 88 21 21
E-mail: presse@hochbahn.de
Internet: www.hochbahn.de

HADAG (Port Ferries)
Phone: +49 (0) 40 31 17 07 18
E-mail: info@hadag.de
Internet: www.hadag.de

Shopping

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

New in Hamburg

Hamburg Welcome Center
Phone: +49 40 428 54 - 5001
E-mail: info@welcome.hamburg.de
Internet: www.welcome.hamburg.de

Media Relations: Direct Service from the Start

As the German media capital, Hamburg naturally offers an excellent press service and a professional infrastructure for newspapers, magazines, publishers and online service providers, as well as film and television productions. The Media Handbook provides you with a wealth of information and suggestions for work-related research, along with tips and story teasers, contact persons and themes.

For any further questions you may have, the Media Relations department of Hamburg Marketing GmbH is at your disposal. We are happy to organise your trip to Hamburg and, depending on the occasion and your interests, we will develop customised theme-related itineraries, organise relevant interviews and supply you with up-to-date, high-quality information.

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Information and pictures for download at www.mediaserver.hamburg.de

Film footage for download at www.hellosports.com/hamburg

Contact:

Guido Neumann

Phone: +49 (0) 40 30 05 15 80,

E-mail: guido.neumann@marketing.hamburg.de

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D-22305 Hamburg



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Guido Neumann
Vera Feller

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Johannes Freudewald
Büro für Medienarbeit
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Hamburg

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