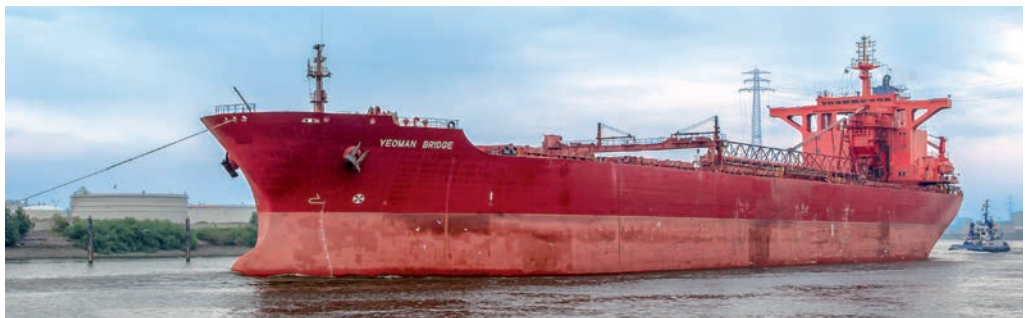
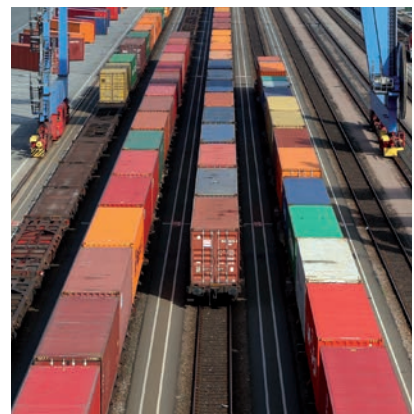
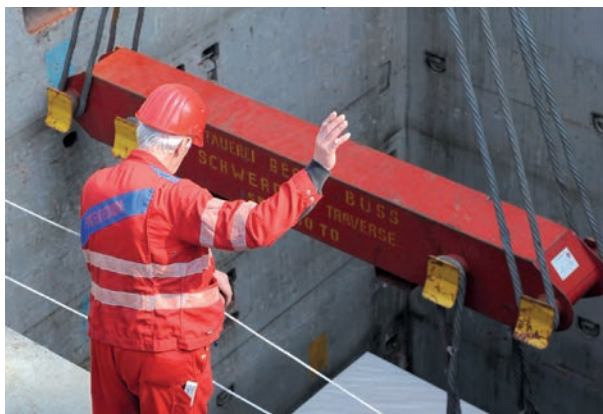


UNIVERSAL PORT OF HAMBURG

ONE PORT. INFINITE POTENTIAL.



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Universal Port of Hamburg

One port. Infinite potential.

The Port of Hamburg is the largest and most powerful seaport in Germany and one of the most important cargo hubs in Europe. Diversity, efficiency and flexibility are its strengths.

At the heart of the Hamburg Metropolitan Region with

5.3m

inhabitants

Page 6

Northern European transport hub with

100 +

liner services

Page 10

Mega-ship ready for

20,000 TEU

containerships

Page 16

Europe's No. 1 Rail Port with

200 +

freight trains a day

Page 12



Safe seaward accessibility for

~ 9,000

deep-sea ships annually

Page 24

Operating round the clock

24/7

service in the port

Page 26

The logistics sector underpins

172,000

jobs in Hamburg

Page 28

Port of Hamburg Representative Offices at

12

locations worldwide

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Hamburg's Plus+ Diversity and Flexibility

Around 9,000 ship calls annually, 280 berths for ocean-going ships, more than 2,000 freight trains per week, and around 50 specialized handling facilities for containers, bulk and general cargoes of all types, along with around 7,300 logistics companies – These are just a few of the factors making the Port of Hamburg one of the world's most flexible and effective universal ports.



One port. Infinite potential.

The Port of Hamburg as a universal port offers the right terminal for all types of freight. On an area of over 71 square kilometres, more than 50 cargo handling companies ensure smooth handling of an immense variety of cargoes. The 280 berths there can accommodate craft of all sizes, including mega-containerships and bulkers, oil and chemicals tankers, RoRo and general cargo freighters, feederships and inland waterway vessels.

State-of-the-art handling technology and data communications systems, efficient traffic infrastructure and high-performance feedership and hinterland links cater for the exchange of cargoes with partners throughout the world. In addition, the port dis-

charges an essential function in supply and waste disposal logistics for industry in Hamburg and the Metropolitan Region. Raw materials and finished goods of all types are imported via Hamburg for trade and industry, or leave the industrially enhanced universal port on the Elbe as exports.



Port areas		Port infrastructure	
Port site	7,105 ha	Quay walls for ocean-going ships	43 km
Land areas	4,258 ha	Berths for ocean-going ships	280
Water areas	2,845 ha	of which mega-ship berths	40
Port usage area	6,310 ha	Berths on dolphins (for ocean-going ships only)	17
Land areas	3,465 ha	Landing facilities (e.g. pontoons)	56
Water areas	2,845 ha	Port Railway tracks	288 km
Port extension zone	795 ha		

Gateway to the World

The port's geographical location and the excellent performance of businesses there make the Port of Hamburg Germany's leading foreign trade hub. As a cargo handling, storage and logistics hub, the port ensures high added value and employment in the Hamburg Metropolitan Region. On a countrywide basis, this universal port annually generates added value totalling around 22 billion euros. Almost 270,000 jobs in Germany are linked to the Port of Hamburg. At the interface of international transport chains it also fulfils an essential function as a hub for its European neighbours and international trading partners. So Germany's largest seaport is of immense importance for efficiently supplying European inland markets with around 500 million consumers.

The Port of Hamburg on an international comparison

In 2016 cargoes totalling over 138 million tons crossed the quay walls of Germany's largest seaport. These included more than 8.9 million standard containers (TEU). This makes Hamburg the third largest container port in Europe and one of the Top 20 in the world ranking.

5.3m

**inhabitants in the Hamburg
Metropolitan Region**

The Hamburg Metropolitan Region

The Free and Hanseatic City of Hamburg is the heart of a Metropolitan Region with over 5.3 million inhabitants, or more than the population of Norway. The Metropolitan Region centred on Hamburg includes such cities and towns as Lübeck, Schwerin, Stade, Lüneburg and Cuxhaven. The resulting economic potential is reflected in a very high 'loco quota', the term used to define freight originating, or bound for, destinations within a radius of 150 kilometres. The figure for the Port of Hamburg is a remarkable 30 percent.

The Hamburg Metropolitan Region



The Port of Hamburg is crucial for an efficient flow of supplies to around 500 million consumers in European domestic markets

Accessibility from the open sea

To preserve Hamburg's competitiveness and to exploit to the full its extraordinarily fine potential for development, it is essential that ever-larger ocean-going ships – primarily containerships and bulk carriers – should be able to call in the Port of Hamburg without forfeiting cargo or facing long waiting times.

Vessels can currently call or leave the Port of Hamburg under the following conditions



Encounter traffic, or two ships passing, is feasible on the Lower Elbe between Glückstadt and the Hamburg state line for ships whose maximum combined width does not exceed 90 metres. The forthcoming adjustment of the navigation channel will enable ships with approximately one metre of additional draft to reach and leave the Port of Hamburg, also substantially optimizing encounter traffic on the Elbe. That makes one aspect quite clear today:

Hamburg is ready for mega-ships

Port infrastructure and container terminals are adapted to cater for today's largest containerships. In addition, ship pilots, the Nautical Centre and other players equipped with cutting-edge technology ensure smooth nautical accessibility (page 25). In 2016, for example, over 240 mega-containerships – carrying between 14,000 and 19,000+ TEU – called at the Port of Hamburg, or 60 percent more than in the previous year. Various maiden calls by 20,000-TEU vessels have been notified for 2017.

The best route? Via Hamburg

Hosting more than 100 liner services, the Port of Hamburg, as Gateway to the World, offers facilities for shipping cargoes around the globe. The great majority of over 1,000 seaports worldwide are called directly from Hamburg.

Hamburg's liner network spans the globe

The Port of Hamburg possesses one of the densest liner networks in Europe: Over 100 liner services connect the Hanseatic City with the great majority of over 1,000 seaports worldwide. Others can be served via transshipment.

The Asia trade routes are one of the principal markets. In 2016 Hamburg was on average called by 20 Far East services per week, sometimes by the world's largest containerships. In recent years growth has also been constant on services on the

Red Sea/Gulf (17 services), India/Pakistan (13 services) and South America (16 services) trade routes. The various direct connections to North and Central America, Africa and Australia/Pacific also underline Hamburg's significance as an international freight hub. This is not solely a matter of fully cellular services, but also of conventional services for general, project and heavy cargoes, as well as RoRo cargo.

Liner services by relation



Status 2016

By seagoing vessel to the consumer

Since transporting cargoes by sea is considerably more economical than doing so on land, the Port of Hamburg's location around 130 kilometres inland produces tremendous economic benefits. Every nautical mile closer to consumer markets that a vessel can cover reduces transport costs and provides relief for road traffic and the environment.

100+

**liner services connect
Hamburg with the world**

Transshipment hub for North Sea/Baltic region

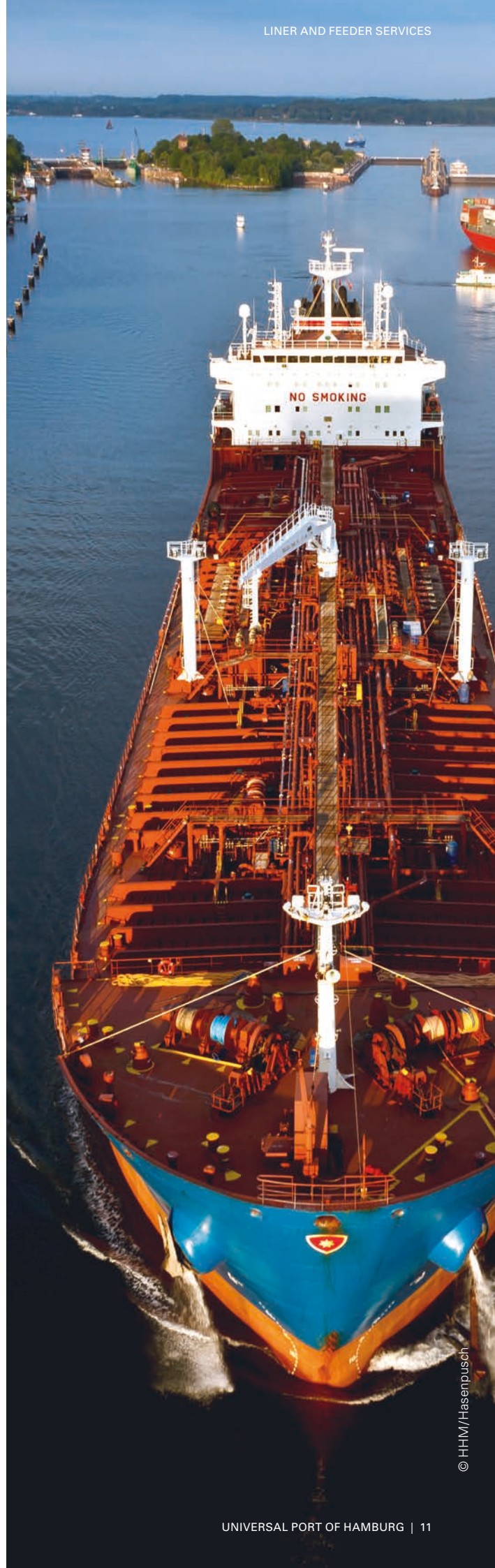
As an overseas port, Hamburg fulfils a vital European hub function for distributing freight to the North Sea/Baltic region. Its proximity to the Kiel Canal gives it a crucial locational edge over ports located further west. From Hamburg, for example, the distance to Gdańsk in Poland via the Kiel Canal is 437 nautical miles, against 874 around the Northern tip of Denmark (Skagen). So it is no surprise that the Port of Hamburg has the densest sailing frequency for feeder ships in Europe. Numerous feeder links connect the conurbation on the Elbe with destinations in Scandinavia, Russia, the Baltic states, Poland and the United Kingdom. Apart from distribution services, cargo is often shipped via the Port of Hamburg for the North Sea/Baltic region by short-sea shipping. Hamburg plays an important role for the foreign trade of Germany and its neighbouring countries.

Liner Services online

Port of Hamburg Marketing's liner services database features all liner services from Hamburg to the world's ports as well as additional transshipment alternatives and contacts with around 100 agencies and liner shipping companies. Searches by trade route, country or directly to one port are also possible.



www.portofhamburg.com/linerservices



At the crossroads of international transport routes

Hamburg cultivates close links with economic regions and trading partners all over the world. These value the port as an efficient and reliable cargo hub. Many factors contribute to the Port of Hamburg's attractiveness and success as a cargo handling centre. One of them is the quality of its hinterland connections especially for rail freight traffic, being unique in Europe and therefore essential criteria for decision-making by shippers and carriers.



Trade links from Bavaria to Beijing

Hamburg lies at the centre of international transport routes and is of immense importance for freight traffic with both the German hinterland and neighbouring countries in Europe. Foremost among these are the Baltic and Alpine regions plus the countries of SE Europe as Hamburg's natural hinterland, having the bulk of its international freight transport handled via the Port of Hamburg.

China is by a wide margin Hamburg's most important trading partner for seaborne foreign trade. Almost one in three of all containers crossing quay walls in Hamburg originates in the People's Republic or is bound for the market there. In addition, Russia's trading relations with Hamburg remain dynamic. Whereas Russia primarily exports bulk cargoes via Hamburg, the country's imports consist mainly of investment and consumer goods. In recent years the steepest growth in seaborne foreign trade has been with the USA, which meanwhile takes fourth place among Hamburg's leading trade partners for both container traffic and seaborne cargo handling generally.



© HHM/Hasenpusch

**The Port of
Hamburg's
Top Ten trading
partners account
for almost
60 percent of
the total**

Top 10 Trading Partners in Seaborne Cargo Handling million tons incl. container tare weight

China 24.23*

Russia 14.88

Brazil 7.12

USA 6.16

Norway 5.23

Singapore 5.10

Finland 4.43

Sweden 4.34

Canada 3.95

Great Britain 3.92

* incl. Hong Kong

Status 2016

Port Network

Maintaining close connections with over 30 deep-sea and inland ports in Germany and internationally, the Port of Hamburg is networked worldwide. This spirit of cooperation is also reflected in numerous port twinings.



www.portofhamburg.com/partner-ports

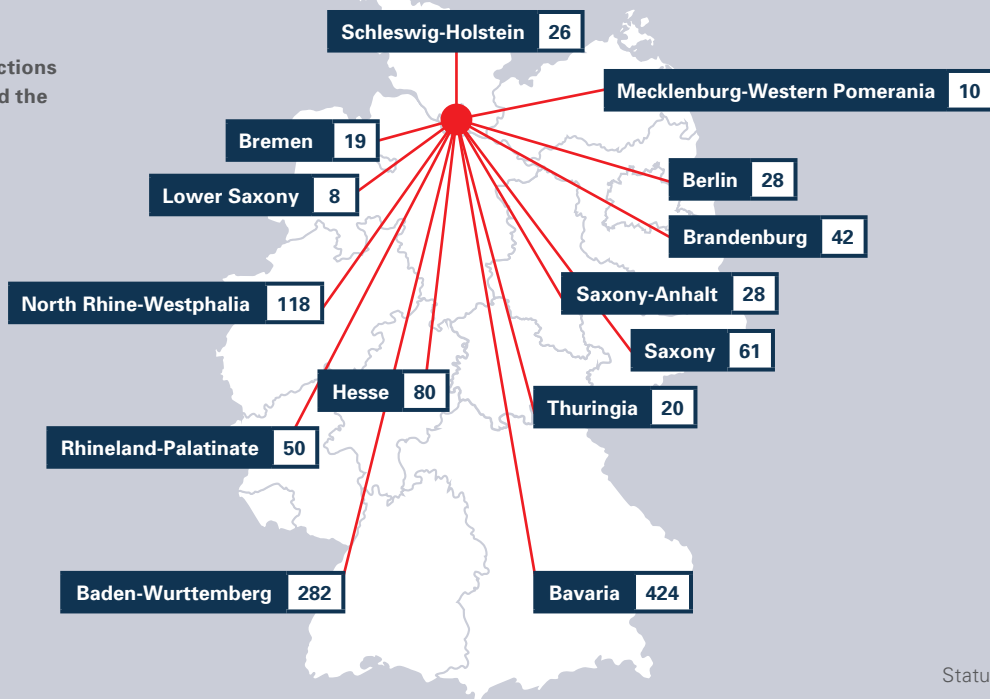
Europe's largest rail port

The Port of Hamburg is of great significance for the logistics of rail freight traffic. At least twelve percent of national rail freight traffic has the port in Hamburg as its source or destination. The Port of Hamburg Railway annually transports 46.4 million tons of freight on its network, including 2.4 million TEU (in 2016). This makes Hamburg Europe's top rail port by a wide margin. With a 46.6 percent share in the Port of Hamburg's modal split, rail has displaced trucking in the lead.

About 200 freight trains with over 5,000 railcars are rapidly and efficiently handled daily along 300 kilometres of the Port of

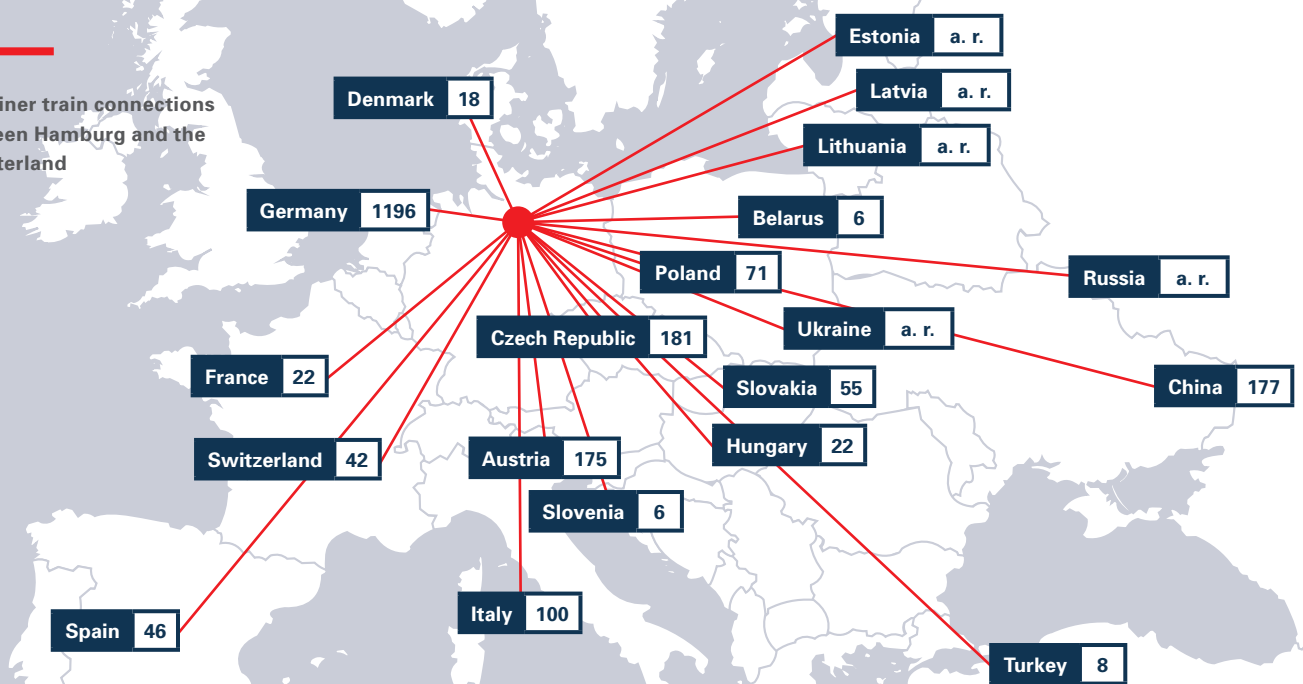
Hamburg Railway's track network. More than 120 rail transport operators are meanwhile utilizing the Port Railway's network. These offer a dense network of individual railcar services, shuttle and block train connections to the whole of Europe. Even to China, numerous container block train services are being offered as an alternative to seagoing vessels.

Weekly container train connections offered between Hamburg and the German hinterland



Status 03/2017

Weekly container train connections offered between Hamburg and the European hinterland



Status 03/2017



Germany's second largest inland port

The Port of Hamburg is very well linked with the European inland waterway network via the River Elbe and its lateral canals. Along with rail and truck transport, the inland waterway craft as an efficient and environment-friendly carrier is an additional crucial element of the Port of Hamburg's hinterland links. Besides oil products and such bulk cargoes as coal and ore, it is mainly containers that are transported. Around 10,000 inland waterway ships berth annually in the Port of Hamburg, with cargo handled totalling about 12 million tons. Its throughput figures make Germany's largest seaport also its second biggest inland port. Transport services from Hamburg start daily along the Elbe and the connecting canals inland. Regular links are operated along the Central and Upper Elbe with inland ports in Saxony and on to the Czech Republic. Along the Lower Elbe, Brunsbüttel, Cuxhaven and Glückstadt are served. Being connected with the Mittellandkanal, the Elbe Lateral Canal offers a connection to the ports of Lower Saxony and the Ruhr region. Regular inland waterway transport services are also operated to Berlin.

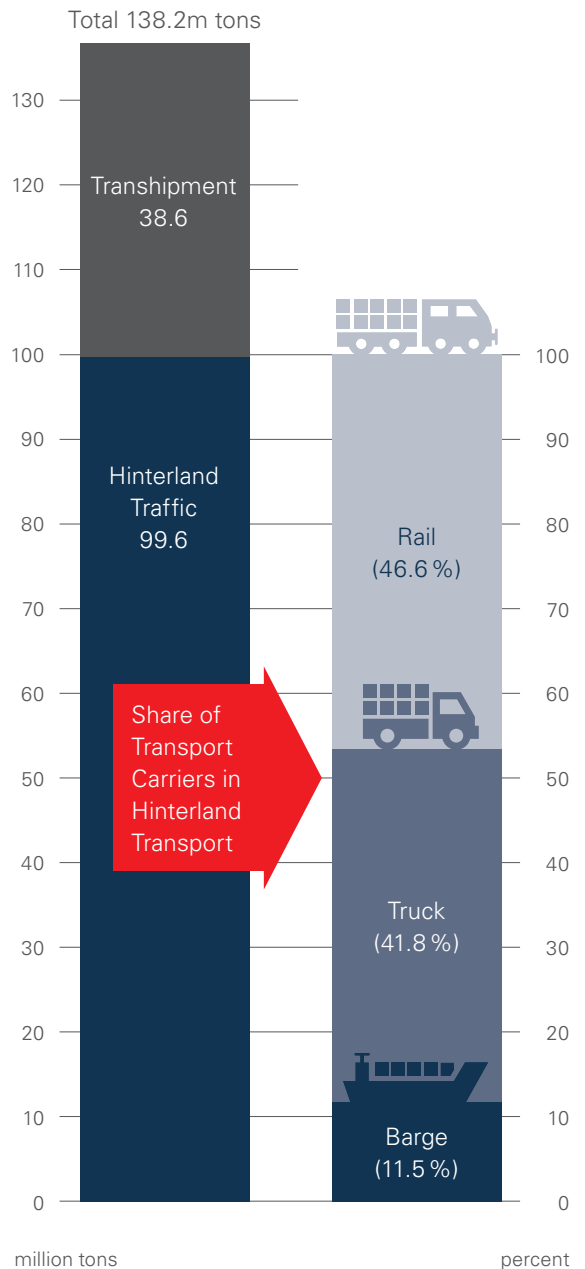
Intermodal Services online

Port of Hamburg Marketing's intermodal database displays all current block train services via Hamburg. In addition, details can be found there of all regular container liner services linking the Port of Hamburg with the hinterland via the inland waterway network.



www.portofhamburg.com/intermodal

Modal Split in Hinterland Traffic 2016



Trendsetter for container handling



Container throughput ensures the Port of Hamburg's significance as a global logistics hub. Hamburg is Germany's largest container port and one of the worldwide Top Twenty. Technical innovation and automated processes ensure high productivity and short lay times at terminals – setting a worldwide example.

Four high-performance container terminals

Facilities at four high-performance container terminals and various multi-purpose terminals in the Port of Hamburg together offer total annual cargo handling capacity of around 15 million standard containers (TEU). These terminals continually adapt their capacities to ever more complex market requirements. For example, the Port of Hamburg is now already catering for transport volumes of the future. On completion of planned optimization and expansion projects, container handling capacity will reach approximately 20 million TEU per year.

Hamburger Hafen und Logistik AG (HHLA) is the largest terminal operator and market leader. With its Burchardkai (CTB), Altenwerder (CTA) and Tollerort (CTT) container terminals, the group operates three state-of-the-art handling facilities. In addition is the Eurogate Container Terminal Hamburg, part of the Eurogate Group.

Fit for the really big ones

The first mega-containerships with a capacity of 20,000 TEU and more will enter the market in 2017. What's more, Hamburg's port is ready for these. Three high-capacity berths at HHLA's Burchardkai and Tollerort container terminals are available for handling these new 20,000+ TEU mega-ships.

One essential preliminary requirement here is for the appropriate container gantry cranes, equipped with booms stretching across the entire width of these mega-ships with up to 24 container rows abreast. Already 13 such cranes are in operation at HHLA Container Terminal Burchardkai. Two more of these gigantic gantry cranes stand at the neighbouring HHLA Container Terminal Tollerort, with three more to follow before the end of 2017.

One 20,000-TEU vessel will probably involve shifting between 11,000 and 14,000 TEU per call. Such a workload will require tremendous performance from terminal facilities. They are preparing with a whole package of intelligent steps. Among these are expansion of automated block storage systems for boosting CTB's capacity and efficiency, optimized truck handling with advance notification, automated container data recording and self-service terminals, as well as expansion of rail capacities, recently at CTA, and very shortly at CTB.

Container Terminals online

Details of the container terminals in the Port of Hamburg are available direct from the operators or on Port of Hamburg Marketing's website.



[www.portofhamburg.com/
container-terminals](http://www.portofhamburg.com/container-terminals)

Container handling as if by magic

HHLA Container Terminal Altenwerder (CTA) has a worldwide reputation as one of the most modern of its type. With its high degree of automation, compact layout and specially developed work processes, this HHLA facility remains the trailblazer in container handling. Cutting-edge technology and innovative IT systems produce unsurpassed performance indices. Whether for quaywall or area productivity, box movements per gantry crane or hour of vessel lay time – CTA is far ahead.

Equipped with two trolleys, semi-automatic container gantry cranes load and discharge the steel boxes at the waterside. As if by magic, unmanned vehicles (AGVs) then shift the containers between the cranes and container storage. Incorporating more than 19,000 transponders in the terminal surface, specially developed software seeks the fastest route.

Software-controlled gantry cranes assist in sorting the boxes in the block storage area. Delivery for the final few metres on the shore side is supervised by control centre staff using joysticks and cameras to position the containers on trucks and chassis.

CTA also operates Europe's largest container rail terminal for intermodal transport. Block trains are cleared there along nine parallel 700-metre tracks. In 2016 rail terminal capacity was boosted to around 930,000 TEU per year.

Service for large container vessels

HHLA Container Terminal Burchardkai

Vessel capacity: 20,000 TEU+/400 m length+
Rows of containers per ship: 24
Draught: 15.30 m
Quay length: 2,850 m
(incl. 2 mega-ship berths)

Eurogate Container Terminal

Vessel capacity: 19,000 TEU+/400 m length+
Rows of containers per ship: 23
Draught: 15.30 m
Quay length: 2,080 m

HHLA Container Terminal Tollerort

Vessel capacity: 20,000 TEU+/400 m length+
Rows of containers per ship: 24
Draught: 15.20 m
Quay length: 1,205 m
(incl. 1 mega-ship berth)

HHLA Container Terminal Altenwerder

Vessel capacity: 14,000 TEU+/370 m length+
Rows of containers per ship: 23
Draught: 15.20 m
Quay length: 1,400 m



A reliable partner for delivering raw materials

Raw materials form one indispensable bedrock for modern industrial and services societies. Germany is one of the world's leading industrial countries, making it dependent on a reliable flow of essential raw materials. With its specialized bulk cargo terminals, the Port of Hamburg is an essential centre for raw material imports and exports, and of special importance for trading these.

Great quantities, great performance

Along with containers and conventional general cargoes, bulk cargoes are an essential field of activity for the Port of Hamburg. Over 40 million tons of bulk cargoes are handled here every year. These include bulk materials for building, fertilizers, suction cargoes such as grain and feedstuffs, grab cargoes such as ore and coal, and liquid cargoes, including oil and chemicals. Covered handling facilities and storage areas guarantee safe handling of cargoes sensitive to damp. For suction cargoes, Hamburg with around one million tons of silo storage capacity is one of Europe's top centres. Vessels can berth directly alongside large silos, where high-performance equipment is used for discharging and loading. Numerous oil companies and other processing operations for liquid raw materials are also located in Hamburg. The port also houses several highly specialized tank farms that handle and safely store such liquid substances as oil products, palm oil, alcohol, latex and chemicals.

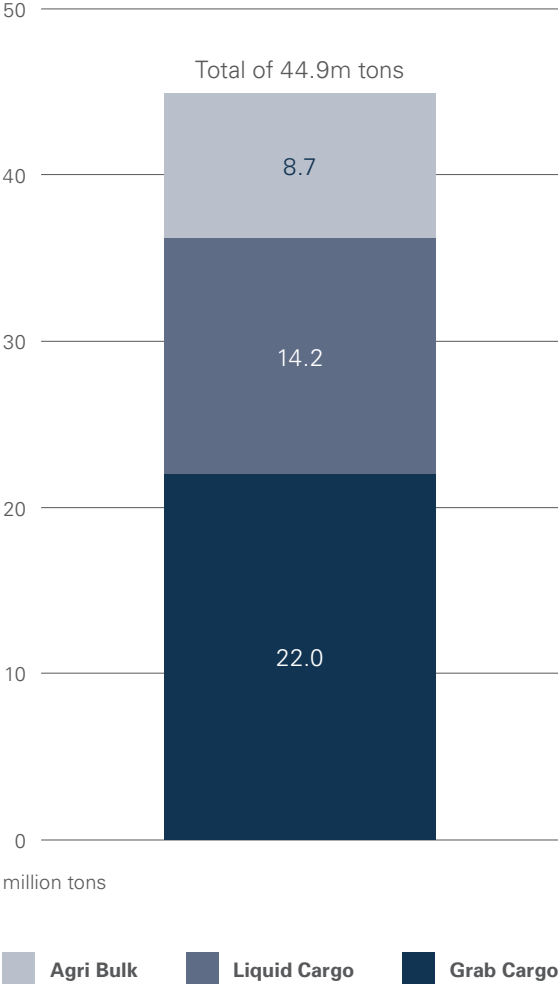
Liquid cargoes in very good hands

Hamburg is superbly equipped to handle the oil product segment of liquid cargoes. In 2016 here totalled about 14.2 million tons. Oil product imports, especially, deserve special mention. Vopak Dupeg Terminal is one of Hamburg’s largest handling and storage facilities. Up to six million tons of oil products, chemicals, vegetable oils and gases can be handled, stored and processed there annually. Tank storage capacity totals approx. 700,000 cubic metres. Operating internationally, Oiltanking is a further terminal operator. With storage capacity of more than 870,000 cubic metres at its Hamburg facility, Oiltanking annually handles up to seven million tons of liquid cargoes.

Specialists in agribulk

A rising world population requires more and more food: World-wide trade in agricultural products is growing to match. Among the ports of Northern Europe, Hamburg is the largest hub for such agricultural products as grain, oilseeds and feedstuffs. Three terminals in Hamburg cater for handling and storing wheat and other agricultural products. Totalling 255,000 tons, G.T.H. Getreide Terminal Hamburg has the largest agricultural product storage capacities in the Port of Hamburg. Another provider is Silo P. Kruse, with capacity of around 80,000 tons. This is the only agricultural terminal in Europe where ocean-going ships can be loaded and discharged simultaneously. ADM Hamburg operates silo capacities for 180,000 tons of feedstuffs, grain and oilseeds, plus a tank farm for 25,000 tons of sweet oils. Also on the site is Europe’s largest oilseed processing and refinery complex for rapeseeds and soya beans as elements for margarines and vegetable oils, bakery products, roasting applications, pharmaceutical glycerine and biodiesel. ADM is the leading biodiesel producer in Germany and Europe.

Bulk Cargo Handling in the Port of Hamburg 2016



Coal and ore handling

Almost 17 million tons of coal and ore (2016 total) are imported annually via Hamburg. The bulk of this dominates Hansaport, Germany’s largest seaport terminal for dry bulk cargoes, in gigantic stacks of coal and ore on a storage area covering 350,000 square metres. More than ten percent of Hamburg’s total seaborne cargo throughput is handled here. Hansaport offer two berths with a water depth of 15.4 metres for ocean-going vessels, as well as additional berths for coasters and inland waterway crafts. A very high degree of automation on the grab cranes, conveyor belts and rail handling equipment makes Hansaport an especially high-performance handling facility for grab cargoes on an international comparison. Depending on ship size and cargo type, Hansaport can discharge up to 110,000 tons in 24 hours. Transport of bulk cargoes inland is by rail or inland waterway vessel. Block trains are handled at a special loading terminal with 15 rail tracks.

Bulk Cargo Terminals online
 Details of all bulk cargo terminals in the Port of Hamburg are available direct from the operators, or can be found on Port of Hamburg Marketing’s website.

 www.portofhamburg.com/bulk-cargo-terminals

Anything goes but nothing is standard

It is variety that distinguishes the Port of Hamburg as a universal port. Conventional general cargo throughput is therefore of immense importance. At around 1.5 million tons per year, this may form a relatively small part of total cargo. Looked at more closely, however, such cargo emerges as extremely labour-intensive and challenging. Catering for it requires massive knowhow and experience plus special equipment – and all this is available in Hamburg.



Whenever it's heavy and bulky

The Port of Hamburg has several multi-purpose terminals in operation. These have specialized in cargoes of very different types: project cargo, heavy cargo, out-of-gauge loads, RoRo cargo, metals, forestry products, and citrus fruits – with a suitable handling company for every type of cargo.

With the strongest port cranes in the Port of Hamburg, Wallmann & Co., C. Steinweg (Süd-West Terminal) and Rhenus Midgard can handle unit loads of up to just over 400 tons. Projects are also frequently shipped as RoRo cargo, Unikai Lagerei- und Speditionsgesellschaft being the experts. Their facility, the largest in the Port of Hamburg specializing in wheeled cargoes handles state-of-the-art RoRo and ConRo vessels, annually totalling around 60,000 tons of general and project cargo, including extremely heavy loads. Along with its container gantries and crane capacities, the terminal operates two waterside RoRo ramps, across which vehicles, building equipment, trailers and other wheeled cargoes are handled.

One third of the regular services calling Hamburg mainly transport general cargo

In Hamburg over 25 different shipping companies are active in the conventional sea transport segment. The types of freight transported and the trade routes are varied, ranging from weekly fruit services from the Caribbean and vehicle transport services to West Africa to the eastbound multi-purpose services every two weeks. In addition, as required, Hamburg is called by project and heavy cargo tonnage for worldwide shipment of plant components.

Around 15 percent of approx. 9,000 calls by ships in the Port of Hamburg are made by general or heavy cargo freighters or specialized units for wheeled or reefer cargo. The general cargo and project/plant shipping companies operating in Hamburg and handling this challenging freight are notable for special customer care, flexible capacities and close cooperation with terminal operators. Hamburg's position as a general cargo port serving international transport chains is also boosted by the variety of its logistics and other services related to handling breakbulk cargo.

© HMM/Hasenpusch



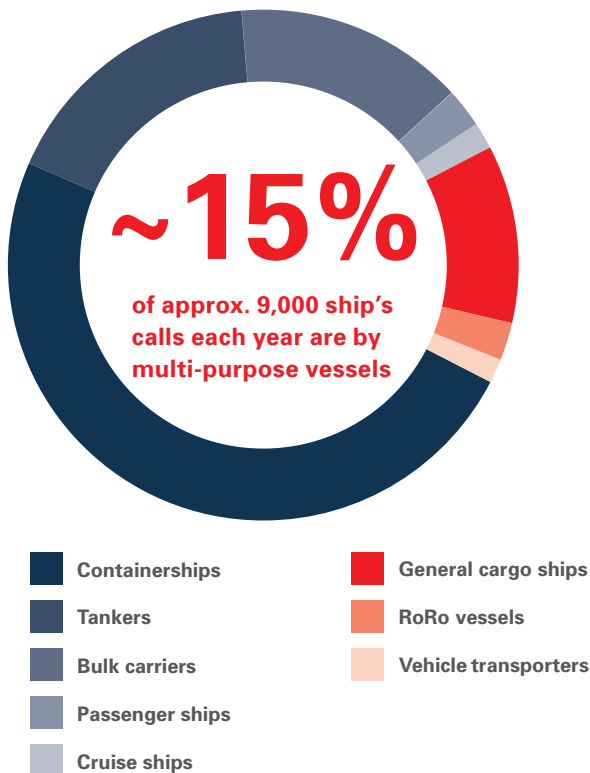
Floating power packs

Hamburger Hafen und Logistik AG (HHLA) operates two floating cranes in the Port of Hamburg that tackle extremely heavy challenges almost every day. In tandem operation, the "HHLA III" (load capacity: 100 tons) and "HHLA IV" (200 tons) can shift loads of up to 300 tons. They are deployed mainly at the big container terminals, handling special cargoes. These mainly consist of ship's propellers, but machinery parts, gigantic crankshafts or building equipment are also loaded there. The floating cranes are deployed when the lifting capacity of the gantry cranes is insufficient or when waterside delivery is planned. The cranes can accept cargo anywhere in the port, either from the shore – trucks or rail waggons – or even from heavy cargo barges or inland waterway crafts. These floating power packs are an ideal addition to the shore-based heavy-lift crane capacities of Hamburg's multi-purpose terminals.

Here it's all about fruit

Hamburg is Germany's leading fruit port. In the conventional sector alone, every year 180,000 tons of tropical fruits are handled via the conurbation on the Elbe. In addition, large volumes of containerized fresh produce are landed. A high proportion of the incoming tropical fruits arrive via HHLA's Frucht- und Kühl-Zentrum at Hamburg's O'Swaldkai, where temperature-sensitive produce from all parts of the world is handled. This consists of pineapples, apples, potatoes, citrus and other fruits, and yet the focus is on the Germans' favourite fruit, bananas. These are highly sensitive and need to be transported unripe (green) at 14°C. HHLA Frucht- und Kühl-Zentrum ensures this with its uninterrupted refrigeration chain and high-capacity, fully automated climate-controlled shed. Here four separately controlled cool chambers, computer-controlled rack servicing devices and the latest RFID technology set completely new standards.

Ship's calls in the Port of Hamburg
by ship types



Multi-Purpose Terminals online

Operators offer details of all the Port of Hamburg's multi-purpose terminals or they can be found on Port of Hamburg Marketing's website.



www.portofhamburg.com/multi-purpose-terminals

The Elbe as cruise magnet

Hamburg is one of the most popular cruise destinations in Europe, as illustrated by constantly growing passenger numbers on the Elbe. Hamburgians adore the great liners, while shipowners are thrilled by the unique atmosphere, maritime events and media attention. No other port offers just this combination. Since 2017, Elbe Philharmonic Hall has loomed as an additional highlight. Superb service from Hamburg's port and services sector and a unique infrastructure are further attractions. Irrespective of whether what's needed is an efficient turnaround day in the new Steinwerder Terminal or an overnight stay in Hafencity – Hamburg always has the right solution.



Hamburg as cruise centre

Hamburg offers a variety of berths, its choice of terminals being just one indicator of the port's flexibility and capacity as a cruise centre. The city offers downtown berths for day visits or overnight stops, as well as the appropriate infrastructure for effectively handling turnarounds. Ample parking is available near the ships. Hamburg is the starting point for world voyages, long-distance expeditions and transatlantic crossings. The city offers the complete portfolio, ranging from traditional cruises to others by resort or club ships or exclusive luxury liners. As a year-round destination, the port also receives regular calls during the winter months – not least

thanks to its extremely popular Christmas markets. In addition, river cruises from Hamburg along the Elbe and far inland offer an abundance of scenic and cultural highlights.

Year	Passengers	Change	Calls	Change
2016	722,000	+ 38 %	171	+ 14 %
2017 (forecast)	800,000	+ 11 %	197	+ 15 %

Directly into the city centre by cruise ship



© www.mediaserver.hamburg.de

Irrespective of which passenger ship brings them to Hamburg or which terminal she berths at, all cruise passengers can share a variety of experiences, commencing with the run up the Elbe from its estuary and right into the heart of the Hanseatic city. Launches touring the port, the captains' cottages on the river beach, scenic Blankenese and the brand-new aircrafts at the Airbus plant on Finkenwerder offer just a few preliminary glimpses of the great conurbation with its new Elbe Philharmonic Hall.

Whereas in other ports passengers have to be ferried to tourist attractions by coach, in Hamburg many cruise ships berth literally in the city centre, only a short walk away from these. For cruise ship operating companies, the city's perfect traffic links are also a major reason for including the port in their route planning. Short distances downtown also guarantee uncomplicated arrivals and departures for cruise passengers. In addition, a broad network of service providers ensures smooth handling of cruise ships.

Hamburg is cruise crazy

Barely any other city welcomes cruise ships with such enthusiasm. Hundreds of thousands of sightseers along the banks of the Elbe regularly witness their arrivals. Every other year, Hamburg Cruise Days & Blue Port is a highlight of a kind found nowhere else. Its significance is reflected in the growing commitment from shipping companies for years now. During this weekend, up to ten cruise ships call in the Hanseatic port. A parade of ships, fireworks and artist Michael Batz's unique Blue Port illuminations invariably make for a superlative event.

www.hamburgcruisedays.de/en

Green Port

The Port of Hamburg is one of the few anywhere in the world to offer shipping companies the opportunity of using alternative power supply systems. Either from road tankers or power barges, all three terminals offer Liquefied Natural Gas (LNG). In addition, at Altona Cruise Terminal a shore power supply is available. The dimensions of the supply unit there are unique in Europe. This conforms to international technical standards and is designed to cater for all normal shipboard systems and ship sizes.

Important links

- Cruise Gate Hamburg (terminal operator)
www.cruisegate-hamburg.de/en
- Cruise Net Hamburg (cruise shipping initiative)
www.cruisenethamburg.de
- Hamburg Tourismus (tourism promotion)
www.hamburg-travel.com



Hamburg is fit for the future

On the one hand, the Port of Hamburg's position as one of Europe's leading transshipment centres is an entrepreneurial success – thanks to shipping and cargo handling companies and logistics providers. With their technical, economic and planning knowhow, on the other, the City and Hamburg Port Authority (HPA) have played a decisive part in this success. Close collaboration between all those involved has created an atmosphere favouring customers and competition.

Hamburg Port Authority

With Hamburg Port Authority (HPA), the city possesses an economically and technically highly qualified port management. With its staff of around 1,800, HPA is the central and competent partner to approach on all questions of waterside and shore infrastructure, the safety of ship traffic, port installations, property management and commercial regulations in the port. Its focus is on timely release of required space for port-related companies in line with their needs. It also handles sovereign duties and port services transparently and in conformity with the market.

To be equipped for future requirements, the Port of Hamburg needs to constantly adapt to current and anticipated market needs. In 2017 HPA aims to invest around one-fifth more than last year. A total of 240 million euros is due to be spent on keeping bridges, locks, roads, rail infrastructure and quay installations in good shape.

Among the most important infrastructure projects are the adjustment of the Elbe between the German Bight and the Port of Hamburg, the Western extension of the Eurogate Container Terminal Hamburg, and restructuring of the Steinwerder-Süd port area of approx. 42 hectares, the aim being to further develop this for the future in the central area of the Port of Hamburg.

www.hamburg-port-authority.de/en



Approach control for the really big ones

With the Nautical Terminal Coordination (NTC) the Port of Hamburg possesses a unique facility addressing the central operational coordination of mega-ship calls – long before the vessel starts sailing along the River Elbe. On the approach to Hamburg, ships are sometimes already monitored from Gibraltar onwards. NTC's tasks include coordination of preliminary planning irrespective of terminal, approach and departure planning for mega-ships. As central interface, NTC drafts a total overview, coordinating this around the clock with the Nautical Centre in Hamburg and the pilots. This combines communications channels and spots the reciprocal effects of decisions relating to mega-ship clearance at an early stage. Conflict situations are therefore already detected, and if possible eliminated, on the approach to the pilotage waters.

www.hvcc-hamburg.de

The Port of Hamburg becoming a smartPORT

Against the background of rising transport volumes and ever more complex globally meshed logistics chains, digitalization of a transport hub like the Port of Hamburg will constitute a vital competitive advantage. HPA's goal is to continually develop the Port of Hamburg as a smartPORT over the next few years. 'Smart' stands for an intelligent exchange of data to boost the port's quality and efficiency as an essential element of the supply chain. As one example, an already launched electronic traffic system ensures optimized road traffic and helps to avert traffic jams in the port.

For data on smartPORT part-projects:

www.hamburg-port-authority.de/en/smartport

~ 9,000

ocean-going vessels safely reach the Port of Hamburg every year

From containership to sailing dinghy – everything under control

The Nautical Centre is one of the Port of Hamburg's core elements, responsible for monitoring and supervising ship traffic in the port area. Nautical staff are deployed round-the-clock, using cutting-edge traffic guidance technology to ensure a smooth flow of traffic on the waterways. From containership to sailing dinghy, nothing escapes the Nautical Centre. As part of a new building, in 2014 this was expanded, and its technical equipment modernized. That now makes it one of the world's most modern nautical traffic control centres.

The paperless port

Smooth freight traffic requires not simply highly developed infrastructure, but also efficient digital processes. Back in 1982, the Hamburger port business community laid the foundation stone for the 'paperless port' by launching Dakosy Datenkommunikationssystem. With its Hamburg Port Community System, Dakosy now operates one of the world's most efficient, functional and comprehensive port communication and telematics systems – an important quality seal for the Port of Hamburg. Via the Port Community System, all the documents required for handling a shipment can be rapidly and electronically processed by the companies and authorities involved.

www.dakosy.de/en

A colourful collection of service providers

Around 500 companies in the Port of Hamburg offer a massive variety of services for import and export cargoes of all types. Day and night, a host of different port, cargo and other services permit smooth handling for ships and cargoes. Here are a few highlights from the colourful variety of service providers.

Knowhow for cargoes of all types

Cocoa, rubber, fruit, tea, coffee, hides, gut, paper, metals, grain, spices, nuts and commercial items of all types – there are no cargoes that are not in the best possible hands in the Port of Hamburg. Specialized service providers are available for wares of practically every category. They possess the essential knowhow, experience and equipment for each of them. Acceptance of goods, taking of samples, quality checks, professional storage, finishing and processing of cargoes are just a few of the services offered for what are often sensitive cargoes.

Transshipment of food and beverages, especially, has a long tradition in Hamburg. The range of handling and storage capacities for coffee, tea, cocoa, spices and temperature-sensitive goods is correspondingly extensive. Fresh foods such as fish, meat and fruits pose special challenges and play an important role in Hamburg. Among other things, Hamburg is Germany's leading fruit port (page 21). Extensive refrigerated and temperature-controlled storage facilities are located in and around the Port of Hamburg. Rapid handling and continuous cold chains are essential here. This is also ensured by the Border Veterinary Service, the largest control unit of its type in Germany. With three control centres, the Port of Hamburg possesses an excellent infrastructure permitting rapid and time-saving examinations.

Shipyard location with Europe's largest dry-dock

Containerships, tankers, cruise ships and special vessels are re-fitted, maintained and overhauled in Hamburg, one of Europe's leading shipyard sites. Blohm + Voss alone has seven docks available for ship repairs, refits and rebuilding. Among these is Europe's largest dry-dock, from time to time hosting the 'Queen Mary 2'. Hamburg also houses numerous medium-size and smaller shipyards and repair shops. Technical support for ships is rounded off by such renowned engine and marine technology manufacturers as Wärtsilä, Rolls Royce Marine and MAN Diesel PrimeServ, all represented in Hamburg by large service bases.

Europe's largest coffee import port

Hamburg is the largest handling centre in Europe for green coffee. In a notable feat of logistics, millions of coffee drinkers in Scandinavia, Eastern Europe and Germany receive their coffee refills from there. Germany imports about one million tons per year, the bulk of this via Hamburg. Among others, the well-known coffee producer Tchibo has its head office there. Even the world market leader in the green coffee business, Neumann Kaffee Gruppe, is also based in Hamburg. Its subsidiary NKG Kala in Hamburg-Wilhelmsburg operates one of the world's largest and most modern silo and processing units for green coffee. Here the goods are assessed, cleaned, stored and mixed for customers. At the same time, numerous smaller roasters, storage companies, quartermasters and others offer all related services for the coffee beans.

Experts in handling hazardous cargoes

Hamburg is optimally equipped to handle hazardous goods or other chemical products. The petro-chemical/pharmaceutical sector remains an important customer for the Port of Hamburg. Under the International Maritime Dangerous Goods Code (IMDG), about 25 million tons of goods of all hazard classes are handled here annually. Depending on requirements, the Port of Hamburg offers special hazardous goods warehouses applying the ultimate in safety standards. As the central agency for supervising hazardous goods, the waterways police advise companies notifying and/or transporting such freight. To avoid any harm arising to humans, the environment or transport equipment, they supply preventative background briefing. The specially developed GEGIS hazardous goods information system is available to the waterways police for supervising all movements of hazardous goods in the Port of Hamburg.

PORTlog: The logistics portal for Hamburg and the Metropolitan Region

Port of Hamburg Marketing's PORTlog database enables you to locate providers of storage, cargo handling, transport and other services with just a few mouse clicks.



www.portofhamburg.com/portlog



Top-class logistics

Hamburg is not simply a port and foreign trade centre, but one of Europe's most efficient and fastest growing logistics bases. Hamburg owes its top position among German logistics regions to the perfectly functioning interplay between all carriers on the spot, a services sector embracing and welcoming innovation, a comprehensive range of logistics, its strength as an industrial base, and the Hanseatic City's worldwide business links.

The port powers the logistics sector

The port and logistics are two industries that in Hamburg are inseparably linked and profit mutually. The freight flows handled via Hamburg lure logistics providers of every type into the Metropolitan Region. Around 5,700 logistics companies in Hamburg now offer the complete spectrum of value added services – from transport, storage, processing, quality checks, picking and packing via distribution and freight management to transport insurance, customs clearance and invoicing. They organize complete global supply chains.

It is not by chance that the Hamburg region for many years been one of Germany's most attractive and dynamic logistics centres. Hamburg primarily scores with its favourable location in terms of transport geography at the interface of North-South and East-West routes, its broad range of services and excellent infrastructure. The Hamburg Metropolitan Region is also one of the top markets for logistics floor space.

Short distances make the areas available for logistics in and around the port a favourite base for new arrivals in the sector. To be able to cater for growing demand in the long term, Hamburg is closely cooperating with neighbouring regions that possess additional capacity and profit from proximity to the Port of Hamburg.

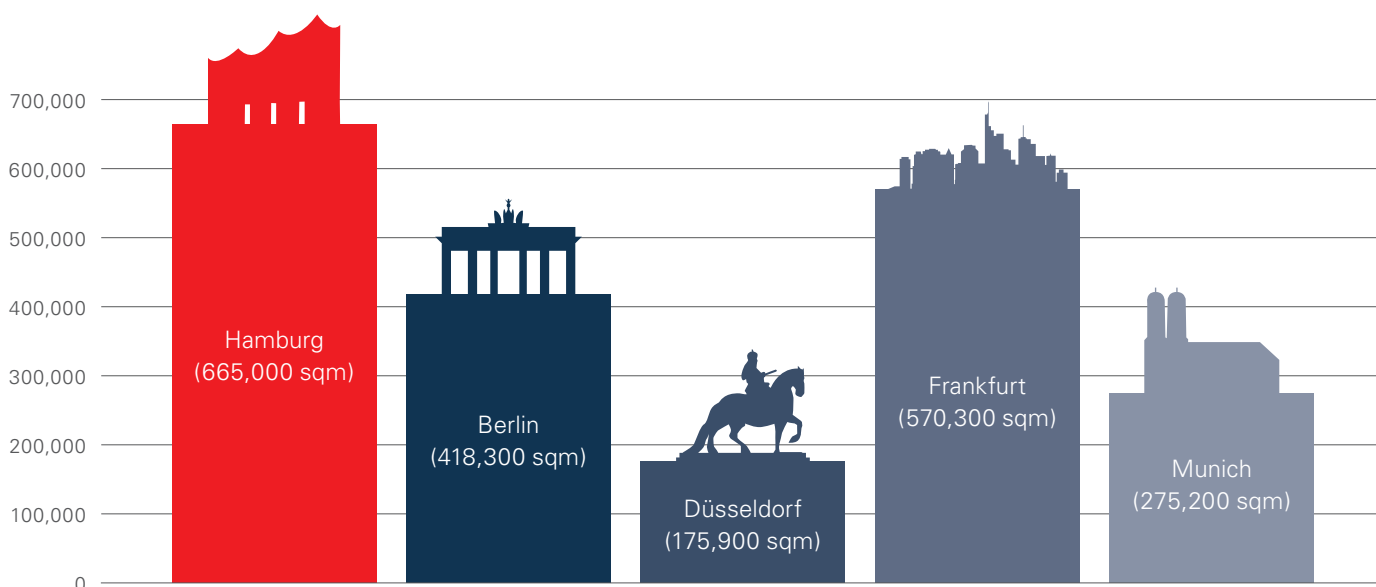
Hamburg tops logistics space market

Persistent demand for logistics floor space and widespread willingness to invest have produced a new space revenue record. In 2016 space let in Hamburg grew by eleven percent to 665,000 sqm, giving the city top place among Germany's five largest conurbations.

Logistik-Initiative Hamburg

With nearly 540 member companies and institutions drawn from industry, trade and services as well as research & development, along with numerous public agencies, Logistik-Initiative Hamburg is the sector's largest European location network in logistics. The initiative aims to further extend Hamburg Metropolitan Region's role as Northern Europe's leading logistics hub and to network logistics-related companies and institutions. For companies, institutions and the public sector in Hamburg Metropolitan Region, this logistics network is the point of contact for all questions regarding logistics-related business.

Logistics floor space turnover in the "Big 5" Metropolitan Regions



Source: Jones Lang Lasalle

Settlement management

Various organizations conduct targeted location marketing aimed at efficient space management and the best possible siting of logistics companies in Hamburg and the Metropolitan Region:

Important links

- Logistik-Initiative Hamburg
www.hamburg-logistik.net
- Süderelbe AG
www.suederelbe.de/en
- HWF – Hamburg Business Development Corporation
www.hamburg-economy.de
- HDB – Hamburg Database for Commercial Property
www.hdb-hamburg.de

Perfect symbiosis – the port, logistics and industry

Hamburg is among the world's leading industrial bases for logistics. As a worldwide trade hub, the Hanseatic city is attractive for manufacturing industry, continually depending as this does on imports or exports of raw materials, semi-finished and finished products. Similarly, the port and logistics sector also profits from locally-based companies. These guarantee massive potential for transport orders. Hamburg is the cradle of the Nivea cosmetics brand, an Airbus production site and the home of Tchibo coffee and trading group. Aurubis, one of the world's largest copper producers, Sasol Wax as a leading producer of paraffin and ArcelorMittal as a steel producer all operate in Hamburg. That favours the port and logistics sector, for wherever there's industry, transport and logistics services are required. And strong port and logistics bases also attract industrial companies. That's perfect symbiosis.

A powerful voice for the Port of Hamburg

Port of Hamburg Marketing has now been successfully championing the port & logistics region for over three decades. It has firmly anchored the Port of Hamburg with its diverse range of services in the relevant markets both nationally and internationally. Standing for professionalism, efficiency and innovation, today the Port of Hamburg enjoys a positive image worldwide.

A bridge to worldwide market and transport partners

To further reinforce the Port of Hamburg's market position in the face of international competition, along with its over 290 members Port of Hamburg Marketing (HHM) is active all over the world. Among HHM's core objectives are to build up and expand market contacts in Germany and internationally, and to professionally present the Port of Hamburg externally. Among its target audience are various interest groups, chambers of trade and industry, the transport/logistics industry, trade associations and political decision-makers. Its efforts are directed from head office in Hamburg. Yet HHM is also present both in Germany and internationally. Twelve HHM offices assist in networking the Port of Hamburg with worldwide markets. The focus here is on exchange of knowhow, intensification of partnerships and on arranging contacts for Port of Hamburg Marketing members.

Every month, HHM's market research team supplies member companies with detailed data, facts and background details of the latest developments in the port and transport industry, also providing the latest statistics and analyses on seaborne cargo transport, foreign trade and transit and hinterland trade routes. In addition, HHM runs a special department for projects that enjoy EU and/or national backing. This deals with current transport policy topics plus the opportunities for optimization of transport and cargo handling processes.

One of HHM's core communications weapons is its active press and PR work that gives the Port of Hamburg a worldwide presence. Attracting between 10,000 and 12,000 clicks daily, in addition its extensive online presence at www.hafen-hamburg.de and/or www.portofhamburg.com has emerged as a vital information and communications portal with a multitude of interactive service tools.

Twelve HHM offices ensure that the Port of Hamburg is networked with markets worldwide

HHM annually organizes more than 20 trade fair and conference participations, around 60 events such as workshops and Port Evenings, plus participating in numerous information functions run by members companies, institutions and trade associations. In addition, every year HHM escorts and looks after more than 120 tours by delegations and visitors groups, provides marketing support for companies, establishes contacts with decision-makers in business, political and trade associations. HHM also supplies its members with a continual flow of information on all port-related topics.

Port of Hamburg Marketing's range of services

- Market research
- Market development
- EU and national projects
- Events for members and customers
- Trade fairs and congresses
- Handling visitor groups and delegations
- Expert briefing and special publications
- Press and PR work
- Online activities

www.hafen-hamburg.de
www.portofhamburg.com



Port of Hamburg

MARKETING

Port of Hamburg Marketing worldwide

Head Office

Port of Hamburg Marketing

Pickhuben 6
D-20457 Hamburg
Tel: +49 40 37 709 0
Fax: +49 40 37 709 199
E-mail: info@hafen-hamburg.de

Baltic Region Market Development

Marina Basso Michael
Tel: +49 40 37 709 111
E-mail: basso-michael@
hafen-hamburg.de

Overseas Market Development

Mathias Schulz
Tel: +49 40 37 709 114
E-mail: schulz@hafen-hamburg.de

National

Representative Office Eastern Germany

Dresden Representative
Stefan Kunze
Tel: +49 351 6538 131
E-mail: stefan.kunze@hafen-hamburg.de

Representative Office Southern Germany

Munich Representative
Jürgen Behrens
Tel: +49 89 186 097
E-mail: behrens@hafen-hamburg.de

Representative Office Western Germany

Dortmund Representative
Volker Hahn
Tel: +49 231 9839 9695
E-mail: hahn@hafen-hamburg.de

International

Representative Office Austria

Vienna Representative
Alexander Till
Tel: +43 1 712 54 84
E-mail: till@hafen-hamburg.de

Representative Office Poland

Warsaw Representative
Maciej Brzozowski
Tel: +48 22 654 60 07
E-mail: brzozowski@hafen-hamburg.de

Representative Office China, Japan, Korea

Shanghai Representative
Lars Anke
Tel: +86 21 5386 0857
E-mail: anke.lars@hamburgshanghai.org

Representative Office Hungary

Budapest Representative
Kristina Kovacs
Tel: + 36 1266 2039
E-mail: kovacs@hafen-hamburg.de

Representative Office Russia

St. Petersburg Representative
Natalia Kapkajewa
Tel: +7 812 3327140
E-mail: kapkajewa@hafen-hamburg.de

Representative Office Hong Kong, Southern China, South East Asia

Hong Kong Representative
Anne Thiesen
Tel: +852 2522 5268
E-mail: thiesen@hafen-hamburg.de

Representative Office Czech Republic, Slovakia

Prague Representative
Vladimir Dobos
Tel: +420 224 891 301
E-mail: dobos@hafen-hamburg.de

Representative Office India

Mumbai Representative
Peter Deubet
Tel: +91 22 666 52 134
E-mail: Peter.deubet@
hamburgmumbai.com



Hamburg
your port!



Hafen Hamburg Marketing e.V.

Pickhuben 6

D-20457 Hamburg

Tel: +49 40 37 709 0

Fax: +49 40 37 709 199

E-mail: info@hafen-hamburg.de

www.portofhamburg.com

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