

# PORT OF HAMBURG MARKETING 2015



## Annual Report



**Port of Hamburg**  
[www.portofhamburg.com](http://www.portofhamburg.com)





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UACU 516195 45G1

MAX. GROSS 30,480 KGS  
7,200 LBS  
TARE 970 KGS  
0.750 LBS  
NET 29,510 KGS  
58,450 LBS  
CU. CAP. 72.4 CBM  
2,700 CU. FT.

U A S

EISU 804363 1 L5G1

EISU 805184 8 L5G1

EMCU 801750 0 L5G1

EISU 806801 2 L5G1

EISU 807479 2 45G1

HJCU 1940 24 0 45G1

TRLU 736224 6 45G1

HJCU 1934 38 1 45G1



# Port of Hamburg Marketing at a glance

Port of Hamburg Marketing was established in 1985. Today, as an international marketing organisation we are active in 14 locations further strengthening the Port of Hamburg's market position in international competition. With real commitment and very diverse activities we promote the attractiveness of the location and wide range of services provided in the Port of Hamburg. The ports in the Metropolitan Region have also found in us a strong partner for professional location marketing. Our members are particularly important to us. We

offer terminal operators, shipping lines, liner agents, rail companies, transport service providers, container packers, customs experts, basic and further training bodies, and many other companies professional marketing support with targeted communication, project and marketing activities, locally in Hamburg as well as in all the important target markets. The activities are company and competitively neutral and in the common interest of the port location.

## A STRONG VOICE

**286**  
MEMBERS

286 Members  
are involved in the Port of Hamburg  
Marketing Association.

## ACTIVE IN THE MARKETS

**14**  
LOCATIONS

14 locations worldwide  
strengthen the international position  
of the Port of Hamburg.

## BROAD RANGE OF EXPERTISE

**15**  
BUSINESS AREAS

Companies from over 15 fields  
are network their strengths  
in the marketing organisation.

## MARKET PRESENCE

**25**  
MARKETS

Port of Hamburg Marketing and its  
members are active in 25 markets:  
in the German hinterland as well as  
in relevant international markets.

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# FROM THE EXECUTIVE BOARD, SUPERVISORY BOARD AND REPRESENTATIVES MEETING

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# Letter from the Executive Board

Ladies and Gentlemen,  
Dear Members and Partners,

2015 was characterised by many challenges, which had an effect on Hamburg as a port and logistics location. China, the Port of Hamburg's most important market partner continued suffering a downturn and grew less than seven percent. Russia, Hamburg's second most important trading partner in seaborne container traffic, remained in a deep recession. This difficult economic backdrop lead largely to a reduction in total handling, so that in 2015 the Port of Hamburg had to show a total fall of 5.4 percent, to 137.8 million tons.

On the other hand, the good news is that the Port of Hamburg was able to show growth in seaport hinterland traffic by rail and inland-waterway vessel. Despite some infrastructure restrictions, e.g. the outstanding dredging of the Elbe navigation channel on the Lower and Outer Elbe, with its excellent hinterland connections the universal port of Hamburg was able to convince port customers to route their cargo via Hamburg. To keep the Port of Hamburg on course for growth against the background of sharper competition due to overcapacity between the North Range ports, and in the face of an increase in direct calls to Baltic Sea ports, the incoming and outgoing corridors for freight

transport by rail, road and inland waterway are to be adapted and extended. This is why, in the last business year we were closely involved with associations and politicians in Berlin to successfully position the necessary North German transportation projects.

Intensive marketing work and the many varied activities undertaken by Port of Hamburg Marketing to position and strengthen the Port of Hamburg were particularly important in the reporting year. We were involved in many activities for developing contacts between Hamburg's port and transport industry and customers and partners in the Port of Hamburg's important key markets. In 2015 new event formats were offered in new market regions. A particular highlight in this area was the German-Lithuanian Maritime Forum in Klaipėda, which took place for the first time.

Showcasing at 'transport logistic' trade fair in Munich with 'Gateway Hamburg' was one of the most important milestones of the reporting year. A total of some 50 joint-exhibitor companies used the fair to present their services. At the fair the new Port of Hamburg Internet site was presented. Under the relaunch,

www.hafen-hamburg.de was given a completely new design and structure. With new concepts and a new layout the quarterly Port of Hamburg Magazine was also relaunched.

You will find a detailed overview of our various market activities on the following pages.

At this point, we would like to thank all staff of Port of Hamburg Marketing for their work. Their dedicated commitment in marketing worldwide makes the success of the Port of Hamburg possible.

A special thank you goes also to the members of Port of Hamburg Marketing for their commitment, which

is indispensable for the development of the Port of Hamburg. At this point, we would like to emphasize once again: The value of cooperation and membership of Port of Hamburg Marketing. We would like to see many active members among the large number of companies with a connection to seaborne exports and to the Port of Hamburg, working with us for the region and joining our international network.



Ihr Ingo Egloff



Ihr Axel Mattern



**Ingo Egloff**  
Executive Board

Ingo Egloff has been a member of the Executive Board of Port of Hamburg Marketing since 1 January 2014. As a corporate counsel he assists the Chairman of the Supervisory Board on legal matters, and is also responsible for the Projects Division.



**Axel Mattern**  
Executive Board

Axel Mattern has been a member of the Executive Board of Port of Hamburg Marketing since 1 July 2011. He is responsible for the Communication and Information Division.

The Executive Board members are jointly responsible for the Self-Marketing, Administration and Market Coverage Divisions.



# Report from the Chairman of the Supervisory Board

Ladies and Gentlemen,  
Dear Members,

In the name of the Supervisory Board I would like to inform you of our activities in the reporting year 2015. We have once again performed the duties conferred on us as a Supervisory Board by the law and by our Articles of Association with the utmost care. In close and trustful cooperation, we regularly advised the Executive Board on managing the association and continually supervised its conduct of the business. The Supervisory Board pays close attention to the operational and strategic development of the association.

The Supervisory Board held five meetings in 2015. The meetings were held in February, June September and November. Supervisory Board meetings were notable for the intensive and frank exchange of views between the Executive and Supervisory Boards. 'Internal meetings' also took place in the course of the Supervisory Board meetings. These gave its members an opportunity to discuss topics without the Executive Board.

Insofar as the law, the Articles of Association and our rules of procedure required Supervisory Board assent for specific measures, an appropriate resolution was passed. The members of the Supervisory Board regularly prepared for decisions on Executive Board measures requiring its assent on the basis of documents made available in advance by the latter.

Away from the meetings, as Chairman of the Supervisory Board, in addition, I regularly conducted close personal dialogues with the Executive Board.

Recurring topics at our regular meetings were the Executive Board reports on the financial situation of the

association, the membership status, and the current activities and projects of headquarters and the representative offices. The Executive Board also reported on the current market and competitive situation.

At its meeting of 18 February 2015 the Supervisory Board devoted close attention to transport and logistics projects, acquired and processed by the association on a national and European level, discussing the advantages and challenges involved. An additional topic was the reduced interest of the member companies in sharing trade fair activities nationally and internationally, which has been apparent for a considerable time. The Supervisory Board was also involved in Hamburg's bid for the Olympic Games and the growth in market potential this would have brought.

On 9 June 2015 the Executive Board reported in detail on the activities and events in the representative locations as well as the visit planned of the Bundestag committee for transport and digital infrastructure in the Port of Hamburg. In addition the Supervisory Board discussed the aggressive marketing of the Jade Weser Ports in the direction of the Port of Hamburg and agreed to state the facts clearly and correctly for customers and the public without making negative statements on competing ports.

In a 'round robin' circular at the end of July the Supervisory Board approved the annual report for 2014. During the reporting year the content and structure was reviewed but the report was not finished in time for the meeting on 9 June 2015.



On 8 September 2015 two consecutive meetings took place, the last one for the period 2012-2015 as well as the first meeting for the period 2015-2018. The focus of these meetings was the Executive Board report on the year-end audit and the report on expenditure up to 31. December 2014. The Supervisory Board accepted the reports as presented and released the Executive Board for the 2014 financial year. After full discussion and on the recommendation of the Executive Board, ESC Wirtschaftsprüfung of Hamburg was once again appointed external auditor for the 2014 financial year. The members of the Supervisory Board elected me, Thomas Lütje as Chairman, and Dr. Dirk Claus and Nils Kahn as joint Vice-Chairmen.

In the final meeting of the year on 17 November 2015 the budget for 2016 was described and explained in detail to the Supervisory Board.

With the election of the Representatives Meeting for the term of office 2015-2018 at the annual general meeting on 23 June 2015, the official term of office for Supervisory Board members Andrea Briks, SACO Shipping GmbH and Jaana Kleinschmidt of Lengefeld, ADM Hamburg Aktiengesellschaft ended with the meeting on 8 September 2015. New members of the Supervisory Board, Jörg Ulrich and Hubertus Ritzke were elected by the new Representatives Meeting on 4 August 2015. The Port of Hamburg Port Authority seat on the Supervisory Board was taken up by Tino Klemm for the period 2015-2018.

The entire Supervisory Board thanks the members of Port of Hamburg Marketing for the trust placed in it. The Supervisory Board would also like to thank the Executive Board and all employees for their commitment and the work done.

In addition I thank the resigning members of the Supervisory Board for their work in the Supervisory Board of Port of Hamburg Marketing.

Hamburg, in April 2016



Thomas Lütje  
Chairman, Supervisory Board

## MEMBERS OF THE SUPERVISORY BOARD Period 2015 - 2018

### **Thomas Lütje**

Chairman  
HHLA Container Terminal Tollerort GmbH

### **Dr. Dirk Claus**

Vice-Chairman  
Seehafen Kiel GmbH & Co. KG

### **Nils Kahn**

Vice-Chairman  
MSC Germany GmbH

### **Heinrich Ahlers**

Buss Group GmbH & Co. KG

### **Christine Beine**

Handelskammer Hamburg

### **Thomas Brügmann**

GHB Gesamthafenbetriebs-Gesellschaft mbH

### **Tino Klemm**

HPA Hamburg Port Authority AöR

### **Ina Luderer**

Unternehmensverband Hafen Hamburg e. V.

### **Erhard Meller**

Hansaport Hafenbetriebsgesellschaft mbH

### **Jörn Prah**

Evergreen Shipping Agency (Deutschland) GmbH

### **Hubertus Ritzke**

Wallmann & Co. (GmbH & Co. KG)

### **Frank Schnabel**

Brunsbüttel Ports GmbH

### **Michael Sieck**

Hamburger Hafen und Logistik Aktiengesellschaft

### **Jörg Ullrich**

European Cargo Logistics GmbH

### **Ingo Witte**

HHLA Container Terminal Altenwerder GmbH

Status: 31.12.2015



## Report by the Chairman of the Representatives Meeting

Ladies and Gentlemen,  
Dear Members,

On 23 June 2015, the regular general members meeting of the Port of Hamburg Marketing Association took place. After the report by the Representatives Meeting on the work done over the last three years, the members present elected their representatives for the period 2015-2018. All Representatives elected accepted their posts.

Appointing new Representatives for the period 2015-2018 officially ended the term of office for three Representatives: Hartmut Buß, Hansaport Hafenbetriebsgesellschaft, Thomas Cotterell, H.D. COTTERELL and Jörn Lauk, Walter Lauk Ewerführerei. Michael Bruhns, Ortwin Harms and Ulrich Kock were newly elected. At this point, in the name of the Representatives Meeting I thank the retiring members for their work for Port of Hamburg Marketing Association.

On 4 August 2015, the constituent meeting for the newly elected representatives took place. During the course of this meeting the representatives elected me, Uwe Gaede, as their Chairman and Thorsten Krö-

ger as Vice-Chairman. An important point on the agenda was the election of members to the Supervisory Board in categories B-F. The meeting was informed of candidates for election by the Executive Board prior to the session. The meeting was rounded-off with a report by the Executive Board on the current situation of the association.

In the meeting on 3 November 2015, the Executive Board reported in detail on the current situation of the association, especially on the membership and running activities and projects by headquarters and the representative offices. The Executive Board also reported on the current market and competitive situation. A further highlight was the report by the Chairman of the Supervisory Board. Thomas Lütje reported on the work of the Supervisory Board in 2014. The Representatives Meeting then released the Supervisory Board from their responsibilities for the 2014 financial year. The Representatives Meeting also decided that neither the amount nor the due date of membership fees would be changed for 2016.



The entire Representatives Meeting thanks the members of Port of Hamburg Marketing for the trust placed in it. The Representatives Meeting thanks the members of the Executive Board and all staff for their commitment and performance. Intensive marketing work and the myriad of activities undertaken by Port of Hamburg Marketing to position and strengthen the location were of great importance to the members and the association, in the reporting year, which was characterised by the difficult economic situation.

Hamburg, in April 2016



Uwe Gaede  
Chairman of the Representatives Meeting

## MEMBER OF THE REPRESENTATIVES MEETING

Period 2015 - 2018

### Uwe Gaede

Chairman  
Hamburg Südamerikanische Dampfschiffahrts-  
Gesellschaft KG

### Thorsten Kröger

Vice-Chairman  
NYK Line (Deutschland) GmbH

### Michael Berger

BUSS Group GmbH & Co. KG

### Michael Bruhns

Werner Bruhns Lagereigesellschaft mbH

### Rainer Fabian

C. Steinweg (Süd-West Terminal) GmbH & Co. KG

### Sven Hargens

Brunsbüttel Ports GmbH

### Ortwin Harms

Lübecker Hafen-Gesellschaft mbH

### Holger Heinzel

Hamburger Hafen und Logistik Aktiengesell-  
schaft

### Mark Hennings

GHB Gesamthafenbetriebs-Gesellschaft mbH

### Ulrich Kock

Stena Line Scandinavia AB

Status: 31.12.2015





# Membership and contact persons

**Become a member of the Port of Hamburg Marketing Association  
now:**

Port of Hamburg Marketing Association represents the interests of its members with targeted communication, project and marketing activities in the Hamburg location as well as important target markets. All activities are impartial and competitively neutral, addressing the common interests of the port location as a whole.

Make contact with us. We would be pleased to inform you about the advantages and modalities of membership.

**[www.hafen-hamburg.de/en/member-form](http://www.hafen-hamburg.de/en/member-form)**

You can find details of all contact persons at Headquarters and the Representative Offices in the Internet:

**[www.hafen-hamburg.de/en/hhm/contacts](http://www.hafen-hamburg.de/en/hhm/contacts)**



# A STRONG VOICE FOR THE PORT OF HAMBURG

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16 Staff



# Port of Hamburg Marketing

**The Port of Hamburg is one of the most flexible and efficient universal ports in Europe. Cutting-edge handling facilities and qualified specialist staff ensure safe, fast freight handling. Port of Hamburg Marketing advertises the diversity of services in the Hamburg port and logistics region. Successfully: The universal Port of Hamburg has a positive image world-wide, standing for professionalism, efficiency and innovation.**

## PROFILE

The Port of Hamburg with a gross added value of 21.8 million Euros is of great importance for the whole of the German economy. To keep the universal Port of Hamburg on track for further growth, a future-oriented port policy is essential, one which is aimed at exploiting handling capacity, providing optimal infrastructure connections, and is able to take responsibility for ecological development and sustainability. Against the backdrop of strong competition between the North Range ports, it is also necessary to give the Hamburg port and logistics region a clear profile in the market.

For this purpose, Port of Hamburg Marketing was established in 1985. Today as an international marketing organisation we are active worldwide, to further strengthen

the Port of Hamburg's position in international competition. With great commitment and a wide variety of activities we advertise the location's attractiveness and the high-performance of the Hamburg port and logistics region. This also gives other ports in the Metropolitan Region a strong partner for professional location marketing.

The operative efficiency of the Port of Hamburg is supported by companies from the whole region. Many of them are among our 286 members. We represent the interests of our members through targeted communication, project and marketing activities in Hamburg as well as in the markets along the transport chain worldwide. The activities are company and competitively neutral and in the common interest of the port location.

## LOCATION

Port of Hamburg Marketing is nationally and internationally represented in a total of 14 locations. In addition to the Headquarters in Hamburg there are four regional Representative Offices in Berlin, Dortmund, Dresden and Munich.

Internationally the Representative Offices in Budapest, Hong Kong, Mumbai, Prague, Seoul, Shanghai, St Petersburg, Warsaw, and Vienna represent the interests of the seaport transport industry in Hamburg and the region. In over 25 market regions experts maintain contacts to companies in trade and industry in the transport and logistics field, economic organisations and political decision-makers. They support the international marketing of the Port of Hamburg with numerous marketing activities locally.







## MEMBERSHIP DEVELOPMENT

At the close of 2015 the association had 286 members. Among them well known companies in the seaport transport and port industries, as well as service providers, institutions and associations. With the extension of marketing activities along the transport chain ever

more companies from the metropolitan region Hamburg, and the regions along the River Elbe and its side canals, as well as the extended seaport hinterland, use the network and services of Port of Hamburg Marketing.

**In 2015 Port of Hamburg Marketing welcomed 12 new members:**

**a. hartrodt Deutschland (GmbH & Co) KG**

[www.hartrodt.com](http://www.hartrodt.com)

**Deutsch-Russischer Wirtschaftsbund e.V.**

[www.deutsch-russischer-wirtschaftsbund.de](http://www.deutsch-russischer-wirtschaftsbund.de)

**ECE Projektmanagement G.m.b.H. & Co. KG**

[www.ece.de](http://www.ece.de)

**ELBREKLAME Marketing & Kommunikation**

[www.elbreklame.de](http://www.elbreklame.de)

**EMK GmbH**

[www.port-bronka.ru](http://www.port-bronka.ru)

**FENIX LLC**

**Heinrich Wegener & Sohn Bunkergesellschaft  
m.b.H.**

[www.wegener-bunker.de](http://www.wegener-bunker.de)

**KPMG AG Wirtschaftsprüfungsgesellschaft**

[www.kpmg.com](http://www.kpmg.com)

**LogistikNetz Berlin-Brandenburg e. V.**

[www.logistiknetz-bb.de](http://www.logistiknetz-bb.de)

**Mattson Containers GmbH**

[www.mccontainers.com](http://www.mccontainers.com)

**Port of Gothenburg AB**

[www.goteborgshamn.se](http://www.goteborgshamn.se)

**Quehenberger Air & Ocean GmbH**

[www.quehenberger.com](http://www.quehenberger.com)

**Universal Transport Michels GmbH & Co. KG**

[www.universal-transport.com](http://www.universal-transport.com)

## NETWORK

With the development of markets and continuing globalisation good contacts are essential, to be able to react quickly to change. This is why we work intensively with logistics initiatives, Chambers of Commerce, as well as other associations and organisations, both in Hamburg and in the relevant markets. We represent the interests of the Hamburg port and logistics location in a series of international associations and initiate cooperation with strategically important ports.

Port of Hamburg Marketing also cooperates in the form of membership reciprocity with numerous organisations. The aim of this cooperation is regular exchange of information, following joint interests as well as collaboration in projects.

In 2015 we were able to extend our network through membership reciprocity with the logistics networks in the Berlin-Brandenburg and the German-Russian economic alliance associations.

### MEMBERSHIP RECIPROCITY WITH THE FOLLOWING ASSOCIATIONS:

- **Deutsch-Chinesische Wirtschaftsvereinigung e.V.**
- **Deutscher Tarifeur-Verein e.V.**
- **Deutsch-Russischer Wirtschaftsbund e.V.**
- **DVWG Bezirksvereinigung Hamburg**
- **Elbe Allianz e.V.**
- **European River-Sea-Transport Union e.V.**
- **FILog Forschungsgemeinschaft Innovative Logistik e.V.**
- **Forschungsgemeinschaft für Logistik e.V.**
- **Gesamtverband Schleswig-Holsteiner Häfen e.V.**
- **Hafenkultur e.V.**
- **Hamburg Cruise Center e.V.**
- **Initiative Kiel-Canal e.V.**
- **Logistik-Initiative Hamburg e.V.**
- **LogistikNetz Berlin-Brandenburg e.V.**
- **Maritimes Cluster Norddeutschland**
- **Netzwerk Logistik Leipzig-Halle e.V.**
- **Ost- und Mitteleuropa Verein e.V.**
- **SGKV - Studiengesellschaft für den Kombinierten Verkehr e.V.**
- **Unternehmensverband Hafen Hamburg e.V.**

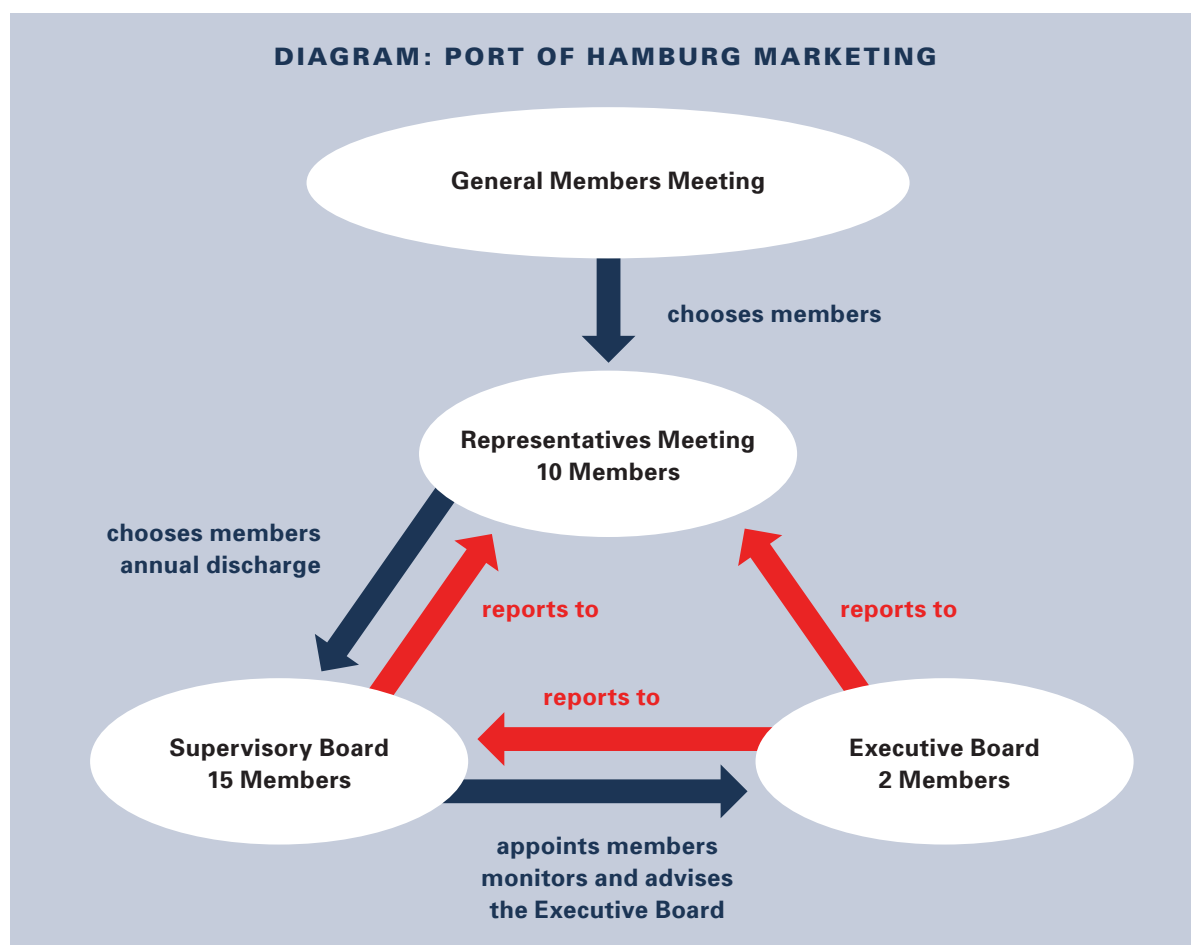




## ORGANISATION

In line with the Articles of Association, Port of Hamburg Marketing has four main bodies: General Members Meeting, Representatives Meeting, Supervisory Board and Executive Board. The decision-making authority of the bodies are clearly separated from each other.

In line with the Articles of Association the Executive Board invites the members of the association to a General Members Meeting every three years, the last one was held on 23 June 2015. At this meeting the Representatives Meeting for the period 2015-2018 was elected. The Representatives Meeting then elected the Supervisory Board members in the categories B,C and F, for the period 2015-2018.



**The Representatives Meeting** represents the rights of the members. In line with the Articles of Association the Representatives Meeting is made up of three members from each member category A and B as well as two representatives in the member categories C and F.

The Representatives Meeting takes place at the invitation of the Executive Board once in each business year.

**The Supervisory Board** advises and monitors the Executive Board on the running of the association and is closely involved in all significant decisions. In accordance with the Articles of Association the Supervisory Board consists of one person from the member companies in category A, three members voted from category B, two voted from category C,

one voted member from category F as well as one nominated member each from the Hamburg Port Authority, the Hamburg Chamber of Commerce and the Ports of the Metropolitan Region and the Unternehmensverband Hafen Hamburg (UVHH). The Supervisory Board meets at the invitation of its Chair at least four times per year.

**The Executive Board** leads the association's business.

The basic structure of this system is laid out in the Articles of Association of Port of Hamburg Marketing as well as the rules of procedure set out by the Executive Board. The Articles of Association also define the association's intended purpose.



## Staff

**To be successful as an international marketing operation, Port of Hamburg Marketing relies on its talented, responsible staff. We offer quality assuring, sustainable general conditions, which support and develop our staff in specialist and personal areas. Teamwork and collaborative action are an integral part of our daily work.**

As at 31 December 2015 Port of Hamburg Marketing employed 43 staff. There are 23 positions at Headquarters in Hamburg (one of them for a trainee), 18 positions in the Representative Offices nationally and internationally in addition to two executive positions. Port of Hamburg Marketing is well positioned, in Headquarters and in the Representative Offices there was very little need for adjustments in 2015. The Representative Office in Dortmund, which opened in July 2014 was strengthened with one assistant position. In November 2015 at Headquarters the Controlling and Accounting Department was given an extra position for the beginning of 2016.

### WORK EXPERIENCE FOR STUDENTS

Port of Hamburg Marketing offers work experience places to students who need to complete them for

their studies. The work experience, which lasts several months, can be done in the Headquarters in Hamburg where the students can get to know the work of an international marketing organisation, gain professional experience and profit from the association's international network. In the reporting year Port of Hamburg Marketing had four students.

### IN-SERVICE TRAINING

Qualified, high-performance motivated staff are our most important capital. In 2015 Port of Hamburg Marketing offered various measures for further staff development. The range on offer included English training and IT seminars, workshops in rhetoric and data protection. The aim of all further training measures is to qualify our staff to meet the challenges for current and future developments.



# ACTIVITIES

## 18 Highlights 2015

### ACTIVITY REPORTS:

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- 28 Trade fairs
- 30 Events
- 32 Project development



# HIGHLIGHTS 2015



## 05.03. Klaipėda, Lithuania Port of Hamburg Marketing in Lithuania for the first time

Together with the Klaipėda State Seaport Authority and the Association of Lithuanian Stevedoring Companies, Port of Hamburg Marketing hosts an event in Klaipėda for the first time. Among the guests are players from the Lithuanian port and transport sector plus representatives of the Ports of Hamburg, Kiel and Lübeck.

## 25.03. Berlin, Germany 23rd Port Breakfast

More than 30 transport experts from the Lower House of the German parliament take the opportunity of the 23rd Port Breakfast hosted by Hamburg's state representation in Berlin for a full briefing on the modernization and expansion of transport routes to German seaports.



## 06.05. Hamburg, Germany Welcome in the network!

The ports of Bronka in Russia and Gothenburg in Sweden join Port of Hamburg Marketing. 'transport logistic 2015' provides a suitable backdrop for signature of the contracts.



## 05.05. Munich, Germany transport logistic 2015

Around 50 companies from Hamburg and the region's port, transport and logistics sector showcase under the joint Gateway Hamburg umbrella brand at 'transport logistic' 2015, the world's largest logistics trade fair, in Munich. One highlight are the 'trade fair talks, four 15-minute sessions per day giving representatives of the port and logistics industry, the public sector and politicians a chance for discussion and debate.

## 08.05. Hamburg, Germany "Bring the port industry home to everybody"

During the Hamburg Port anniversary, once again Port of Hamburg Marketing and some of its member companies in the port arrange various terminal tours for private individuals.



## 18.03. Hamburg, Germany Relaunch of Port of Hamburg Magazine

With new editorial design and layout, readers can now expect many fascinating stories and interviews on a single keynote topic, along with explanatory diagrams, fact boxes, background data and photographs. Issue 1.2015 on "Cargo Flows in Motion" kicks off the re-launch.



# HTS 2015

## 25.08. Hamburg, Germany

### A gathering for the maritime industry

The members' event "Mitglieder-Treff" is one of year's highlights, attracting an attendance of over 220 from the port and logistics sector and industry generally. The motto: Network until you drop!



## 12.10. Prague, Czechia

### Prague Port Evening

This year's Port Evening in Prague is notable for two anniversaries. Around 300 guests, including numerous visitors from Hamburg, celebrate 25 years of the Port of Hamburg Marketing Representative Office in Prague and of the twinning the two cities.

## 14.10. Shenzhen, China

### Trade Fair

Hamburg's port and logistics sector showcases the universal port's performance at the China International Logistics and Transportation Fair (CILF) in Shenzhen. Its fair participation concludes with an evening reception in the Hong Kong Maritime Museum.



## 22.10. Hamburg, Germany

### Russian Logistics Day

The Hermes foreign trading association and Port of Hamburg Marketing organize the fifth "Russian Logistics Day", being held for the first time in Hamburg. Among the topics discussed by Russian and Hanseatic companies from the foreign trade, transport and logistics sector are the prospects for German-Russian cooperation under present political conditions.



## 19.11. Dortmund, Germany

### Networking meeting in Germany's largest stadium

The latest trends and developments in seaports and canal ports, the Port of Dortmund's new facility for multimodal traffic, and the Port of Hamburg in 2025, are the topics for the second Port Evening in Dortmund, held in the former Westphalia Stadium.



## ACTIVITY REPORT

# Transport policy lobbying

**Germany's seaports are of crucial importance for the entire German economy. The Port of Hamburg alone annually generates nationwide added value of 21.8 billion euros and safeguards 269,000 jobs. Of these, 113,000 are outside the Hamburg Metropolitan Region. If Hamburg as a port and logistics location is to be able to continue to assert its place in international competition, above all the infrastructural conditions need to be right. Port of Hamburg Marketing therefore champions the positioning of essential transport infrastructure projects at the political level.**

To lobby for essential North German transport infrastructure projects in Berlin, during the year Port of Hamburg Marketing therefore strongly engaged with trade associations and politicians. In the next few years, along with the dredging of the Lower and Outer Elbe, access and dispersal corridors for freight transport by rail, truck and inland waterway vessel will have to be adapted and expanded for increasing freight volumes. Port of Hamburg Marketing relies here on an open and transparent data exchange with all those involved for the joint discussion of new transport routes and schemes. The focus here is on events as well as personal contacts.

Along with other trade associations and institutions, Port of Hamburg Marketing regularly organizes a Port Breakfast for members of the German Lower House and staff of Federal ministries in Berlin, aimed at informing them about current topics of significance for Hamburg's sea transport industry. During the year, participants at five dates in January, February, March, May and September are briefed on the following topics: "Hinterland links of North German ports", "The development of a Smart port as exemplified by the Port of Hamburg", "Hamburg's requirements of the new

plan for Federal Traffic Routes – Priorities, Projects, Processes", "Growing world fleet, shrinking German fleet. How Germany can remain an attractive location for shipping" and "The current status of the Overall Elbe Concept".

One highlight during the year was the Parliamentary Transport and Digital Infrastructure Committee's visit to the Port of Hamburg. At the invitation of Port of Hamburg Marketing, members headed by chairman Martin Burkert, toured the Port of Hamburg at the end of September 2015. After a launch trip through the universal port, in particular the delegation was briefed at HHLA Container Terminal Altenwerder (CTA) and the Alte Süderelbe port rail terminal on hinterland transport links. Others taking part included Andreas Rieckhof, Under-Secretary in the Hamburg Ministry of Transport and Innovation, as well as representatives of Hamburg Chamber of Commerce, the Unternehmensverband Hafen Hamburg (UVHH) and Hamburg Port Authority (HPA).

In addition, the Executive Board participated in networking events on transport policy topics, for example in parliamentary evenings.





## ACTIVITY REPORT

# Market research

**Continuous market research and analysis is the basis for many of Port of Hamburg Marketing's project and marketing activities. Member companies benefit from exclusive data and assessments in the areas of seaborne cargo handling, liner and hinterland services and use this data as the basis for corporate activities and decision-making.**

Port of Hamburg Marketing continuously collects, analyses and interprets data from the seaborne cargo handling, liner and hinterland traffic sectors. Its comprehensive range of data mainly extends along the entire transport chain – from the seaward side via the Port of Hamburg and into the hinterland. Apart from the databases maintained monthly, the total store of knowledge is reinforced and linked up with reference books, market surveys, statistics and industry news services, as well as regional, national and international trade papers, additionally by records of press interviews and others with experts. Especially on the subject of the port hinterland, the expert knowledge of the representative offices strengthens the market research data pool. Such data permits analyses and evaluations of freight and transport flows, and determination of the port's ranking among competing North Range ports.

## MARKET DATA AND ANALYSES

Port of Hamburg Marketing submitted four quarterly reports and eight monthly reports to members in 2015. These reports contained detailed data and background information on the development of seaborne cargo throughput in the Port of Hamburg and in its competitive environment. This included monitoring and analysis of developments in liner services and in seaport-hinterland traffic. For analyses of seaborne cargo and container throughput, access is available to several own databases, among other sources. Up to 250 trade routes can be evaluated. In the liner shipping area, trade route analyses and service profiles for container and general cargo shipping, as well as on the development of fleets and order books, are produced quarterly and on specific dates. Releases on current changes in liner shipping, for example about new services, ships or routes, round off the portfolio.

In addition to its periodically produced reports, Port of Hamburg Marketing handled a large number of projects and enquiries for research commissioned by member companies on cargoes, carriers or trade routes.

The market research department also supplies the basic material for publications and presentations in the form of assessments, editorial contents and explanatory diagrams. For instance, evaluation and analysis of seaborne cargo throughput data and changes in liner services constitute the basis for effective press events.



## PORT OF HAMBURG LINER SERVICES

"Port of Hamburg Liner Services via Hamburg" was updated and published during the year. This brochure offers an overview of the Port of Hamburg's direct liner service connections. The liner services database on the [www.hafen-hamburg.de](http://www.hafen-hamburg.de) website supplements this product with additional data and functions. Both the online database and the print version form a heavily used source of information for port customers in Germany and other countries. In the year under review, 12,000 copies of the print edition were distributed. In addition, every month over 30,000 users consult the liner services database on the Internet.



## ACTIVITY REPORT

# Press work, publications and worldwide image promotion

**Port of Hamburg Marketing uses the entire battery of press and PR instruments to position Hamburg as a port and logistics centre in national and international media. The range of topics extends from the latest developments in seaborne cargo throughput to the whole range of services provided by the seaport and transport sectors. Numerous publications complement the extensive range of data.**

## PRESS WORK

Attracting an attendance of over 80 from print, radio and TV media, as well as representatives of the Free and Hanseatic City of Hamburg and port businesses, the Port of Hamburg Press Conference held annually in February is the biggest press event of the year. Along with Frank Horch, Minister of Economics and Jens Meier, Chairman of the Executive Board of Hamburg Port Authority, Axel Mattern and Ingo Egloff, Port of Hamburg Marketing's Executive Board, briefed guests on seaborne cargo throughput results for 2014, transport policy parameters and the Port of Hamburg's current infrastructure projects.

Port of Hamburg Marketing held the 2015 half-year press conference on seaborne cargo throughput trends during the first six months at Vattenfall's Moorburg power station. Stefan Sass, Head of Marketing & Logistics for Vattenfall Moorburg, and Pieter Wasmuth, Authorized Representative for Hamburg & North Germany and Managing Director of Vattenfall Wärme (Heating) in Hamburg prefaced the session by presen-

ting the power station as a fine example of high class logistics, for example in the supply of coal for producing power and for disposal of such waste products as plaster. After the event itself, an inspection tour gave the media representatives an opportunity to gain an insight into standard routines at the power station.

In the first and third quarters of 2015, Port of Hamburg Marketing organized two additional press conferences for trade media and local editors on the universal port's throughput results. In addition, journalists were briefed on two topics: operating mega-ships on the River Elbe, and the significance of inland waterway vessels for seaport-hinterland traffic. In addition, press releases were produced and distributed on sea transport and port operation, once a week on average. These mainly covered new liner services via Hamburg, deployment of ships of new sizes, developments on significant trade routes, joint activities with ports along the River Elbe and projects results.



Numerous events and trade fair showcasing in Germany and internationally offered opportunities for briefing the press about activities by the association and its members. With support from staff in the representative offices, coverage of our press campaigns followed locally and regionally, but also nationally and internationally. The large-scale press distribution list was once again expanded in 2015.

The Internet platform [www.hafen-hamburg.de](http://www.hafen-hamburg.de) enabled interested visitors to read the latest news items from business in the Port of Hamburg and its partner ports in the region. In addition to our own topics, the platform carries press releases from more than 280 member companies and partner institutions of Port of Hamburg Marketing. The service is complemented by the press photo archive that offers ready-to-print port subjects/settings for use and downloading free of charge.

Port of Hamburg Marketing handled press enquiries on figures, data and facts on the Port of Hamburg daily during the year, supplied journalists with reports, statistics, photo material and background data, and escorted media representatives on harbour launch trips for background discussions and preparatory work on their reports. In addition, editorial material was produced for special publications from different media.

## WORLDWIDE IMAGE PROMOTION

Port of Hamburg Marketing placed advertisements in around 70 leading national and international print and online media during the year. Priority was given here to trade publications based in relevant core markets for the Port of Hamburg. The topics used in the advertisements publicized the PORTlog logistics exchange as well as the variety of services available in Hamburg as a universal port. Advertisements were placed alongside a background of long special articles, as well as in publications covering keynote topics such as seaport-hinterland services, and container and bulk cargo handling.

## PUBLICATIONS

With total circulation of approximately 100,000 copies, the publications produced and issued by Port of Hamburg Marketing in 2015 were primarily designed for the Port of Hamburg's customers and partners. Distribution was on the basis of the address database and through the representative offices in Germany and other countries. Among our regularly issued publications are the Port of Hamburg Magazine, the 'Liner Services via Hamburg' and 'Facts & Figures' flyers. Production of the Port of Hamburg Handbook was discontinued during the year. Primarily covering

the universal port's range of services, a successor is planned for this year. The quarterly Port of Hamburg Magazine was revamped in 2015, with new editorial design and layout. Readers can now expect many fascinating stories and interviews on a single keynote topic, along with explanatory diagrams, fact boxes, background data and photographs. In the media library at [www.hafen-hamburg.de](http://www.hafen-hamburg.de) the magazine is also available to readers as an e-paper in German and English. The editorial programme of the Liner Services via Hamburg was also revised in 2015 to enable this to be specifically used in Germany and other countries to advertise, and convey information on, the Port of Hamburg. For member companies and port partners, these publications also serve as platforms for their own corporate advertising.

The editorial programme and graphics of the Annual Report were also comprehensively revamped during the year. This now provides a full overview of the association's products and activities. Port of Hamburg Marketing also produces appropriate publications in support of its surveys and projects.



## ACTIVITY REPORT

# Online media

**Port of Hamburg Marketing's comprehensive online range is heavily used by port customers, media representatives and the general public. This includes the Internet site [www.hafen-hamburg.de](http://www.hafen-hamburg.de), the PORTnews newsletter and the PORTlog search machine for storage and logistics services. In addition, member companies and partners benefit from the PORTblog membership portal and products in the online marketing area.**

## **[www.hafen-hamburg.de](http://www.hafen-hamburg.de)**

The Port of Hamburg's new Internet site was presented at the 'transport logistic' trade fair in Munich. In pursuit of the motto 'One-stop information', the existing independent portals [hafen-hamburg.de](http://hafen-hamburg.de) and [PORTlog.de](http://PORTlog.de) were combined, so as to present the variety of Hamburg and the Metropolitan Region's maritime sector on one domain. The page was completely re-designed and re-structured for the relaunch. The new menu layout is specially adapted to varying user requirements. Whereas the traditional menu bar leads to editorial contents, the iconized menu bar below this facilitates rapid access to such popular databases as 'Vessels' and 'Linerservices'. The PORTlog guide can be found under 'Port contacts'. Combination of the address lists on [hafen-hamburg.de](http://hafen-hamburg.de) and PORTlog has now provided access to over 40 categories and over 900 companies in the database.

Produced in cooperation with the Hamburg Port Authority, the State Office for Transportation and the Hamburg Ministry of Economics, Transport and Innovation, the completely new 'Portmap' gives information on the current **road traffic situation in the Port of Hamburg**. Apart from details of planned roadbuilding works, users also have access to traffic webcams and realtime traffic bulletins. Any users interested can also find additional webcams located at the clearance points of empty container depots. In addition, terminals, depots and warehousing, along with points of interest, are listed along with further details.

The 'Portmap' also enables users to watch **ship movements in realtime**. Over 25,000 ships are listed in the system. When between the German Bight and the Port of Hamburg, these are displayed along with details of course and speed plus background data. The user is given additional information about ships on liner services that includes details of the service and of port rotation. This is linked with the popular Liner Services Database, so that just a few clicks reveal which liner agents serve the relevant trade route.

Presentation of **port statistics** has also been revamped technically and optically, now offering opportunities for interactive display. Time series, for example, can be listed by years or by imports/exports. The Top 250 container ports worldwide can be compared and

are linked by the Liner Services Database. Additional information on the ports is available there.

## **PORTnews**

In 2015, twenty-six issues of the Port of Hamburg's PORTnews information service were despatched, eight of these in English. The digital newsletter supplies subscribers with information on port logistics topics in Hamburg and the region, also covering background trends in the world economy and their repercussions for the Port of Hamburg. Readers are also informed on the latest developments on liner and intermodal services via Hamburg, as well as events in the market regions. PORTnews is currently sent to around 3,000 subscribers in German, and about 500 in English.

## **PORTblog**

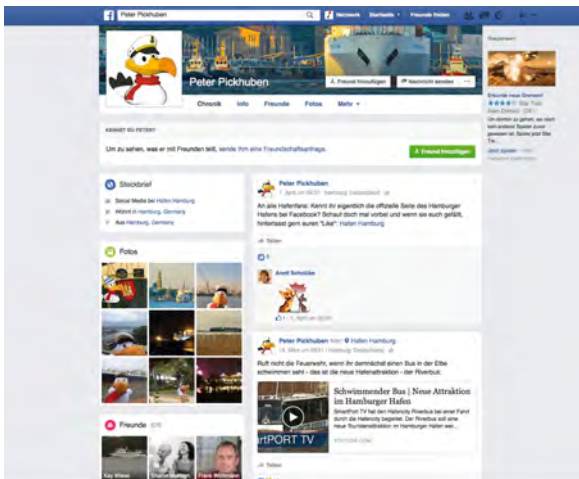
The PORTblog members' portal is used as a platform for internal communication between member companies and Port of Hamburg Marketing. Demand is especially brisk for the automated press digest of local, national and international media. This supplies the latest news on port and transport industry topics. PORTblog also offers the opportunity for interactive communication on dates, events and company news, etc.





### Hamburgs port seagull Peter Pickhuben and social media activities

Peter Pickhuben, representing the tenth generation of a port seagull family, is Port of Hamburg Marketing's cute little mascot. He serves as a likeable standard-bearer for the Port of Hamburg. Peter Pickhuben also runs his own Facebook page, regularly posting snippets from the Port of Hamburg and the logistics sector. In addition, the latest news items are posted on the Port of Hamburg's Facebook page. A virtual ship welcoming station has become established on Twitter. Here all ships arrivals and departures are automatically twittered.



### WEB PROJECTS for members and partner companies

Port of Hamburg Marketing supported member and partner companies with the design, planning and maintenance of corporate websites during the year. Among those assisted were:

[www.cruiseeurope.eu](http://www.cruiseeurope.eu)  
[www.hamburgcruisecenter.eu](http://www.hamburgcruisecenter.eu)  
[www.atlantic-alliance.eu](http://www.atlantic-alliance.eu)  
[www.myticgroup.com](http://www.myticgroup.com)  
[www.elbe-seaports.de](http://www.elbe-seaports.de)  
[www.condaco.de](http://www.condaco.de)  
[www.elbe-allianz.de](http://www.elbe-allianz.de)  
[www.offshorehafen-sh.de](http://www.offshorehafen-sh.de)

[www.tentans.eu](http://www.tentans.eu)  
[www.maritimetransportcluster.eu](http://www.maritimetransportcluster.eu)

[www.cruisegatehamburg.de](http://www.cruisegatehamburg.de) (launch in 2016)  
[www.peters-alpers.de](http://www.peters-alpers.de) (launch in 2016)

## ACTIVITY REPORT

# Visitor groups

**Port of Hamburg Marketing runs tailor-made visitor programs in Hamburg and the Metropolitan Region for interested delegations and groups from Germany and other countries. On offer are information tours guided by experts, terminal visits, company visits and specialist lectures.**

Port of Hamburg Marketing organized different visitor programs for specialist German and international delegations and visitor groups during the year. These included shippers and customers, delegations from ports and German states, media representatives, and trade associations and institutions.

Interest in a guided tour of Germany's largest seaport was once again especially strong from universities of applied sciences and vocational schools in Germany and elsewhere. Port of Hamburg Marketing assisted the upcoming generation in port-related careers by organizing and accompanying port information tours, visits to terminals and to companies. 37 groups with a total of around 1,140 students at vocational and other schools toured the Port of Hamburg during the year. These were the categories most heavily represented, accounting for 32 percent of all visitors.

Shippers and customers, especially, are happy to attend expert discussion panels, company tours and information events in the Port of Hamburg. Both the port economy and importers and exporters, trading firms and the transport industry, gain from such visits and the resultant contacts. 16 groups from this segment visited the port during the year, representing almost 14 percent of the total.

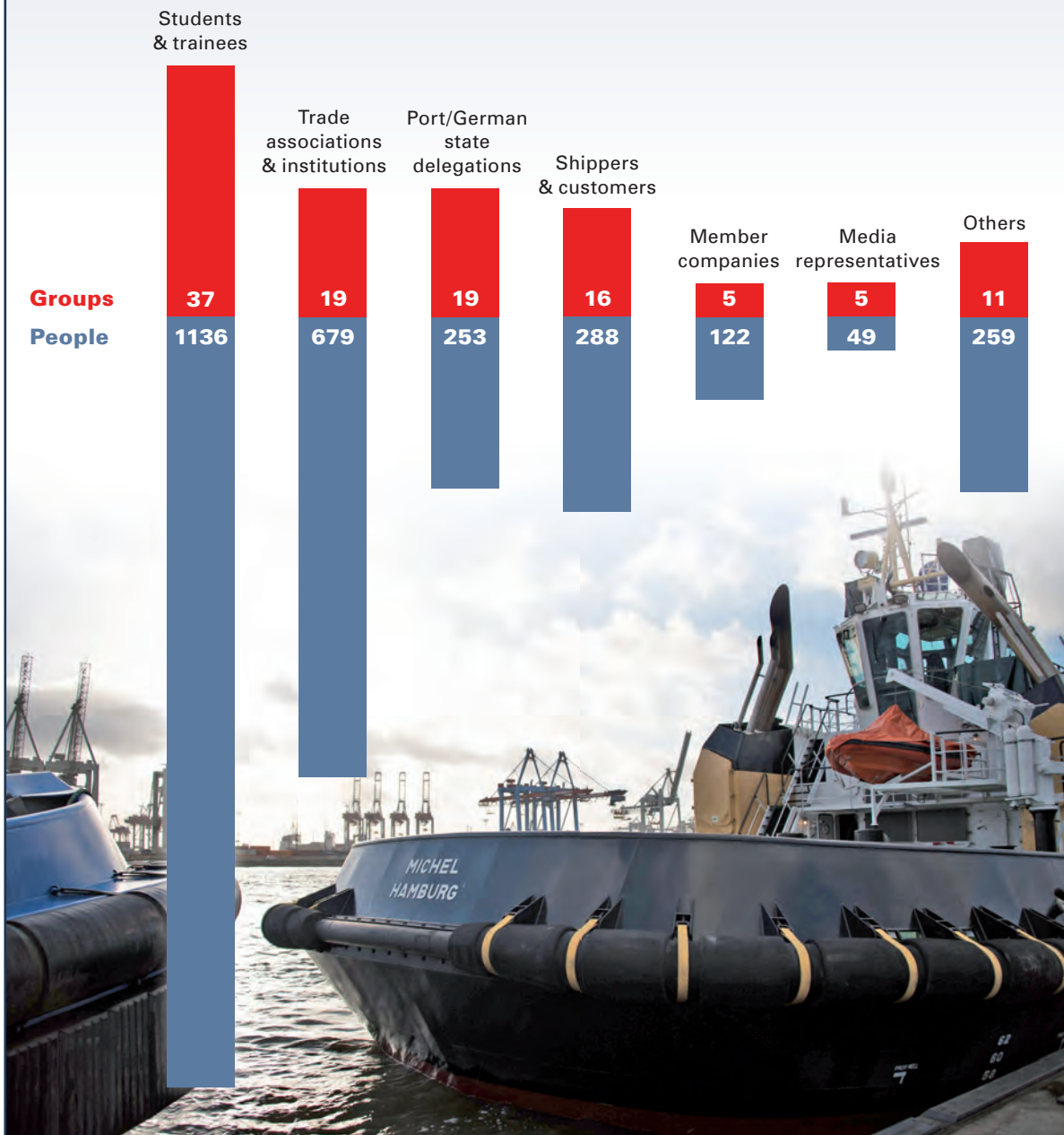
As part of its transport lobbying activities, Port of Hamburg Marketing conducted a total of six groups of representative German politicians through the port, exchanging information with them on transport policy topics, the operating parameters for transport, and essential Port of Hamburg infrastructure projects.

Comparing visitor group statistics by country, during the year these were headed by Czechia/Slovakia,





During the year, Port of Hamburg Marketing looked after a total of 112 visitor groups and altogether 2,786 people:



followed by Austria. China slipped down into third place in the table. Of all professional visitor groups, 65, or about 57 percent were from other countries. Hamburg's significance as a hub for European freight traffic was underlined by the visits of numerous delegations from the neighbouring countries of Denmark, the Netherlands, Poland and Russia. Yet delegations from such countries as Egypt, Argentina, India, Japan, Korea and the USA also toured the Port of Hamburg during the year, aiming to brief themselves extensively on its significance for worldwide freight trade, logistics processes and port management.

In 2015 Port of Hamburg Marketing again organized port tours for visitors to the Hamburg Port Anniversary. HHLA, Eurogate, Buss, K&S Transport, the ma-co ma-

ritime competence centre and Hamburg Port Museum were all open and briefed visitors about processes at cargo handling terminals as well working methods of port operators nowadays and historically. Around 140 private individuals received valuable insights and experienced the Port of Hamburg at very close quarters.

In organizing and looking after visitor groups, Port of Hamburg Marketing as the representative of business in the Port of Hamburg pays particular attention to special commercial and political delegations as well the upcoming generation of staff in the port and transport sector. Any visitors who cannot be catered for by Port of Hamburg Marketing are given contact details of providers of special port tours, port shipping and maritime museums.

## ACTIVITY REPORT

# Trade fairs

**Trade fairs are a well-tried presentation platform for positioning the Port of Hamburg internationally and also for stimulating interest among customers with fresh offerings and innovations. Port of Hamburg Marketing shows at selected trade fairs in important core markets, as well as in growth regions offering considerable potential. Member companies are able to present their extensive service range under the Port of Hamburg umbrella.**

Port of Hamburg Marketing annually showcases the universal Port of Hamburg's service portfolio at several international transport and logistics trade fairs. Participation is specially conceived and organized for member companies in the form of joint venture stands under the Port of Hamburg umbrella brand. With its members, Port of Hamburg Marketing organized participation at six trade fairs during the year.

At the breakbulk fairs in Antwerp and Shanghai, the member companies exhibiting presented the full range of their logistics services in the plant, project and general cargo field to an international trade public. Trade fair participation at Intermodal South America in São Paulo, also at Breakbulk China in Shanghai, was jointly organized with the ports of Bremen and Lower Saxony under the German Ports brand. In China, Hamburg's port and logistics sector showed at the China International Logistics and Transportation Fair (CILF) in

Shenzhen. Afterwards, the already traditional evening reception was hosted at the Hong Kong Maritime Museum. In Russia, the TransRussia trade fair was held in Moscow in April. For the sixteenth time, along with member companies Port of Hamburg Marketing was represented at Russia's leading trade fair by a joint venture stand that formed part of Germany's national contribution.

The highlight of the trade fair year 2015, as it is every two years, was 'transport logistic' in Munich. In cooperation with the Hamburg Logistics Initiative, Port of Hamburg Marketing showcased on the 950-m<sup>2</sup> "Gateway Hamburg" stand. A total of around 50 exhibitors showed at this trade fair to inform visitors about their services. Daily 'trade fair talks' served for discussion of current topics and an evening reception on the stand was used for additional networking.



## German Ports

*The aim in international competition between port locations must be to safeguard the position of German seaports and to expand their locational and competitive advantages. A communication and marketing platform coordinated between the states and ports on the coast of Northern Germany can make a substantial contribution towards efficient marketing for German ports. The organizations responsible for marketing the North German coastal states of Bremen, Hamburg, Mecklenburg-Western Pomerania, Lower Saxony and Schleswig-Holstein therefore cooperate on planning and implementing selected trade fair participation outside Europe under the German Ports umbrella brand.*







## PORT OF HAMBURG TRADE FAIR PARTICIPATION IN 2015

<b>BREKIBULK CHINA 2015, SHANGHAI</b> 18-19 March 2015	Co-exhibitors: Chandler, Hamburger Hafen und Logistik AG
<b>INTERMODAL SOUTH AMERICA 2015, SÃO PAULO</b> 7-9 April 2015	Co-exhibitors: none
<b>TRANSRUSSIA 2015, MOSCOW</b> 21-24 April 2015	Co-exhibitors: Hamburger Hafen and Logistik AG, Hansa Heavy Lift, Lübeck Hafen-Gesellschaft, Maritime Cargo Logistics, Seehafen Kiel
<b>TRANSPORT LOGISTIC, MUNICH</b> 5-8 May 2015	<p>Companies exhibiting on the joint "Gateway Hamburg" stand:            Port of Hamburg Marketing, Hamburg Port Authority (HPA), Hamburger Hafen und Logistik AG, Buss Port Logistics, Logistik-Initiative Hamburg</p> <p>Further co-exhibitors: Arivist Group, Hamburg Vocational School for Forwarding, Logistics &amp; Transport, Brunsbüttel Ports, C. Steinweg (Süd-West Terminal), chemcoast Park, China Shipping Agency (Germany), Conical, Delfs &amp; Associates, Emons-Rail-Cargo, Fraunhofer Center for Maritime Logistics and Services (CML), Fr. Meyer's Sohn, FCI FundersClub, GDH Transport und Containerlogistik, Hamburg Convention Bureau (HCB), Hamburger Fern-Hochschule, Fresenius University of Applied Sciences, Höegh Autoliners, HPTI Hamburg Port Training Institute, HLK Hanse Licht Kontor, Humanitarian Logistics Organisation, HWF Hamburg Business Development Corporation, IGS Logistics Group Holding, Ixocon, Kruse Logistik, Lagerhaus Harburg Spedition, LCH Logistik Centrum Hamburg, Hinderer, Linde, Lufthansa Industry Solutions, ma-co maritimes kompetenzzentrum, Port of Magdeburg, Maritime LNG Plattform, Norgatec Handelsgesellschaft, Paletten-Service Hamburg, PCH Packing Center Hamburg, Rendsburg Port Authority, Rendsburg Port, Saco Shipping, Sea Master Shipping, Seaexpress Logistics, SLC Soltau Logistic Center, TCI International Logistics, TCO Transcargo, Team Lines Deutschland, dba Delphis Logistics, TUHH - Hamburg University of Technology, UMCOW Umwelt Consult, vesseltracker.com, Walter Lauk Ewerführerei, WCT Europe, Deltaland Industry &amp; Logistics, Zetes</p>
<b>BREKIBULK EUROPE TRANSPORTATION CONFERENCE &amp; EXHIBITION, ANTWERP</b> 19-21 May 2015	Co-exhibitors: Alfons Köster, Brunsbüttel Ports, Buss Port Logistics, Hamburger Hafen und Logistik AG, Rendsburg Port Authority, Wallmann & Co.
<b>CHINA INTERNATIONAL LOGISTICS AND TRANSPORTATION FAIR (CILF), SHENZHEN</b> 14-16 October 2015	Co-exhibitors: Brunsbüttel Ports, CLC China Logistic Center, SACO Shipping



## ACTIVITY REPORT

# Events

**Port of Hamburg Marketing holds events of various types to strengthen the port's image in Germany and internationally. In the Metropolitan Region, Port of Hamburg Marketing runs conferences, workshops and networking events, offering partners and member companies all manner of support in event management. With its own events, Port of Hamburg Marketing positions topics that are crucial for Hamburg's port and logistics industry in relevant core markets and offers a superb platform for networking.**

During the year under review, Port of Hamburg Marketing undertook complete organization of events, acted as a partner in cooperation or external service provider, and supported companies, e.g., in the search for event venues, coordination of external service providers or publicizing events. Port of Hamburg Marketing also assisted a large number of congresses and events in the maritime logistics sector with announcements in its event diaries on the Internet page [www.hafen-hamburg.de](http://www.hafen-hamburg.de) and in the members' portal PORTblog and the digital newsletter PORTnews.

### OWN EVENTS

The 'Rail Dinner' organized by Port of Hamburg Marketing was held in Hamburg in March. Around 80 logistics experts from Hamburg and the Metropolitan Region attended. Dr Rüdiger Grube, Chairman of the Executive Board of Deutsche Bahn AG, and Knut Fleckenstein, a member of the European parliament,

used their speeches to brief the guests on current rail and transport topics.

The annual networking event organized by Port of Hamburg Marketing as part of the celebrations for the Hamburg Port Anniversary for the first time took the form of a shipboard reception. The sail training ship 'MIR', deployed by the Admiral Makarov State Maritime Academy, a high school for marine engineers in Hamburg's partner city of St. Petersburg, offered over 140 guests a very special ambience. Held in August, another annual event, the Members' Event 'Mitglieder-Treff' as part of the representatives' convention, attracted 220 members. This once again proved its worth as an industry gathering and networking platform for member companies.

During the year Port of Hamburg Marketing once again also ran workshops in Hamburg especially designed for members. One was held in February on the topic "Current developments in the law on income tax treatment of travelling expenses".



## MEMBER AND CUSTOMER EVENTS IN MARKET REGIONS

Port of Hamburg Marketing organized almost 40 events in markets in the Port of Hamburg's hinterland during the year. These networking and information events formed the platform for discussions on current topics, for expert lectures on innovations and services in Hamburg as a port and logistics region, and general trends and developments in the maritime sector. The topics for each event were adapted to the region concerned, the customers attending and members' interests. Attendance at events in Germany and abroad by decision-makers from the Hamburg port & logistics sector as well as trade, industry and transport in the HHM's market regions totalled about 5,200. In 2015, therefore, member and customer events once again offered a superb platform for forging and expanding business relationships.

## JOINT EVENTS

A day on "Inland waterway shipping in Hamburg – Quo vadis – Challenges and Potential Solutions" was held in April. This event was organized jointly with the HPA

Hamburg Port Authority. Port of Hamburg Marketing coordinated drafting of the programme, was on the spot and undertook the follow-up and press work. During three sessions, around 100 participants received briefing on new schemes for optimized handling of inland waterway vessel services in the Port of Hamburg and the Elbe as a whole. The focus of brief introductory lectures and platform discussions was on infrastructure and promoting inland waterway shipping in the Port of Hamburg, its handling in the port, and options in container handling. In July the event 'We make your sponsorship attractive – Opportunities for furthering innovations and conserving resources' took place. The event was held together with the North German Maritime Cluster (MCN) and IFB Hamburg.

Port of Hamburg Marketing also frequently acted during the year in support of outside events, being primarily involved here in organisation and supporting port tours and advertising events. Examples are: "China Logistics 2015 – Forum on the optimization of supply chains between China and Europe", "11th Port of Hamburg Day for the local branch of the German Association of Transport Sciences (DVGW)" and "JOC Container Trade Europe Conference".







## ACTIVITY REPORT

# Project development

**Along with member companies plus partners from the academic, business and public sectors, Port of Hamburg Marketing competes for EU and nationally sponsored projects. Activities here centre on current transport policy topics as well as opportunities for optimization of transport and freight handling processes. International marketing strategies are developed, for example, and sustainable schemes drawn up for coastal shipping and the hinterland area.**

The acquisition and implementation of transport and logistics projects at national and European level contribute substantially to strengthening Hamburg as a port and logistics location in an internationally competitive environment. Project-related presence on the market, backed by announcements of project findings plus supporting events, makes a positive impact on the image of the Port of Hamburg, along with all its project partners. Participation in projects is decided on the basis of the interests of member companies and also

aims to serve the general interest of Hamburg as a port location. Such participation calls for the creation and expansion of international business relations. Through events and discussion forums, it enables member companies to benefit from an exchange of experience at international level.

Along with 33 project partners from eleven countries, during the year Port of Hamburg Marketing cooperated in two TEN-T projects that were completed in 2015.



## BUSINESS TO MOTORWAYS OF THE SEA (B2MOS)

### Main project aims:

Raising the performance of European short-sea shipping and establishing competitive door-to-door transport solutions.

### Added value for members:

- Information material and training, including a manual on changes in the registration process for ship arrivals caused by the EU directive "Reporting formalities for ships arriving in and/or departing from ports of the EU Member States".
- Trial integration of inland waterway shipping in Feeder Logistics Centre (FLZ) systems.

[www.b2mos.eu](http://www.b2mos.eu)



## SWEDEN-ITALY FREIGHT TRANSPORT AND LOGISTICS GREEN CORRIDOR (SWIFTLY GREEN)

### Main project aims:

- Development and promotion of environmentally-friendly solutions for Europe in the transport and logistics sector.
- Elaboration and communication of the "Green Corridor Development Plan" aimed at economical-ecological development of transport and logistics corridors in Europe.

### Added value for members:

- Representing Hamburg's interests in the planning and design of the TEN-T Scan-Med corridor.
- Communication of best-practice examples in the field of ecological port infrastructure, cargo handling, terminal technologies and vehicle technology.
- Finalization of the network for TEN-T Corridor coordinators and transport ministries in Sweden, Denmark and Germany.

[www.swiftlygreen.eu](http://www.swiftlygreen.eu)



With the start of the new 2014-2020 period for the European Structural Fund, new ideas for projects have already been initiated under the INTERREG Baltic Sea funding programme and Horizon2020. Apart from participating in five projects, Port of Hamburg Marketing has managed to develop and place a project application of its own accord.

## PROSPECTS FOR 2016

Whereas application to the Horizon2020 funding programme are still be being assessed by European donors of promotional funds, three projects in the INTERREG Baltic Sea programme were approved in No-

vember 2015. Contracts are currently being concluded with the funding institutions. Each of the projects was due to start in the first quarter of 2016 and running time for these is 36 months.

### EMMA (Project management Port of Hamburg Marketing)



*“Enhancing freight Mobility and logistics in the BSR by strengthening inland waterway and river sea transport and proMoting new internAtional shipping services”*

This inland waterway shipping project focuses on strengthening and further developing inland waterway shipping on North and North-East Europe’s canal and river systems.

Along with six pilot applications to demonstrate transport potential, inland waterway shipping needs to be more present in public consciousness, and representation of its interests through existing clubs and associations strengthened.

21 partners from Germany, Poland, Lithuania, Finland, Sweden are involved in this project.

### TENTacle



*“Capitalising on TEN-T core network corridors for prosperity, growth and cohesion”*

In this project Port of Hamburg Marketing is concentrating on the Fehmarn Belt Fixed Link and its possibly negative impact on the regions affected in Northern Germany. What does the future fixed link mean for seaport-hinterland services in the Metropolitan Region, and are new logistics schemes required?

23 partners from Germany, Denmark, Estonia, Finland, Lithuania, Latvia, Norway, Poland and Sweden are involved in this project.

### NSB CoRe



*“North Sea Baltic Connector of Regions”*

Within the planned activities, Port of Hamburg Marketing will be particularly involved on intermodal logistics. The future design and strengthening of intermodal transport chains, cross-border services and also network formation are the core topics and the idea is that these should be underpinned by expertise from business and from transport providers for the strategy paper to be drafted.

16 partners from Germany, Estonia, Finland, Lithuania, Latvia and Poland are involved in this project.





# MARKETS

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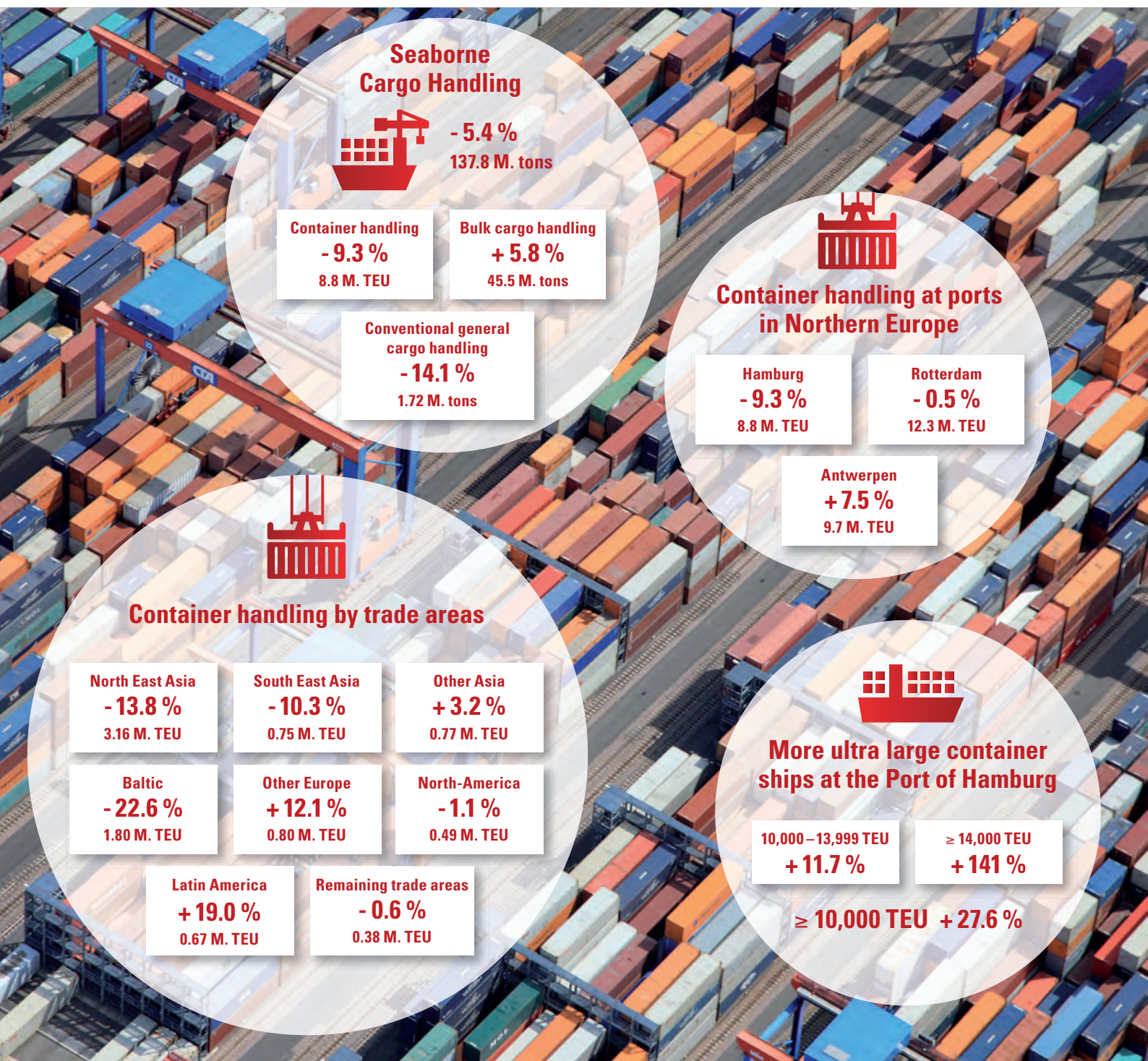




# Port of Hamburg 2015

## Facts & Figures

The Port of Hamburg is characterised by high handling quality and speed, excellent hinterland connections and the diverse range of logistics services on offer. The port and logistics location Hamburg is well-known internationally and has a very positive image. Despite strong growth of seaport-hinterland transport by rail and inland waterway vessel, and an increase in bulk cargo throughput, in 2015 problematical background factors caused a downturn in the total throughput figure.







## SEABORNE CARGO THROUGHPUT

In 2015 seaborne cargo throughput in the Port of Hamburg totalled 137.8 million tons, representing a downturn of 5.4 percent, or 7.8 million tons, compared to the record year 2014.

This downturn is attributable to the general cargo throughput that in 2015 accounted for 67.0 percent of total throughput, compared to 70.5 percent in the previous year. General (containerized plus conventional) cargo throughput at Hamburg terminals reached 92.3 million tons for the year, 10.1 percent or 10.4 million tons below the previous year's record figure. Container throughput dominates in Hamburg and the drop here was the main factor behind the downturn. As in the last two years, the degree of containerization in the Port of Hamburg, or the proportion of total general cargo throughput shipped in containers, was about 98.1 percent. In 2015 throughput of containerized freight was 10.1 million tons or 10.0 percent lower at 90.6 million tons.

In 2015 throughput of non-containerized general cargo totalled 1.7 million tons, being 14.1 percent lower.

The positive development in bulk cargo throughput was not sufficient to compensate for the downturn in the container segment. Bulk cargo throughput rose by 5.8 percent or 2.5 million tons to 45.5 million tons in 2015, the second-best result ever. Grab cargoes dominated this segment, with throughput 9.2 percent up at 22.3 million tons. With an advance of 12.4 percent to 9.2 million tons, suction cargoes also performed well. At 14.0 million tons, in 2015 throughput of liquid cargoes was 2.6 percent lower than in the previous year.

## Hamburg's top ten trading partners in seaborne container traffic 2014/2015

			CONTAINER (in 1.000 TEU)			
			Jan.- Dez.			
RANG		Handelspartner	2014	2015	Diff.abs.	Diff.%
2015(Vj.)						
1	(1)	China*	2,969	2,541	-428	-14.4
2	(3)	Singapore	533	436	-97	-18.3
3	(2)	Russia	662	434	-228	-34.4
4	(6)	Finland	366	350	-16	-4.4
5	(8)	USA	325	326	2	0.5
6	(5)	South Korea	367	315	-53	-14.3
7	(9)	Malaysia	265	283	19	7.0
8	(7)	Sweden	326	271	-55	-16.9
9	(4)	Poland	395	238	-157	-39.8
10	(10)	India	232	237	5	2.1
<b>Total</b>			<b>6,440</b>	<b>5,431</b>	<b>-1,009</b>	<b>-15.7</b>
other countries			3,288	3,390	102	3.1
<b>TOTAL:</b>			<b>9,729</b>	<b>8,821</b>	<b>-907</b>	<b>-9.3</b>

## Top 10 Desitinations in container traffic Seaborne and hinterland traffic Jan.-Dec. 2015

in million TEU			
Region	2014	2015	Diff.%
1 China*	2.97	2.54	-14.4
2 Bavaria	0.74	0.75	1.4
3 Czech Republic	0.49	0.51	5.2
4 North Rhine-Westfalia	0.50	0.48	-4.0
5 Lower Saxony	0.47	0.45	-4.3
6 Singapore	0.53	0.44	-18.3
7 Russia	0.66	0.43	-34.4
8 Poland	0.59	0.41	-30.1
9 Baden-Wuerttemberg	0.38	0.38	0.0
10 Finland	0.37	0.35	-4.4

\* incl. Hong Kong

Source: HPA / Port of Hamburg Marketing

## Container Handling in Ports of the North Range, january – december 2015

PORT	Total (1,000t)	Change prev. year %	Bulk cargo (1,000t)	Change p. y. %	Gen. cargo (1,000t)	Change p. y. %	Containers (1,000t)	Change p. y. %	Containers TEU	Change p. y. %
<b>HAMBURG</b>	137,824	-5.4	45,496	5.8	92,328	-10.1	90,606	-10.0	8,821,481	-9.3
<b>BREMEN PORTS</b>	73,447	-6.2	10,269	0.5	63,178	-7.2	55,222	-7.7	5,546,657	-4.3
<b>ROTTERDAM</b>	466,363	4.9	312,379	7.3	153,984	0.2	126,245	-1.1	12,234,535	-0.5
<b>ANTWERP</b>	208,425	4.7	80,479	5.4	127,946	4.3	113,295	4.6	9,653,511	7.5
<b>TOTAL</b>	<b>886,059</b>	<b>2.1</b>	<b>448,623</b>	<b>6.7</b>	<b>437,436</b>	<b>-2.1</b>	<b>385,368</b>	<b>-2.8</b>	<b>36,256,184</b>	<b>-1.5</b>

All weights in this table are gross (weight of cargo plus weight of empty container)  
Source: Port Authorities, preliminary data

## HINTERLAND TRAFFIC

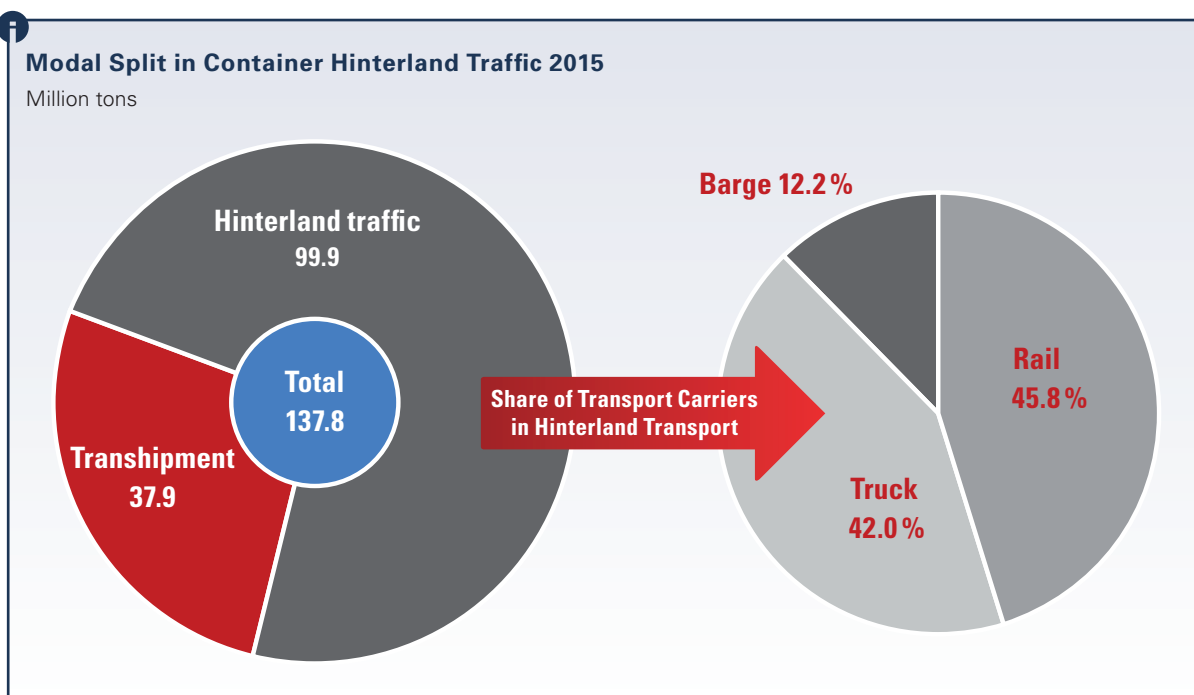
Of all seaborne cargo, in 2015 hinterland services transported 99.9 million tons and on container services, 5.5 million TEU.

Last year a total of about 45.8 million tons of freight and 2.3 million standard containers (TEU) were transported by rail in the Port of Hamburg's hinterland. That represents increases of 3.1 percent on freight and 2.8 percent on containers. Rail as a mode of transport remains on course for fresh records, and ahead of trucking on total freight traffic.

In 2015 inland waterway vessels transported an unprecedented 12.2 million tons of cargo between Hamburg and connected inland ports. This makes Hamburg Germany's second largest inland port. The year's throughput on container services totalled 117,000 TEU, the second best figure after 2008.

In 2015 the modal split on hinterland services reflected a shift from trucking to rail and inland waterway

vessel. The rail share on container hinterland services grew to 41.6 percent. Container transport by inland waterway vessel is growing and now makes up 2.3 percent of the modal split. The proportion of containers transported by truck has fallen to 56.3 percent at present.





## MARKET AND ACTIVITY REPORTS

## Asia

Asia traditionally is one of Hamburg's strongest trade routes. In 2015 too, the seaports in Asia counted among the winners in container traffic with Hamburg. At 4.7 million TEU, some 53 percent of the total throughput loaded and discharged in Hamburg had its destination or origin in Asia. This represents a drop of 10.8 percent or 567,000 TEU in comparison with the previous year. General economic conditions in China are the main reason for this downswing. Nevertheless, Asian companies value the universal Port of Hamburg for its very good connections to the European hinterland, especially Central and Eastern Europe.



Development in the Asia trades is particularly influenced by **The Peoples' Republic of China**, Hamburg's strongest trading partner in container traffic by a long way. In 2015 container traffic between Hamburg and China amounting to 2.5 million TEU made up a 29 percent share of all container handling. The drop of 14.4 percent in comparison to the previous year left its mark on container throughput at the Port of Hamburg. This can mainly be explained by the stagnation of foreign trade between Europe and China. On the one hand, a gradual slowing down of economic growth has been apparent in China. The reduction in growth of Chinese economic performance may be seen against a backdrop of the politically motivated economic transformation process from simple mass production to qualitatively high value production. Chinese politics uses the term 'The New Normal' to describe the weakened

economic growth accompanying the transformation process. On the other hand, in 2015 a weakened Euro against the Yuan made imports from China more expensive for European importers. Lower demand from China could not compensate for this.

In contrast, container traffic between Hamburg and **Malaysia** developed positively. In 2015, at the Hamburg terminals 283,000 TEU, or seven percent more containers, were discharged or loaded for the trading partner Malaysia (ranking: seventh) than in the previous year. Increased use of the Malaysian transshipment port, Tanjung Pelepas was the reason for the increase.

In 2015, **India** took tenth position among the top trading partners in the Port of Hamburg for the fourth year in a row. In total, 237,000 TEU were shipped in

direct services between Hamburg and India in 2015. This represented an increase of 2.1 percent in comparison to the previous year and a new record for the port. When one takes into account that the Indian market is also served in transshipment via Sri Lanka (Colombo), then its importance for Hamburg increases again. During the year some 84,000 TEU were shipped between Hamburg and Sri Lanka, with a major share destined for the Indian market.

In 2015, container traffic between Hamburg and the **United Arab Emirates (UAE)** developed completely against the trend and disproportionately positively, in comparison with the previous year. This trend has been ongoing since 2013. In the reporting year, 211,000 TEU were shipped in Hamburg for this trading partner, being 25.8 percent up on the previous year. The volume cleared represents a new record for Hamburg. For the first time since 2008, the 200,000 TEU mark was once again exceeded. The increase in container traffic with the UAE is due to the ports of Dubai (Jebel Ali) and Khor Fakkan, and was caused by a call for adjustment of capacity on existing services from the beginning of the year.

## MARKET CULTIVATION

### CHINA

Since China is the Port of Hamburg's most important market, it is intensively worked for Port of Hamburg Marketing by Anne Thiesen, Representative for Hong Kong, South China and Vietnam, and Lars Anke, Representative for Central and Northern China. Hamburg showcased as the major European universal port at the Breakbulk Asia trade fair in Shanghai in March 2015, together with member companies. On the fringe of the fair, the Shanghai Representative Office, headed by Lars Anke, organized and escorted calls made by visiting member companies with Chinese shippers and exporters. Likewise, in October, Hamburg and its co-exhibiting companies yet again showcased to the public at the China International Logistics and Transportation Fair (CILF) in Shenzhen, cultivating the long-standing partnership with the Port of Shenzhen and making first contact to the Port of Guangzhou. After the trade fair, the partners from the maritime world were invited to a Hamburg Port Evening at the Maritime Museum in Hong Kong.





In China, special attention was also paid to the IAPH Conference in Hamburg in May. Potential solutions presented there under the smartPORT framework were introduced to the port's Chinese customers throughout the year at more than ten presentations at trade fairs and conferences and four Round Tables organized by the Shanghai Representative Office. Worthy of mention here, were the International Silk Road Expo in Lianyungang, the annual conference of the Chinese port association in Xiamen as well as the Silk Road Conference in Ningbo. Moreover, the Port of Tianjin together with representatives from SAP, Telekom and the German Embassy was introduced to the game-changing solutions for implementation from the Port of Hamburg. The IAPH Conference attracted Christine Loh, Hong Kong Under-Secretary for the Environment, as a keynote speaker, whose presentation on environmental protection efforts in Hong Kong and its parallels to Hamburg aroused great interest among the listeners. The good relationship between the Hamburg business community and Hong Kong was also underlined by the visit of the Maritime Council, led by Prof Anthony Cheung, Secretary for Transport and Housing, in Hamburg in April.

During the course of various tours through the country, the Shanghai Representative Office led discussions with the port authorities of Shanghai, Tianjin, Ningbo, Qingdao, Lianyungang, Wuhan and Jiaxing. This was done with the particular aim of closer networking, with local shippers, importers and exporters. In this connection, too, real momentum was added by the visit of the City-State of Hamburg's First Mayor, Olaf Scholz, in November 2015.

The Port Forum in Guangzhou was attended by Anne Thiesen, the Representative in Hong Kong. In October the Port of Hamburg showcased at the Asian Logistics and Maritime Conference (ALMC) in Hong Kong. During this visit port representatives also visited partners in the Ports of Shenzhen and Guangzhou.

Given the growing complexity of the situation in Chinese foreign trade and the overall economic development, demand among member companies for advice increased. Apart from the general questions on how to set up business with China and establishing contacts, questions regarding contractual certainty in delivery business and ensuring payment played an important role. The more sluggish development of foreign trade is putting Chinese ports under pressure too. After their enormous building up of capacity, they are finding themselves in an increasingly competitive market situation. This, accompanied by tightening regulations on emissions, and increased public interest - especially since the explosion in Tianjin in August 2015 - mean that topics such as intelligent port logistics and Green Port Development are gaining importance in China.

## INDIA

Throughout 2015, Peter Deubet, Port of Hamburg Marketing Representative for India, cultivated and intensified contacts to shippers, forwarders and shipping agencies in the transport sector, successfully expanding Port of Hamburg Marketing's network.

Through its Mumbai Representative Office, Port of Hamburg Marketing was actively involved in giving presentations and facilitating sessions at events and conferences showcasing the diverse range of services of Hamburg as a port and logistics location. One highlight was 'Containers India' that took place in Mumbai. The one-day conference organised by 'Maritime Gateway' magazine, was attended by high-level representatives in the maritime sector. The trade fairs and conferences: 'SMM Mumbai', 'India Week', '10th Southern Asia Ports' and 'Logistics and Shipping' provided the opportunity for exchanges of views with Indian decision-makers from the logistics and port sector.

During the reporting year, the Representative Office was involved in such activities as publishing specialist articles in reputable media, ascertaining statistical data and handling members' enquiries.

## SOUTH KOREA

During 2015, Namyoon Lee, Port of Hamburg Marketing Representative in South Korea visited numerous Korean shippers, shipping lines and forwarders to advertise the diversity of services in the Port of Hamburg. Further important marketing activities included monitoring and analysis of the export goods flows of major Korean corporations, e.g. Samsung, LG and Hyundai/KIA.

Among the Representative Office's activities during the reporting year were the publication of specialist articles in reputable media such as 'Korea Logistics News', the biggest Korean logistics and shipping magazine.

Showcasing the diversity of services available in Hamburg as a port and logistics location, Port of Hamburg Marketing, represented by Namyoon Lee, contributed to events and conferences in South Korea with presentations and facilitated sessions. In March, Namyoon Lee, in cooperation with headquarters in Hamburg, organised a delegation tour to Hamburg for the Korea Institute of Ocean Science & Technology. As part of her commitment to the upcoming logistics generation, as a guest lecturer, Namyoon Lee delivered a lecture at the University of Pyeongtaek on the Port of Hamburg and its efficient hinterland connections.

# INTERVIEW



## INTERVIEW WITH MATHIAS SCHULZ, DIRECTOR MARKET DEVELOPMENT ASIA / OVERSEAS MARKETS

**Despite setbacks in 2015, Asia trade routes and especially services with China still occupy first place in the Port of Hamburg. Since January 2015, Mathias Schulz has headed the newly established department Market Development Asia / Overseas Markets. He is responsible for intensifying market presence as well as building up new business relationships in important markets for the Port of Hamburg.**



**The IWF forecasts a further slowing of Chinese economic growth in 2016/2017, what is your personal view?**

*A reliable estimate here is extremely difficult. I am expecting that in the next few years China's economic growth will remain of the order of 6 to 6.5 percent. Yet one may legitimately ask whether these figures correspond to the reality. There are plenty out there, who doubt this.*

*We can certainly assume that the times of double-digit growth rates in China are over. Yet that must not lead the world economy to slide into a state of panic. Developing national economies frequently go through a 'Catching up process' and in recent years that was especially obvious in China. To that extent, a relative downturn in growth is entirely natural. In the long term, this will certainly cause the Chinese economy's percentage growth to draw closer to those of Western industrial nations.*

*In this connection, one must await the further development of the exchange rate, also what moves China will make in currency and foreign exchange policy in 2016.*



**One hears that China's falling economic growth is a "politically desired process of transformation". Could you explain that?**

*In his comments on the policy of 'New normal' at the APEC summit in Peking, China's President Xi Jinping did actually give the impression that this was based on an economic-political strategy.*

*China's leadership realizes that the country's economy has meanwhile become too large for exports alone to be capable of generating sufficiently high growth, and*

*with this an adequate income for the populace. To compensate, the aim is to expand domestic consumption, produce higher-value goods and fire up the services sector. Just now, however, this strategy does not yet seem to be catching on as desired. Here one sees that "New normal" tends to be a description of the situation rather than a strategy.*

*Production costs in China are rising, with the result that certain industries, textiles for example, have in part already moved off to countries in South-East Asia, meaning a reduction in Chinese exports. On top of that, with economic growth expressed in percentages, the figures are bound to drop as the basic mass constantly increases. Looking at the development of annual Chinese GDP since 2009, one discovers that the year-on-year increase remained very steady at a constant 1,000 billion US dollars per annum. Expressed as a percentage, the corresponding figures consequently become lower.*

*All the same, the challenges that China still has to face in its process of transformation become more distinct: An overblown and inefficient public sector, growing over-indebtedness of both public and private households, the strong commitment of capital to the property market and as ever, low productivity. In the wake of its 'Made in China 2025' modernization program, the government is tackling other areas of these deficient fields of development – with what success, the next few years will show.*



**What can the Port of Hamburg do to generate stable throughput totals despite this 'New normal' in Chinese economic growth?**

*Chinese economic growth and production are one side of the coin. Demand in Europe is even more crucial for the Port of Hamburg in its trade with China. Only*



what Europeans consume will actually be exported from China. The economic and financial crisis has left its mark there.

To keep stable throughput totals with China, and with every other trading partner, the Port of Hamburg must confront crucial challenges that are familiar: upgrading the navigation channel, handling of ULCVs, the competitive situation in the North Range, etc. To remain a hub for freight from China, Hamburg will need to prove its competitiveness.



**What potential do the ASEAN region in South-East Asia, India, or the UAE offer the Port of Hamburg for the future?**

All the countries and regions mentioned are experiencing very dynamic economic development and at any rate offering potential for growing trade with the Port of Hamburg. We want to scrutinize South-East Asia, especially, in the coming months and years, and as far as possible to offer Hamburg companies support with monitoring the market by having the appropriate presence.

In recent years India has frequently been among the Port of Hamburg's Top Ten most important trading partners and the volume of trade may be expected to increase, despite India's infrastructure needing improvement. Incidentally, this is a trend that we have been catering for over some years now with our own Representative Office in Mumbai.

In 2015 the UAE also developed very favourably with Hamburg container traffic growing by over 25 percent, even if one has to add that the basis was actually none too large. Meanwhile, however, a solid stream of cargoes is apparent, and can be built up.



**What tasks are outstanding for you in the next few months?**

To be precise, we are currently planning a tour to China for a delegation with member companies, during which we shall want to cultivate existing contacts and forge new ones. We want to give the companies taking part the opportunity to benefit from our excellent network on the spot that is constantly tended and expanded by our representative offices in Shanghai and

Hong Kong, and to establish new business contacts. We should like to offer similar arrangements in future in other Asian countries like Vietnam, Indonesia or Malaysia, for example. To provide this, however, in the next few months we still need to do a lot of market investigation, research and preparation.

In October we shall again be represented by our own stand at the CILF trade fair in Shenzhen, for the tenth time, incidentally. The ports of Shenzhen and Hamburg have been linked in a vibrant port partnership for many years, and South China's largest transport and logistics trade fair is a good opportunity for showing a presence in the region.

In general it is fair to say that in future we shall want to expand our marketing activities more beyond China so as to somewhat reduce our dependence on the Chinese market.



**How do members of the association specifically profit from your work?**

In cooperation with our Representative Offices, I try to remain up-to-date and to know what is happening and where, who is doing what; and with this knowledge, to represent the interests of the port and our member companies. It is important for the members of our association that we should offer them access to resources and knowledge that they do not themselves possess. Establishing contacts and making introductions to the right people also form part of that process. Coordination of the work of the representative offices overseas is also one of my jobs. Here there are synergies to be exploited, and also opportunities for mutual gain.

## MARKET AND ACTIVITY REPORTS

## Baltic Region

The Baltic region is the second most important trade in sea-going container handling for the Port of Hamburg, only being exceeded by the Far East trade. As an overseas port, Hamburg fulfils an important hub function for the distribution of feeder cargo in the North Sea and Baltic region. The Port of Hamburg scores with its geographical proximity to the markets, as well as its dense network of feeder liner services. Despite a considerable reduction in quantity in 2015, the Baltic region is responsible for 20 percent of the entire container handling in Hamburg.



In 2015, the Baltic Sea container handling market was hit considerably by the recession in the Russian economy and through increased competition among the established North Range hub ports in Baltic services. New direct calls by the G6 Alliance to Gothenburg and Gdansk additionally increased pressure on the transshipment market that in Hamburg still contributed over 40 percent of container handling in 2014. Weak development of container traffic for the Baltic region in the Port of Hamburg was already in evidence at the end of 2014. Against the backdrop of this market situation, the quantity of Baltic region container traffic shrank appreciably in Hamburg by 22.6 percent to 1.8 million TEU in 2015. The transshipment rate is thus reduced in 2015 to around 37 percent.

The recession in the Russian economy (GDP 2015: -3.7%) made a considerable impact in the Port of Hamburg regarding the development of container traffic with **Russia** in 2015. In this trade, at 434,000 TEU, this represented 34.4 percent less transported than the previous year. This means that Russia as a trading

partner has dropped from second to third position for container handling in the Port of Hamburg. The deep recession that the Russian economy fell into in 2015, reduced demand there significantly. This has had a knock-on effect on Russia's containerized foreign trade. In the Russian Baltic ports container throughput alone dropped by 30 percent last year.

In 2015, apart from Russia, the Port of Hamburg had to cope with a considerable reduction in seagoing container transport with **Poland** after the record quantity the year before at 395,000 TEU. During 2015, at 238,000 TEU, 39.8 percent less sea moves between Hamburg and Poland were recorded than in the previous year. This development was mainly influenced by competition in transshipment traffic. To illustrate this, the Hapag-Lloyd/APL PEX service had already been cancelled in October 2014. A certain quantity was routed via Rotterdam in advance of, and during, commissioning of the port extension in Maasvalke II terminal. Moreover since August 2015, transshipment traffic with Poland via the established hub ports such



as Hamburg has been competing with a further direct Far East service call, namely Loop 7 of the G Alliance with 13,000 TEU vessels. This service has taken both Gothenburg in Sweden and Gdansk into its sailing schedule.

## MARKET CULTIVATION

The Baltic region has been considered the Port of Hamburg's hinterland for centuries. However, this situation is changing increasingly. Many Baltic countries, such as for example Poland, Sweden or Russia, are increasingly developing their own ports, intending to market them medium-term as regional hub ports. The new situation in the region illustrates the volatility in the markets that stand under one specific influence. Here, the political and economic situation in Russia is of particular note that is also influencing the current development in many neighbouring countries. Establishing a new Eurasian economic union could, for example, lead to a new medium to long-term reorientation of global and regional supply chains.

For Port of Hamburg Marketing it is therefore of enormous importance to be active in the markets, so as to firmly establish the presence and market position of the Port of Hamburg jointly with selected partners. To this end, in 2015, new event formats were offered in new markets. Lithuania, the biggest of the Baltic States has been developing steadily for years and has achieved a solid growth rate. Many member companies are active in Lithuania or maintain intensive business relationships with local companies. In order to foster these relationships and to build up new ones, Port of Hamburg Marketing, jointly with Klaipėda State Seaport Authority and the Association of Lithuanian Stevedoring Companies issued an invitation to the first German-Lithuanian Maritime Forum in March. This included a visit to Lithuania's largest port in Klaipėda. Among the guests were the most important players in the Lithuanian port and transport sector as well as representatives from the Ports of Hamburg, Kiel and Lübeck, who have been fostering good relationships with the Port of Klaipėda for many years.

Belarus is considered to be an economically significant neighbouring country in the Baltic region. This country has no direct access to the sea, being mostly served via the Lithuanian Port of Klaipėda. For years, there have been good contacts to the important representatives of the transport and logistics field, who are interested in closer cooperation with the Port of Hamburg. Under the umbrella of the Belarusian Transport Week that took place in Minsk in October, Marina Basso Michael, head of market development for the Baltic region, informed delegates from Lithuania, Poland, Russia, the Ukraine and Kazakhstan regarding the latest developments in the Port of Hamburg.

Moreover, Port of Hamburg Marketing carried out a sequence of events in Poland and Russia, offering shippers and forwarders the opportunity to make new contacts to member companies and other representatives of the Hamburg port commercial sector, as well as building up existing business relationships. Among the highlights were Port Evenings in Warsaw and St. Petersburg, each with in excess of 220 participants. Additionally, there were information events in Gdynia and Warsaw, where member companies presented specialist topics and transport solutions.

It is especially gratifying that the Ports of Bronka in Russia and Gothenburg in Sweden, coming from this region, decided to become new members strengthening the already existing network. The Port of Gothenburg is the first member from Sweden. Even though Sweden has more than 50 ports, some 60 percent of Swedish container traffic is handled in the Port of Gothenburg. The country's export oriented industry can rely on an excellent transport infrastructure with state-of-the-art logistic centres.

Represented by Marina Basso Michael, Maciej Brzozowski, its Polish representative and Natalia Kapkajewa, its Russian representative, Port of Hamburg Marketing was involved in presentations and facilitating at events and conferences in the Baltic region, emphasizing the diverse range of services of both the port and logistics services in Hamburg.

For member companies, Port of Hamburg Marketing organized company visits, events, conference participation and delegation tours in the Baltic region. Port of Hamburg Marketing arranged contacts to potential business partners, delivered market and sector data and carried out market research on behalf of partners.

In Poland, Port of Hamburg Marketing intensively supported the upcoming generation of logistics experts. Maciej Brzozowski made presentations on the Port of Hamburg at well known educational establishments in Warsaw.

## MARKET AND ACTIVITY REPORTS

## Germany

**Shippers and forwarders across the entire country use the dense network of worldwide liner services via Hamburg for the global distribution of import and export cargo. All regions are excellently connected to the Port of Hamburg via efficient intermodal terminals. While some 79 percent of container transport between Hamburg and North-Rhine-Westphalia is by truck, rail is the dominant mode of transport in many other federal states.**

## NORTH AND WEST GERMANY

While in Northern Germany the focus was on the Lower Elbe region, in North-Rhine-Westphalia seaport hinterland transport was at the focus of attention for Port of Hamburg Marketing. With the opening of the Dortmund Representative Office in July 2014, it was possible to further enhance work on the North-Rhine-Westphalia market and structure it more efficiently. During the year the accent was on the logistics interrelationship between Hamburg and the logistics centres in North-Rhine-Westphalia. By expansion or green field development of intermodal terminals, e.g. in Kreuztal in the Siegerland region and in Dortmund, additional capacities have been created for the storage of cargo and container shipments from road to rail. This was also the flagship topic at 'Rail for South Westphalia' event in Siegen, 'Today and Tomorrow for Germany's Traffic Infrastructure' in Dortmund and 'Bönen - the Intermodal Logistics Hub for Westphalia' in Bergkamen. These events were jointly promoted successfully by Port of Hamburg Marketing, partners and member companies. The increase in transport capacity created by upgrading and newbuilding of logistics hubs is improving transport infrastructure between the regions in North-Rhine-Westphalia and presents the opportunity to increase the rail share in container transport. This development was the main topic at these events.

The Port Evening was held in Düsseldorf with some 220 guests from the worlds of business, logistics and politics, including Dr. Rolf Bösing, Under-Secretary of the Ministry of Economics, Transport and Innovation of the City-State of Hamburg and Garrelt Duin, Minister of Economics, Energy, Industry and Commerce of North-Rhine-Westphalia. Further information events took place in Braunschweig, Brunsbüttel and Frankfurt/Main.

Port of Hamburg Marketing Representative Volker Hahn participated in various expert conferences and congresses, was involved in discussions and working groups at Chambers of Industry and Commerce in Hanover, Braunschweig and Dortmund. Additionally, during the



year, involvement in various logistics associations in North-Rhine-Westphalia had a positive impact on the perception of Hamburg as a port. For 2016, four visitor groups from the worlds of business, logistics and politics have opted for a delegation tour, as well as discussions with port representatives in Hamburg.

## EASTERN GERMANY

In Eastern Germany, too, the topic of seaport hinterland transport, especially regarding inland waterway shipping is of great significance. For member companies the 'Elbe Radar' working group continued in 2015, facilitating ongoing interaction on the topic of inland waterway shipping, especially in the Hamburg Port area, but also on the connections into the hinterland. A new series of events organized by the Elbe Allianz, Port of Hamburg Marketing, Elbe/Oder Chamber Union (KEO) and the Federal Association of Public Inland Ports is under the rubric 'Eine gute Stunde für die Elbe – A positive time for the Elbe'. During the reporting year, the Dresden Representative Office organized events in Schwerin und Dresden. Current topics on transport infrastructure and environment for the Elbe were discussed with representatives from the worlds of business and politics. For the HILDE Hamburg – Saxony Hinterland project, Port of Hamburg Marketing ran two workshops with the accent on initial and in-service training. The aim of these workshops was to compile a needs catalogue for training in rail and inland waterway transport as a basis for new curricula for the upcoming generation. Additionally, the final report for the hinterland project was compiled with appropriate recommendations for action.



During 2015, Port of Hamburg Marketing Representative Stefan Kunze was actively involved in the executive committee of Elbe Allianz, as well as within his own network, taking part in various meetings and working groups. The 'Berlin-/Leipzig Maritime' event format continued during the reporting year and is seen as an established forum for forwarders. The trip on the Elbe jointly promoted with the Sächsische Binnenhäfen Oberelbe on the Upper Elbe, the Port Evening in Berlin and the roast-duck dinner in Dresden hosted by the heavy cargo terminals in Hamburg provided shippers and forwarders the opportunity to create new contacts to member companies and other representatives of Port of Hamburg commerce, as well as cultivating existing business relationships.

Stefan Kunze presented the universal Port of Hamburg at various events, e.g. Central German Logistics Forum in Leipzig, successfully extended his network by participating in various parliamentary evenings and supported member companies in their market development.

## SOUTHERN GERMANY & SWITZERLAND

The Port of Hamburg, was able to enhance its good position as a logistics hub for overseas trade to/from Bavaria compared to competing ports, not least of all because of the modernisation, extension and opening of new intermodal terminals in Baden-Württemberg and Bavaria. Port of Hamburg Marketing's market development focus was therefore on hinterland transport, specifically Hamburg's accessibility to/from Bavaria, Baden-Württemberg and Switzerland.

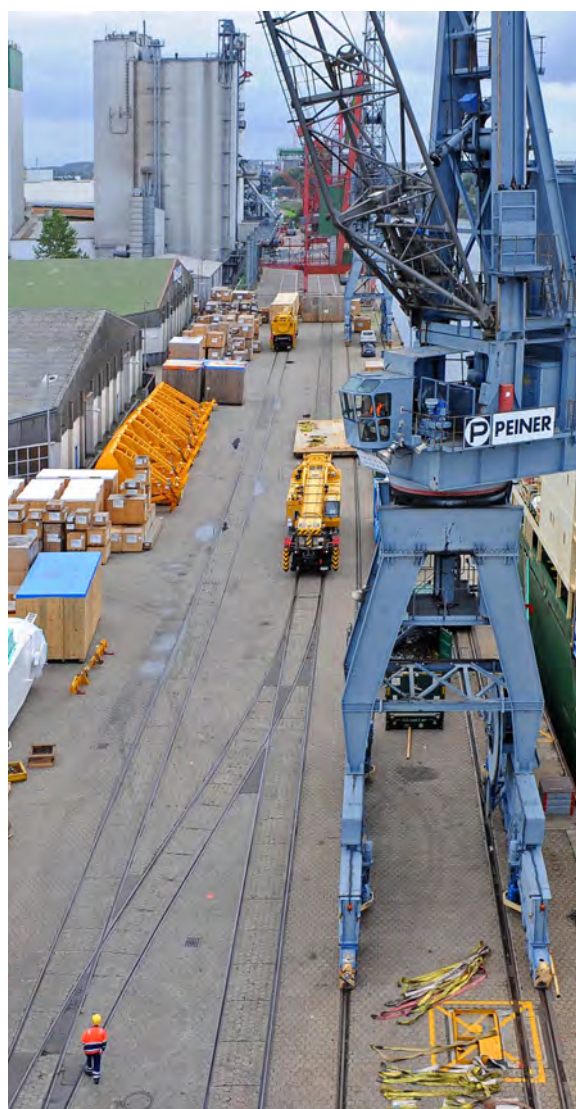
Port of Hamburg Marketing Representative Jürgen Behrens worked intensively on the rail transport business community, as well as customers and shippers in the market place. This was underlined by an appointment at the Baden-Württemberg Ministry of Transport and Infrastructure in Stuttgart, where detailed discussions were held on working out starting points, to intensify rail connections to the Port of Hamburg by, for example, enhancing existing intermodal terminals and building others. The information event staged in Nuremberg jointly with the Bavaria Port Group offered logistics decision-makers an excellent opportunity to exchange views on the future of logistics and the influence of global mega-trends on logistics. Additional events were the New Year Receptions in Munich, Nuremberg and Stuttgart that were carried out with a good number of member companies in the reporting year.

Port of Hamburg Marketing was involved with presentations and facilitating sessions at events and conferences in the market region, providing insights into the diverse range of services in Hamburg – the port and logistics location. Topics included 'Development and

Perspectives for the Port of Hamburg', 'Hinterland connections to the German seaports' and 'Development of ships' size and consequences for accessibility to the significant North Range ports'. Jürgen Behrens also participated in a range of events and successfully built up his network.

During 2015, apart from cultivating the market, Jürgen Behrens concentrated on the upcoming logistics generation, holding lectures and presentations at the dual education Universities of Applied Science in Heidenheim and Mannheim, as well as the Verkehrsfachschule in Munich.

Port of Hamburg Marketing organized company visits in all market regions in Germany and Switzerland, established contacts to potential business partners, supplied market sector data and processed market analyses for partners.



## MARKET AND ACTIVITY REPORTS

# Central and Eastern Europe

For the countries of Central & Eastern Europe, the universal Port of Hamburg is first choice for handling foreign trade goods. In view of the increasing activity by the competing ports of Koper, Trieste and Rijeka, as well as the Polish ports that are especially active in the Czech Republic and Slovakia, ongoing presence in the Central & Eastern European markets is of considerable importance.



## CZECH REPUBLIC & SLOVAKIA

The Czech Republic and Slovakia count among the most important markets for the Port of Hamburg, carrying out an important hub function. In 2015, more than 500,000 containers were transported between the Port of Hamburg and the Czech Republic & Slovakia. 100 scheduled container block trains between intermodal terminals in the Czech Republic and the container terminals in the Port of Hamburg ensure that more than 90 percent of these import and export containers can be transported environment friendly by rail.

During the year, the Czech Republic made representations to both the German Government and the EU for greater use of the Elbe inland waterway, safeguarding its navigability. The aim is to ensure continual, year-round navigability of the channel. Port of Hamburg Marketing supported the Czech partner and member companies in this, especially by cooperating with Elbe/Oder Chamber Union (KEO) and the Elbe Allianz.

During 2015, the representatives, Bohumil Prusa and Vladimir Dobos were active in working groups at the chambers for international trade in Prague and Bratislava, as well as the Czech and Slovak expert associations, organizing and supporting conferences and events. In a year marking two significant anniversaries,

the Port Evening took place in Prague in October. The traditional networking event was attended by customers, forwarders and ship owners from the Czech Republic and Slovakia, as well as member companies and other representatives of Hamburg port business. Some 300 guests celebrated 25 years of City Twinning between Prague and Hamburg and the 25th anniversary of the Port of Hamburg Marketing Representative Office in Prague. Guest of Honour was Olaf Scholz, First Mayor of the city-state of Hamburg.

The two representatives were involved in presentations and facilitating sessions at events and conferences in the market regions, putting across the vast range of services on offer in the Hamburg port and logistics hub. Examples of this being: International SpeedCHAIN 2015 logistics conference, the Second German-Czech Transport Forum and the sixth KEO Capital City Conference.

To promote the upcoming generation, Port of Hamburg Marketing once again organized a study tour for young forwarders from the Czech Republic and Slovakia, who gained insights into logistics processes in Hamburg and Lübeck.





## AUSTRIA

Fostering and developing personal contacts is of special significance in Austria. During the reporting year, on behalf of Port of Hamburg Marketing, Alexander Till, Representative for Austria, presented Hamburg's transport and logistics portfolio in some 200 meetings with decision-makers from the Austrian transport sector.

In 2015, Port of Hamburg Marketing organized three events in Austria. The Port Evening in Vienna attracted more than 250 guests, making it the largest event in the maritime sector in Austria. Two further information events in Vienna and Feldkirch provided shippers and forwarders with the opportunity of making new contacts with member companies and other representatives of Hamburg's port commerce, as well as further developing existing business relationships. These information events were jointly promoted with the Port of Vienna and ÖBB-Infrastruktur AG - Austrian Rail's Infrastructure subsidiary.

Member companies from Hamburg supported Alexander Till on the customer tours that he coorganized and escorted in Austria. He also ran a workshop on current developments in the Port of Hamburg and the Austrian sea freight market for Quehenberger Air & Ocean that became a member of Port of Hamburg Marketing during the year.

In addition to working the market place, Alexander Till places importance on the upcoming logistics generation in Austria, holding lectures and presentations during the year at the University of Applied Sciences BFI Vienna, the Montan University Leoben and the University of Applied Sciences Upper Austria. This was rounded off by organizing and accompanying study tours to Hamburg, for example, for students from the University of Applied Sciences BFI Vienna and trainees from Rail Cargo Austria AG.

## HUNGARY

The annual Port Evening in Budapest is, as ever, one of the most important and best attended events in the Hungarian logistics sector. Totalling more than 230 company representatives from Hungary, Germany, Austria and Slovakia, this year the event provided an ideal opportunity for an exchange of views on the latest developments in the Port of Hamburg and the Hungarian logistics and transport sector.

During the year, Krisztina Kovacs, Representative for Hungary, attended transport and logistics conferences, expert forums as well as competing ports customer information events, successfully building up her network.

Port of Hamburg Marketing promoted the professional development of the upcoming Hungarian transport and logistics generation with study tours, presentations and teaching material. In autumn Krisztina Kovacs organized a study tour to Hamburg for qualified young logistics workers. During the two-day visit the participants gained insights into the importance of the Port of Hamburg in worldwide trade, logistics processes at the terminals and port management.

The excellent hinterland transport connection and the well-established logistics chains make the Port of Hamburg an attractive market partner in Hungary. 69,700 TEU were transported in hinterland transport between the Port of Hamburg and Hungary during 2014. The Hungarian economy stayed on growth course in 2015 showing a plus of 2.9 percent. As a result, growth in handling containerized cargo to/from Hungary can be expected in the universal Port of Hamburg. In order to support this positive development, Krisztina Kovacs has been working the Hungarian market intensively, which is characterized by concentrated activities from competing southern ports. Her work includes continually making and developing contacts to numerous industrial and trading companies, the transport and logistics sector, as well as business organisations and political decision-makers.

# Port of Hamburg Marketing Representative Offices

## **Representative office Dortmund**

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44147 Dortmund  
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Phone: +49 231 98399695  
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Rm. 317, Pyeong Chon Hyundai I-Space Bldg.,  
An Yang City, Kyung Ki-do  
Seoul 431-060  
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Phone: +82 31 3851522  
hafenhbg@hanmail.net

## **Representative office Shanghai**

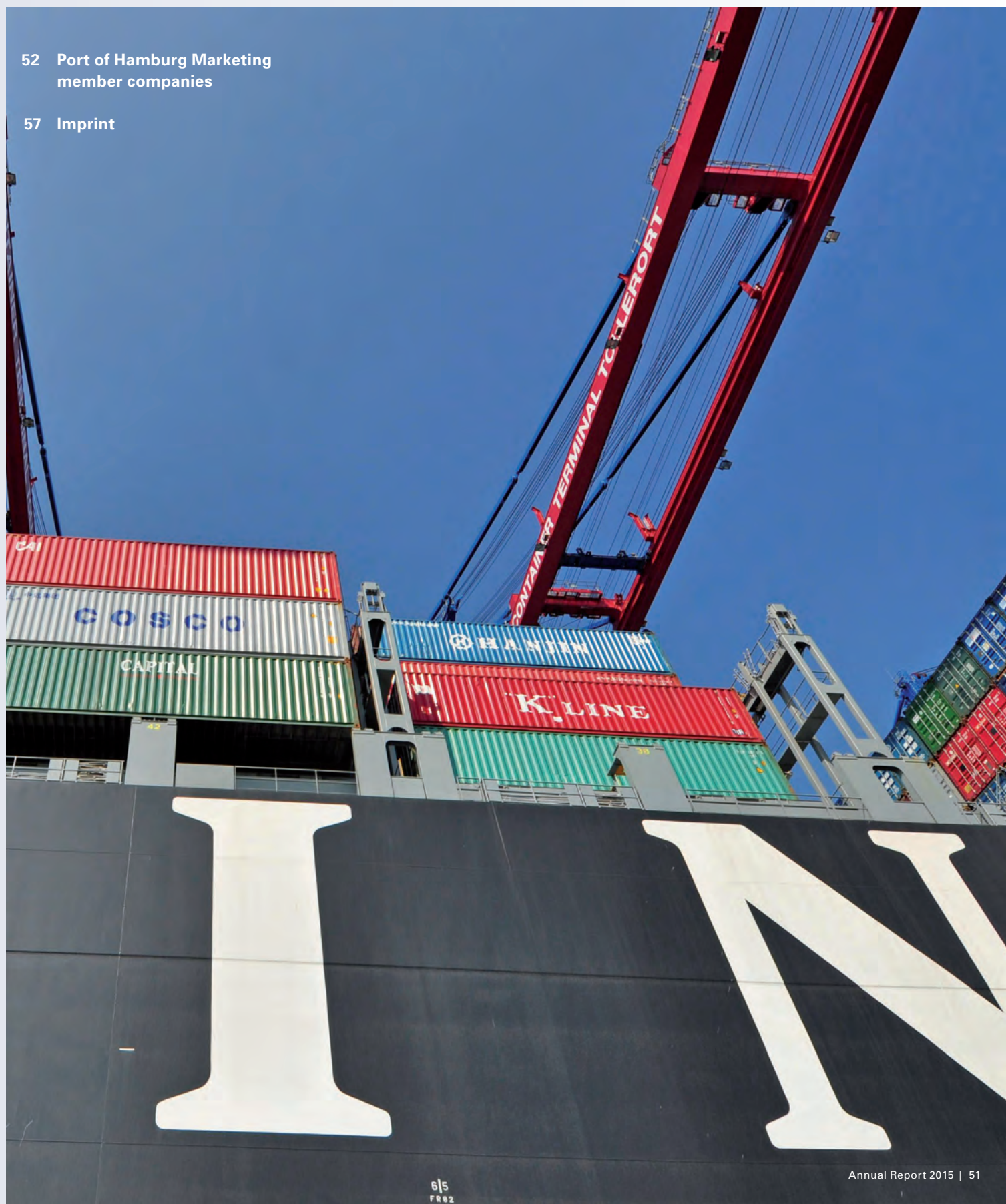
c/o Hamburg Liaison Office Shanghai  
2/F Hamburg House, 399 Baotun Road  
200011 Shanghai  
P.R. CHINA  
Phone: +86 21 53860857  
anke.lars@hamburgshanghai.org



# ADDITIONAL INFORMATION

52 Port of Hamburg Marketing  
member companies

57 Imprint



# Port of Hamburg Marketing member companies

**The Port of Hamburg is Germany's largest universal port. Its strength and competitive ability is especially thanks to the companies active here in the port in transportation, logistics and industry. Many of these companies are members of Port of Hamburg Marketing.**

## A

a. hartrodt Deutschland (GmbH & Co) KG	www.hartrodt.com
ACL Atlantic Container Line Deutschland GmbH	www.aclcargo.com
ADECON Sp. z o.o. Sp.K.	www.adecon.pl
ADM Hamburg Aktiengesellschaft	www.adm.com
ajax Loktechnik GmbH & Co. KG	www.ajax-loktechnik.com
ALC Timber Worxx Packaging GmbH	www.timber-worxx.de
Alcotrans Container Line GmbH	www.alcotrans.de
Alfons Köster & Co. GmbH	www.alfons-koester.de
APL Co. (Germany)	www.apl.com
ARIVIST Logistics Overseas GmbH	www.arivist.com
Arnold Koch jr. GmbH	www.arnold-koch.de
ATG Alster Touristik GmbH	www.alstertouristik.de
AWT Advanced World Transport a.s.	www.awt.eu

## B

Baltic Rail Gate GmbH	www.baltic-rail-gate.de
Baltica-Trans	www.baltica-trans.ru
Barkassenbetrieb Bülow GmbH	www.barkassenvermietung-hamburg.com
Barkassen-Centrale Ehlers GmbH	www.barkassen-centrale.de
BEHALA Berliner Hafen- und Lagerhausgesellschaft mbH	www.behala.de
BOBE Spedition GmbH	www.bobe.de
Bomin Linde LNG GmbH & Co. KG	www.bominlinde.com
boxXpress.de GmbH	www.boxxpress.de
BREEZE Industrial Packing GmbH	www.breeze-packing.com
Brunsbüttel Ports GmbH	www.brunsbuettelports.de
BSPartner GmbH & Co. KG	www.bspartner.de
Bugsier- Reederei- und Bergungsges. mbH & Co.	www.bugsier.de
Buss Capital GmbH & Co. KG	www.buss-capital.de
Buss Group GmbH & Co. KG	www.buss-group.de
Buss Hansa Terminal GmbH & Co. KG	www.buss-ports.de
Buss Port Logistics GmbH & Co. KG	www.buss-ports.de
BUSS Ross Terminal GmbH & Co. KG	www.buss-ports.de
Buss Sea Terminal Sassnitz GmbH & Co. KG	www.buss-sts.de
Buss Shipping GmbH & Co. KG	www.buss-group.de
Buss Terminal Stade GmbH & Co. KG	www.buss-ports.de

## C

C. Steinweg (Süd-West Terminal) GmbH & Co. KG	www.csteinweg.de
Captrain Deutschland GmbH	www.captrain.de
Carl Robert Eckelmann Transport und Logistik GmbH	www.eckelmannag.de
Carl Wolter GmbH	www.carl-wolter.de
CBT Logistics GmbH	www.cbtham.de
CENEP Group SE	www.cenep-group.com
Česko-saské přístavy, s. r. o. Děčín	www.csp-labe.cz
China Shipping Agency (Germany) GmbH	www.china-shipping.de
CIS-Cargo GmbH	www.cis-cargo.de
CMA CGM (Deutschland) GmbH	www.cma-cgm.com
Color Line GmbH	www.colorline.de
CONDACO & KTD-M GmbH	www.condaco.de
CONICAL GmbH	www.conical.de
Contargo GmbH & Co. KG	www.contargo.net
Cosco Container Lines Europe GmbH - Germany Branch	www.cosco.de
ČSPL a.s.	www.cspl.cz
CST Container-, Spedition- u. Transportges. mbH	www.cst-container.com
CTD Container-Transport-Dienst GmbH	www.ctd.de
CTS - Container Terminal Salzburg GmbH	www.ct-sbg.at



**D**

DAKOSY AG	<a href="http://www.dakosy.de">www.dakosy.de</a>
DAL Schifffahrts-Agentur mbH & Co. KG	<a href="http://www.rantzau.de">www.rantzau.de</a>
DB Netz AG	<a href="http://www.dbnetze.com/fahrtweg">www.dbnetze.com/fahrtweg</a>
DCP Dettmer Container Packing GmbH & Co. KG	<a href="http://www.dcp-hamburg.de">www.dcp-hamburg.de</a>
DD Legal Rechtsanwälte & Steuerberater	<a href="http://www.ddlegal.de">www.ddlegal.de</a>
Delfs & Associates GmbH	<a href="http://www.delfs-associates.com">www.delfs-associates.com</a>
deugro (Deutschland) Projekt GmbH Zweigniederlassung Hamburg	<a href="http://www.deugro.com">www.deugro.com</a>
Deutsch-Chinesische Wirtschaftsvereinigung e.V.	<a href="http://www.dcw-ev.de">www.dcw-ev.de</a>
Deutsche Binnenreederei AG	<a href="http://www.binnenreederei.de">www.binnenreederei.de</a>
Deutscher Tarifeur-Verein e. V.	<a href="http://www.dtvev.de">www.dtvev.de</a>
Deutsch-Russischer Wirtschaftsbund e.V.	<a href="http://www.deutsch-russischer-wirtschaftsbund.de">www.deutsch-russischer-wirtschaftsbund.de</a>
DFDS Seaways Baltic GmbH	<a href="http://www.dfdsdisco.de">www.dfdsdisco.de</a>
DHL Global Forwarding GmbH	<a href="http://www.dhl.de">www.dhl.de</a>
DNV GL SE	<a href="http://www.dnv.de">www.dnv.de</a>
Dolezych GmbH & Co. KG	<a href="http://www.dolezych.de">www.dolezych.de</a>
Dortmunder Hafen AG	<a href="http://www.dortmunder-hafen.de">www.dortmunder-hafen.de</a>
DVWG Bezirksvereinigung Hamburg	<a href="http://www.dvwg.de">www.dvwg.de</a>

**E**

ECE Projektmanagement G.m.b.H. & Co. KG	<a href="http://www.ece.de">www.ece.de</a>
Eichholtz GmbH	<a href="http://www.eichholtz.de">www.eichholtz.de</a>
Eimskip Deutschland	<a href="http://www.eimskip.com">www.eimskip.com</a>
EKO Logistics s.r.o.	<a href="http://www.ekologistics.cz">www.ekologistics.cz</a>
Elbe Allianz e.V.	<a href="http://www.elbstromverein.de">www.elbstromverein.de</a>
ElbePort Wittenberge GmbH	<a href="http://www.elbeport.de">www.elbeport.de</a>
ELBREKLAME	<a href="http://www.elbreklame.de">www.elbreklame.de</a>
Elmar Hertzog und Partner Management Consultants GmbH	<a href="http://www.hertzog.de">www.hertzog.de</a>
Emons Air & Sea GmbH	<a href="http://www.emons.de">www.emons.de</a>
Emons-Rail-Cargo GmbH	<a href="http://www.emons.de">www.emons.de</a>
Ernst Glässel GmbH	<a href="http://www.glaessel.de">www.glaessel.de</a>
Eurofins Umwelt Nord GmbH	<a href="http://www.eurofins.de">www.eurofins.de</a>
EUROGATE Intermodal GmbH	<a href="http://www.egim.eu">www.egim.eu</a>
European Cargo Logistics GmbH	<a href="http://www.ecl-online.de">www.ecl-online.de</a>
European River-Sea-Transport Union e. V.	<a href="http://www.erstu.com">www.erstu.com</a>
EVERGREEN SHIPPING AGENCY (DEUTSCHLAND) GmbH	<a href="http://www.evergreen-shipping.de">www.evergreen-shipping.de</a>
Evropská vodní doprava-Sped. s. r. o.	<a href="http://www.evd.cz">www.evd.cz</a>

**F**

FENIX LLC	<a href="http://www.port-bronka.ru">www.port-bronka.ru</a>
FILog Forschungsgemeinschaft Innovative Logistik e.V.	<a href="http://www.filog.org">www.filog.org</a>
Finnhub ry	<a href="http://www.finnhub.fi">www.finnhub.fi</a>
FONTENAY Consulting & Assekuranz-Makler GmbH	<a href="http://www.fontenay-assekuranz.de">www.fontenay-assekuranz.de</a>
Forschungsgemeinschaft für Logistik e.V.	<a href="http://www.fglhamburg.de">www.fglhamburg.de</a>
Fr. Meyer's Sohn (GmbH & Co.) KG	<a href="http://www.fms.de">www.fms.de</a>
Fracht FWO Polska Sp. zo.o.	<a href="http://www.frachtfwo.pl">www.frachtfwo.pl</a>
Fraunhofer-Institut für Fabrikbetrieb und -automatisierung	<a href="http://www.iff.fraunhofer.de">www.iff.fraunhofer.de</a>
FRIGO Coldstore Logistics GmbH & Co. KG	<a href="http://www.frigo-hamburg.de">www.frigo-hamburg.de</a>

**G**

G.T.H. Getreide Terminal Hamburg GmbH & Co. KG	<a href="http://www.getreide-terminal.de">www.getreide-terminal.de</a>
GCD Glomb Container Dienst GmbH	<a href="http://www.glomb.com">www.glomb.com</a>
Geodis Wilson Germany GmbH & Co. KG	<a href="http://www.geodiswilson.com">www.geodiswilson.com</a>
Gerd Buss Stevedoring GmbH	<a href="http://www.buss-ports.de">www.buss-ports.de</a>
Gerlach Zolldienste GmbH	<a href="http://www.gerlachcs.de">www.gerlachcs.de</a>
Gesamtverband Schleswig-Holsteinischer Häfen e.V.	<a href="http://www.haefen-sh.de">www.haefen-sh.de</a>
GHB Gesamthafenbetriebs-Gesellschaft mbH	<a href="http://www.ghb.de">www.ghb.de</a>
GLA German Liner Agencies GmbH	<a href="http://www.glagencies.de">www.glagencies.de</a>
Glückstadt Port GmbH & Co. KG	<a href="http://www.glueckstadtport.de">www.glueckstadtport.de</a>
Grimaldi Germany GmbH	<a href="http://www.grimaldi-germany.de">www.grimaldi-germany.de</a>
GRIMEX Trade and Logistics GmbH	<a href="http://www.grimex-tl.com">www.grimex-tl.com</a>

**H**

H.D. COTTERELL GmbH & Co. KG	<a href="http://www.cotterell.de">www.cotterell.de</a>
H.S.H. Schleppgesellschaft mbH	<a href="http://www.hsh-hamburg.de">www.hsh-hamburg.de</a>
HACKLIN Deutschland GmbH	<a href="http://www.hacklin.fi">www.hacklin.fi</a>
HADAG Seetouristik und Fährdienst AG	<a href="http://www.hadag.de">www.hadag.de</a>
Hafen Akademie Hamburg GmbH	<a href="http://www.hafenakademie.de">www.hafenakademie.de</a>

Hafen Hannover GmbH . . . . .	www.hannover-hafen.de
Hafenbetrieb Aken GmbH . . . . .	www.hafen-aken.de
Hafenbetriebsgesellschaft Braunschweig mbH . . . . .	www.braunschweig-hafen.de
HafenCity Hamburg GmbH . . . . .	www.hafencity.com
Hafenkultur e.V. . . . .	www.hafenkultur.eu
Hafenschiffahrtsverband Hamburg e. V. . . . .	
Hamburg Cruise Center e. V. . . . .	www.hamburgcruisecenter.de
Hamburg Messe und Congress GmbH . . . . .	www.hamburg-messe.de
Hamburg Südamerikanische Dampfschiffahrts-Gesellschaft KG . . . . .	www.hamburg-sued.com
Hamburger Hafen und Logistik Aktiengesellschaft . . . . .	www.hhla.de
Hamburger Sparkasse AG . . . . .	www.firmenkunden.haspa.de
Handelskammer Hamburg . . . . .	www.hk24.de
Hanjin Shipping Europe GmbH & Co. KG . . . . .	www.hanjin.com
HANSA Heavy Lift GmbH . . . . .	www.hansaheavylift.com
Hansaport Hafenbetriebsgesellschaft mbH . . . . .	www.hansaport.de
Hanseatic Cruise Staff Service GmbH . . . . .	www.hanseatic-cruise-staff.de
Hanseatic Tally Service GmbH . . . . .	www.hanseatic-tally.de
Hapag-Lloyd AG . . . . .	www.hapag-lloyd.com
HCCR Hamburger Container u. Chassis-Reparatur GmbH . . . . .	www.hccr.de
HEINRICH KRÖGER Container Transport & Logistik GmbH . . . . .	www.kroeger.biz
Heinrich Osse Lagerhaus GmbH . . . . .	www.osse-logistik.de
Heinrich Wegener & Sohn Bunkergesellschaft m.b.H. . . . .	www.wegener-bunker.de
HHLA Container Terminal Altenwerder GmbH . . . . .	www.hhla.de
HHLA Container Terminal Tollerort GmbH . . . . .	www.hhla.de
HHLA Frucht- und Kühlzentrum GmbH . . . . .	www.hhla.de
HHLA Logistics GmbH . . . . .	www.hhla.de
HLG Hamburger Lasch GmbH & Co. KG . . . . .	www.hamburglasch.de
HLS Eurocustoms24 e.K. - Zollagentur . . . . .	www.eurocustoms24.de
HMS Hanseatic Marine Services mbH & Co. KG . . . . .	www.hms-services.com
HÖEGH Autoliners GmbH . . . . .	www.hoegh.com
HPC Hamburg Port Consulting GmbH . . . . .	www.hpc-hamburg.de
HPTI Hamburg Port Training Institute GmbH . . . . .	www.hpti.de
HTAG Häfen und Transport AG . . . . .	www.htag-duisburg.de
Hyundai Merchant Marine (Deutschland) GmbH . . . . .	www.hmm21.com

## I/J

iCON International Container Service GmbH . . . . .	www.icon-container.com
IFB International Freightbridge (Deutschland) GmbH . . . . .	www.ifb-germany.de
IGS Schreiner GmbH . . . . .	www.igs-logistics.de
IMPERIAL Shipping Services GmbH . . . . .	www.imperial-baris.de
IMPORT PARTNER Internationale Zollspedition GmbH . . . . .	www.import-partner.de
IMS CARGO Austria GmbH . . . . .	www.imscargo.com
Initiative Kiel-Canal e.V. . . . .	www.initiative-kiel-canal.de
Institut für BFSV an der Hochschule für . . . . .	www.bfsv.de
INTTRA Germany GmbH . . . . .	www.inttra.com
IPS International Packing Services GmbH . . . . .	www.ips-hh.de
Ixocon GmbH . . . . .	www.ixocn.de
JOBPOWER Personaldienstleistungs GmbH . . . . .	www.jobpower.eu

## K

„K“ Line (Deutschland) GmbH . . . . .	www.klineurope.com
Karl Gross Internationale Spedition GmbH . . . . .	www.karlgross.de
Kewill GmbH . . . . .	www.kewill.com
Konrad Zippel Spediteur GmbH & Co. KG . . . . .	www.zippel24.com
KPMG AG Wirtschaftsprüfungsgesellschaft . . . . .	www.kpmg.com
Kühne Logistics University - The KLU . . . . .	www.the-klu.org

## L

LHG Service-Gesellschaft mbH . . . . .	www.sg-luebeck.de
Lindner Fotografie . . . . .	www.lindner-fotografie.de
LINZ AG - Hafen . . . . .	www.linzag.at
Logistik-Initiative Hamburg e.V. . . . .	www.hamburg-logistik.net
LogistikNetz Berlin-Brandenburg e. V. . . . .	www.logistiknetz-bb.de
Louis Hagel (GmbH & Co. KG) . . . . .	www.louis-hagel.com
Lübeck Distribution Gesellschaft mbH . . . . .	www.ldg.de
Lübecker Hafen-Gesellschaft mbH . . . . .	www.lhg.com

## M

ma-co maritimes kompetenzentrum GmbH . . . . .	www.ma-co.de
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MAERSK Deutschland A/S & Co. KG	www.maerskline.com
Magdeburger Hafen GmbH	www.magdeburg-hafen.de
MARITIME Cargo Logistics GmbH	www.maritimegroup.de
Maritime Circle Line	www.maritime-circle-line.de
Maritimes Cluster Norddeutschland	www.maritimes-cluster-nord.de
Marlière & Gerstlauer executive search	www.marliere-gerstlauer.com
MARSH GmbH	www.marsh.de
Mattson Containers GmbH	www.mccontainers.com
METRANS a. s.	www.metrans.cz
Mindener Hafen GmbH	www.mindener-hafen.de
MOL (Europe) BV	www.molpower.com
MSC Germany S.A. & Co. KG	www.msccgermany.com

**N**

NAVIS Schiffahrts- und Speditions-AG	www.navis-ag.com
Netzwerk Logistik Leipzig-Halle e. V.	www.logistik-leipzig-halle.net
Nippon Express (Deutschland) GmbH Hamburg Branch	www.nipponexpress.com
NORD Event GmbH	www.nordevent.de
Nordic Rail Service GmbH	www.nordicrailservice.de
NORGATEC Handelsgesellschaft mbH	www.norgatec.de
Notariat Spitalerstrasse	www.notariatspitalerstrasse.de
NSA Schifffahrt und Transport GmbH	www.nsa-hamburg.de
NYK LINE (Deutschland) GmbH	www.nykeurope.com

**O**

Oiltanking Deutschland GmbH & Co. KG	www.oiltanking.com
OPDR Germany GmbH	www.opdr.de
ORCA Transport Agency GmbH	www.orca-transport.de
Ost- und Mitteleuropa Verein e. V.	www.o-m-v.org

**P**

Paul Grimm GmbH & Co. KG	www.paulgrimm.de
Paul Günther Rental A/S	www.krone-fleet.com
PCH Packing Center Hamburg GmbH	www.pchpacking.de
Peter W. Lampke GmbH & Co. KG	www.pwl.de
Petersen & Alpers GmbH & Co. KG	www.petersen-alpers.de
PHH Personaldienstleistung GmbH	www.phh24.de
planwerk elbe GmbH	www.planwerkelbe.de
POHL & CO. GmbH	www.pohlgruppe.de
POLZUG Intermodal GmbH	www.polzug.de
Porath Customs Agents GmbH	www.porath.com
Port of Gothenburg AB	www.goteborgshamn.se
Port of Halifax	www.portofhalifax.ca
Přístav Pardubice, a.s.	www.pristav-pardubice.cz
PST CLC, a.s.	www.pst-clc.cz

**Q**

Quast & Cons. GmbH & Co. KG	www.quast-cons.de
Quehenberger Air & Ocean GmbH	www.quehenberger.com

**R**

Rail Cargo Operator - ČSKD s.r.o.	www.railcargoooperator.cz
RAINER ABICHT Elbreederei GmbH & Co.KG	www.abicht.de
Reederei Ed Line GmbH	www.ed-line.de
Reinhold Bange (GmbH & Co.) KG	www.bange-hamburg.de
REM CAPITAL AG	www.remcapital.de
REMAIN GmbH Container-Depot and Repair	www.remain.de
Rendsburg Port Authority GmbH	www.rendsborgshamn.se
RENSBURG PORT GmbH	www.rendsborgshamn.se
REPACK Industrie-Verpackungs GmbH	www.repack.de
Rhenus Midgard Hamburg GmbH	www.rhenus.de
Rickmers-Linie GmbH & Cie. KG	www.rickmers-linie.com

**S**

S&A Service und Anwendungstechnik GmbH	www.s-und-a.de
Sächsische Binnenhäfen Oberelbe GmbH	www.binnenhafen-sachsen.de
SACO Shipping GmbH	www.saco.de
SALLAUM LINES GERMANY GMBH	www.sallaulines.com
SAMSKIP GmbH Branch Office Hamburg	www.samskip.com

Sandtorkai Handel Papenhagen KG	www.sandtorkai-handel.de
Sartori & Berger.	www.sartori-berger.de
Schiffsmeldedienst GmbH	www.smd.de
Schiffsvermietung BARKASSEN-MEYER Touristik GmbH & Co.KG	www.barkassen-meyer.de
Schmidt-Ohm + Partner Werbeagentur GmbH	www.sop-hamburg.de
Schwarze & Consort. GmbH	www.schwarze-cons.de
Seaco International Leasing GmbH.	www.seacoglobal.com
Seaexpress Logistics GmbH	www.seaexpress.de
Securitas Gesellschaft für Seeverpackung mbH & Co. KG	www.securitas-gmbh.de
SECURITAS GmbH Sicherheitsdienste	www.securitas.de
Seehafen Kiel GmbH & Co. KG	www.port-of-kiel.com
Seehafen Stade e.V.	www.seehafen-stade.de
SGKV - Studiengesellschaft für den Kombinierten Verkehr e.V.	www.sgkv.de
Siemens AG	www.siemens.de
Silo P. Kruse Betriebs- GmbH & Co. KG.	www.silo-p-kruse.de
SIS Internationale Speditions-GmbH	www.schaefer-sis.de
Skandic Service-Gesellschaft mbH.	www.skandic-service.de
Softship AG	www.softship.com
STAQ Port Services GmbH & Co. KG	www.staq.de
STENA Line Scandinavia AB	www.stenalinefreight.com
STRABAG AG	www.strabag.de
SWOP Seaworthy Packing GmbH.	www.swop.de

## T

TB Logistik GmbH	www.tblogistik.com
TCI Transcontainer International Holding GmbH	www.tci-logistics.com
TCO TRANSCARGO GmbH	www.tco-transcargo.de
TEAM LINES Deutschland GmbH & Co. KG	www.teamlines.de
TFG Transfracht Internationale Gesellschaft	www.transfracht.com
TX Logistik AG.	www.txlogistik.eu

## U

UCA United Canal Agency GmbH.	www.kiel-canal.de
UHH Umschlags- und Handelsgesellschaft Haldensleben mbH	www.uhh-haldensleben.de
UMCO Umwelt Consult GmbH	www.umco.de
Uniconsult Universal Transport Consulting GmbH	www.uniconsult-hamburg.de
Unifeeder Germany - branch of Unifeeder A/S	www.unifeeder.com
Unikai Lagerei & Speditions-gesellschaft mbH	www.unikai.de
United Arab Shipping Agency Company (Deutschland) GmbH	www.uasc.net
United Depots Container Services GmbH.	www.ctiedemann.de
Universal Transport Michels GmbH & Co. KG.	www.universal-transport.com
Unternehmensverband Hafen Hamburg e.V.	www.uvh.de
USS UNITED SHIPPING SERVICES AB Branch Germany	www.uss.se

## V

Vanguard Logistics Services.	www.vls-global.com
Vattenfall Kraftwerk Moorburg GmbH	www.vattenfall.de/moorburg
Verein Hamburger Spediteure e.V.	www.vhsp.de
Verein Hamburgischer Quartiersleute von 1886 e.V.	www.uvh.de
Vereinigung Hamburger Schiffsmakler und Schiffsbagenten e. V.	www.vhss.de
vesseltracker.com GmbH	www.vesseltracker.com
Vollers Hamburg GmbH	www.vollers.de
Vopak Dupeg Terminal Hamburg GmbH.	www.vopak.com

## W

W.E.C. Deutschland GmbH.	www.weclines.com
Wach- und Kontrolldienst Nord Hamburg GmbH.	www.wako-net.de
Wallmann & Co. (GmbH & Co. KG)	www.wallmann-hamburg.de
Walter Lauk Ewerführerei GmbH	www.walterlauk.de
Werner Bruhns Lagereigesellschaft mbH.	www.wernerbruhns.de
Wiener Hafen, GmbH & Co KG	www.hafenwien.com
Willis GmbH & Co. KG	www.willis.com

## Y/Z

Yang Ming Shipping Europe GmbH	www.yangming.com
ZIM Germany GmbH & Co. KG	www.zim-germany.com



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