

THE OFFICIAL MAGAZINE OF THE PORT OF HAMBURG

JUNE | 2019

HAMBURG AND CHINA

PORT OF HAMBURG MAGAZINE

Dear Readers,



Hamburg and China enjoy close ties. The port plays a major role in this. Almost one third of all containers come from, or are going to, China. Around a dozen services connect the People's Republic with Hamburg. Apart from the sea trade a further strong link for freight traffic is being built: the New Silk Road. Last year

120,000 standard containers (TEU) were transported by rail between Hamburg and China. More than 200 marketed rail services per week are blazing the trail for this still relatively new, yet high performance transport route. It is significant particularly well suited for shipments that need to reach their destination faster than by ship, but more cost effectively than by airfreight. The New Silk Road brings significant new opportunities for trade between the nations.

True solidarity cannot, however, be expressed in economic statistics and container quantities. Hanseatic city reflects this with events like "China Time" and "China Summit". There is a lively exchange with the twinned city of Shanghai at all levels, whether urban development, science, culture, sport or research. Not least of all, the good relationships between the two cosmopolitan port cities have led, up to now, to 555 Chinese companies settling in Hamburg.

This edition of Port of Hamburg Magazine sheds light on developments in China transport and insights into the trade relationships. We wish you a very enjoyable read.

Handwritten signatures of Axel Mattern and Ingo Egloff in blue ink.

*Sincerely yours, Axel Mattern and Ingo Egloff
Joint CEO's Port of Hamburg Marketing*



**APART FROM THE SEA TRADE A FURTHER
STRONG LINK FOR FREIGHT TRAFFIC IS BEING BUILT:
THE NEW SILK ROAD.**



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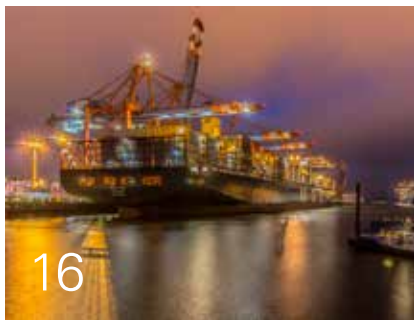
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China as Germany's most important trading partner

In 2018 goods worth 199.3 billion euros were traded as exports and imports between Germany and the People's Republic of China. As the Federal German Statistics Office, or Destatis, announced, in 2018 the People's Republic of China was Germany's most important trading partner for the third year in succession. It was followed in second and third places by the Netherlands with trade totalling 189.4 billion euros, and the United States with 178.0 billion euros.

In 2018 Germany imported goods for around 106.3 billion euros – up 4.4 percent on the previous year – from the People's Republic of China. Whereas with other countries, Germany reported export surpluses, the import surplus from China ran to 13.0 billion euros.

This made China the leading country for German imports for the fourth time in succession. China's ranking for German imports is constantly growing: Whereas in 1980 the People's Republic was 35th among the leading countries for German imports, in 1990 it was already in 14th place and in 2000, tenth.

EXPORTS



Automobiles, automotive parts and machinery

Among German exports to China, vehicles, automotive parts and machinery dominate.

Top German exports to China in 2018:

- Vehicles and automotive parts for 19.3 billion euros, accounting for around 29 percent of total exports.
- Machinery: 16.9 billion euros – 25.3 percent
- EDP, electrical and optical products: 5.9 billion euros – 8.8 percent
- Electrical equipment: 5.8 billion euros – 8.7 percent
- Chemical products: 4.1 billion euros – 6.2 percent

Computers and electronic equipment

China is now Germany's leading trade partner for imports, particularly in the field of EDP and other electronic and electrical equipment. In the 1980s and 1990s, the dominant imported product groups from China were still 'clothing and textiles'.

Top German imports from China in 2018:

- EDP, electrical and optical equipment – for example, computers, data storage equipment and consumer electronics – for 37.8 billion euros. These account for more than 40 percent of the trade.
- Electrical equipment – for example, batteries, electric motors and household appliances – for 13.5 billion euros – 14.4 percent
- Clothing, textiles and shoes for 13 billion euros – 13.8 percent
- Machinery for 9.0 billion euros – 9.5 percent.
- Toys for 3.3 billion euros – 3.5 percent.



IMPORTS

Import Category	Value (billion euros)	Percentage
EDP, electrical and optical equipment	37.8	40%
Electrical equipment	13.5	14.4%
Clothing, textiles and shoes	13	13.8%
Machinery	9.0	9.5%
Toys	3.3	3.5%



Trade with China and the New Silk Road are a great opportunity for Germany and the Port of Hamburg

Minister of State Niels Annen in interview with Ingo Egloff, Joint CEO of Port of Hamburg Marketing.

Ingo Egloff: Niels Annen, you are a Hamburg member of the federal parliament, Minister of State in the Foreign Ministry, and you grew up in the city. You take part in many meetings in Berlin and abroad. How closely related are you still to your home city, Hamburg, and the port?

Annen: Hamburg is and will remain my home. I grew up and went to school here. It's the city's hallmark to be cosmopolitan, having a centuries' old tradition as a centre of trade and a port. When I am travelling, I often notice that port cities across the world have something in common. Of course, worldwide everyone knows the Port of Hamburg. Trade, industry and the port economy have developed well-functioning international networks. Not only within Europe, but in other regions too, we are in competition, which means we cannot rest on our laurels. We have to stay on the ball, nurturing and developing our international network. This is especially true in times when the political framework is becoming increasingly challenging.

You have pointed out the importance of good relationships between countries. With Brexit we have a difficult situation in Europe. How does the EU position itself on developments such as emerging nationalism? How can Europe assert itself in competition with other regions and countries, such as the USA and China?

I am following current developments in Europe very closely. Those who believe that they can solve their issues on a national level, will very quickly realize that it doesn't work. Now we can see what consequences the Brexit decision is having. The Brexit promoters lied to their own people. The Slogan 'Take back control' is not bad, but it only works on a European level. Even US President Trump, in discussions with EU Commission President Juncker, recognized that in trade questions Europe speaks with one voice, rendering negotiations with individual countries pointless. Even if Germany is very successful economically and stable, we need the European Union and close cooperation with our neighbouring countries.

For an export nation like Germany, the discussions started by the American President regarding trade agreements with Europe and China are not to be taken lightly. For Germany's economy, good trade relationships with both the USA and China are of great importance. How can Germany position itself successfully?

We have absolutely no interest in protectionist world trade policies. Our trade needs rules that are enforced and observed by all. In so doing, we have to take ecological and social standards for work and living conditions into account. That's win-win for everybody. However, at the moment, nationalistic and protectionist movements seem to be gaining the upper hand in some countries. It is my concern that the trade conflict between the USA and China may become a protracted trade war that will continue to affect us all. It must therefore be our aim for the European Union to toughen a harder stance against the USA and, above all, China. Deficiencies have to be clearly stated. A confrontation between the two biggest economic powers and creating further trade barriers will benefit nobody.

The New Silk Road is being developed with great momentum by China, into Europe too. Now there are voices in Germany that imply Heiko Maas and Peter Altmaier have a 'blockade' policy against the New Silk Road. From your point of view, are there reservations in our Foreign Ministry, and if yes, which?

Trade with China and the New Silk Road are an enormous opportunity for Germany and the Port of Hamburg, which is the central location in Germany for cargo to and from China. Both by the sea trade route and overland, Hamburg is excellently networked with China's ports and inland centres. Naturally, we want to continue developing our traditionally very good trade relationship with China. However, what we will not do is to sign contractual agreements pre-drafted by Beijing as part of a public relations exercise. Today, where it makes commercial sense, we already cooperate well with China. What we see critically are agreements with Beijing negotiated unilaterally. What we consider sceptically is that in recent years the Chinese side has opened special negotiation formats, known as '16+1', with individual European countries.

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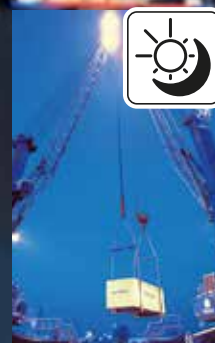
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In our view, above all, it is important for the EU to act as one.

Doesn't the lack of unity in the EU on policy towards China allow them to exploit a gap left open by the EU and Germany, with the 16+1 strategy, especially among other things for the countries in the Western Balkans that want to join the EU? We can see too that on the EU side, countries such as Hungary, Poland and Czechia happily accept European fund-

“Trade with China and the New Silk Road are an enormous opportunity for Germany and the Port of Hamburg.”

ing, but are unhappy keeping to European rules. Is China using these countries as a bargaining chip against the EU?

Unfortunately, you can't altogether dismiss this account. To counteract the Chinese side's 16+1 activities, we have to utilize and implement our own European instruments better. The basis for this is a clear EU-China policy. However, with all the justified criticism regarding certain Chinese approaches, we should recognize and appreciate China's enormous development in recent years. It cannot be in our interest to have a weak China. However, special formats that weaken our common approach should be rejected by European coun-

tries in their own interest. What we need is an open dialogue and transparency, as well as observance of valid rules.

China's policy towards Germany and Europe has changed during recent years. Today the Chinese President Xi Jinping openly says that they do not want to align themselves with the West. This makes them much more competitive. Is competition developing between the systems and can we even win such a dispute?

That depends on us. When there is one China policy in Europe and not 27, then we shall remain competitive in the future. And, when it is a question of our own failures, then we shouldn't be pointing the finger at China. The Chinese side has to master an unbelievably complex task. In Germany, we know how difficult it is to shape policy in a federal country. To govern a country the size of China centrally is a great challenge. At the same time, this cannot be used as an excuse by the Chinese side. From time to time, today as a nation, China presents itself offensively over territorial conflicts. At the same time, we also observe that the human rights situation in China has been becoming more problematic for years. At both bilateral meetings and on the international level, we shall not stop raising our concerns regarding Chinese human rights. Commitment to human rights is central to our policy – not only when it comes to China. Unfortunately, not all European countries see that so clearly. When they travel to Beijing to tie up business deals, without mentioning human rights, this ultimately leads to our common European values losing significance in Chinese eyes.



DISCUSSION OVER CHINA: NIELS ANNEN AND INGO EGLOFF, JOINT CEO PORT OF HAMBURG MARKETING

EVERY TWO
YEARS, 'CHINA
TIME' HAMBURG
BRINGS CHINA
SOMEWHAT
CLOSER TO THE
HANSEATIC CITY

Twinned cities Shanghai and Hamburg – Gateways to the world

Hamburg and Shanghai have been twinned in a city partnership since 1986. For China, the Hanseatic city is the Gateway to Europe – and Hamburg is seen as the ideal bridgehead to China. Germany's and China's second largest cities are in close contact, further reinforced since 2004 by a port partnership.

Hamburg and Shanghai have been twinned in a city partnership since 1986. For China, the Hanseatic city is the Gateway to Europe – and Hamburg is seen as the ideal bridgehead to China. Germany's and China's second largest cities are in close contact, further reinforced since 2004 by a port partnership.

Having progressed since its foundation as a fishing village into a booming world metropolis, Shanghai is a multi-faceted port city. Shanghai is seen as powering modernization for the whole country. Apart from its central location in one of China's most fertile and thickly populated areas, Shanghai has its link with an extensive inland waterway network to thank for its rapidly acquired importance as a trading centre. With a population of over 23 million, Shanghai is now China's second largest city.

In Shanghai, the point of contact for the economic exchange between the partner cities is the Hamburg Liaison Office China (HLO). This is jointly backed by the Senate Chancellery of the Free and Hanseatic City of Hamburg, Hamburg Marketing, Hamburg Invest, Hamburg Tourism, the Chamber of Commerce and Port of Hamburg Marketing.

PORT PARTNERSHIP SHENZHEN – HAMBURG

The Southern Chinese port of Shenzhen has been linked with Hamburg in a port partnership since July 2007. Shenzhen lies in the Pearl River Delta in Guangdong province, some 60 kilometres NE of Macao and directly on the border with the Chinese Special Administrative Region of Hong Kong. The port contains several of the world's most modern container terminals, for example Yantian, Shekou, Chiwan and Da Chan Bay. In Shenzhen the partnership is supported and cultivated by Port of Hamburg Marketing's Representative Office in Hong Kong.

STRATEGIC PORT ALLIANCES WITH OTHER PORTS

Since 2013 the Port of Hamburg has aimed to further improve relations through strategic cooperation agreements with additional rapidly growing Chinese mainland ports:

- **Tianjin**
- **Ningbo-Zhoushan**
- **Qingdao**
- **Guangzhou**

All these port alliances will further expand and deepen through mutual visits and cooperation at the operative level between port authorities. Over the years, a regular exchange and fine cooperation has developed between the ports. Bilateral agreements cover various topics embracing fields of cooperation such as markets and customers, or market conditions at the opposite end of the supply chain concerned. These ports cooperate on various projects, exchanging staff and knowhow.

LINKED IN CHAINPORT

chainPORT is an informal supra-state partnership between leading worldwide ports initiated by Hamburg Port Authority along with the Port of Los Angeles. In working groups, members exchange knowledge, innovations and applications, along with the promotion of strategic topics on digitalization. The aim is to learn from one another and to create innovation. The Port of Hamburg is also networked to China via the chainPORT network, for example with the world's largest cargo handler, SIPG in Shanghai, as well as with Shenzhen Municipal Transport Commission, among other concerns. ■

Hamburg – Gateway to China

China is the Port of Hamburg's largest trading partner. For Chinese goods, the Hanseatic City is seen as China's Gateway to Europe. Yet Hamburg not only aims to retain its lead in sea trade, but is also positioning itself as a significant rail hub for China services.

In 2018 alone, Germany's largest seaport handled around 2.6 million standard containers – (TEU) in China trade. Almost one-third of all containers passing through the Port of Hamburg have China as their destination or origin. Around a dozen liner services link Hamburg with Chinese ports. The ships on these annually shift cargo weighing a total of around 24 million tons. Not just for Germany, but also for Austria, Poland, Czechia, Russia, Hungary, Slovakia and Switzerland, making the Port of Hamburg the central hub for China services.

Along with the sea route, since 2013 the 'New Silk Road' has developed as a rail link. 'A path takes shape once you use it' runs a Chinese proverb. The New Silk Road rail route from China to Europe has emerged within just a few years.

Hamburg is playing a significant part in this development and aims to position itself even more strongly as a rail hub for China services in the future too. That the Hanseatic City is the Gateway to Europe for the

People's Republic's sea trade is no novelty. As Europe's No. 1 rail port backed by extensive China expertise, it is only logical that Hamburg should also play a key part in the New Silk Road. Through port twinnings, the Port of Hamburg is also closely allied with Shanghai and Shenzhen.

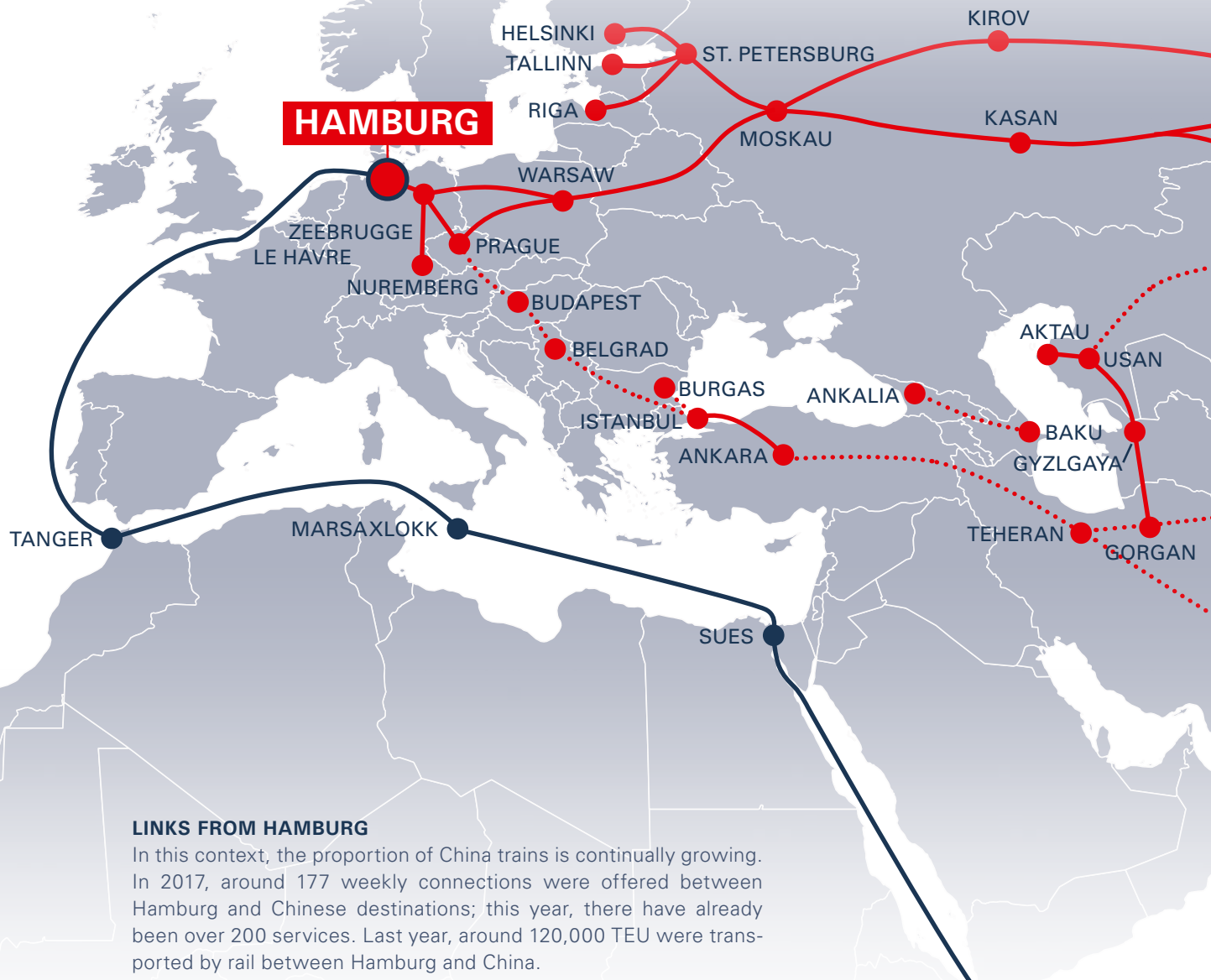
CHINA INVESTS IN THE 'ONE BELT – ONE ROAD' PROJECT

China commenced the expansion of train services and the rail network between the Far East and Western Europe in 2013, when President Xi Jinping presented the 'One Belt – One Road' project. The Chinese are pursuing ambitious plans. In 2014, slightly fewer than 800 trains with a freight volume of 25,000 TEU ran along the New Silk Road between China and Western Europe. 2016 brought an increase to 1,700 trains, with a container volume of 145,000 TEU. By 2027, 670,000 TEU are expected on the Eurasian rail corridors.

**CHINA IS INVESTING IN THE
NEW SILK ROAD AS A RAIL
LINK TO EUROPE**



Hamburg – The European



LINKS FROM HAMBURG

In this context, the proportion of China trains is continually growing. In 2017, around 177 weekly connections were offered between Hamburg and Chinese destinations; this year, there have already been over 200 services. Last year, around 120,000 TEU were transported by rail between Hamburg and China.

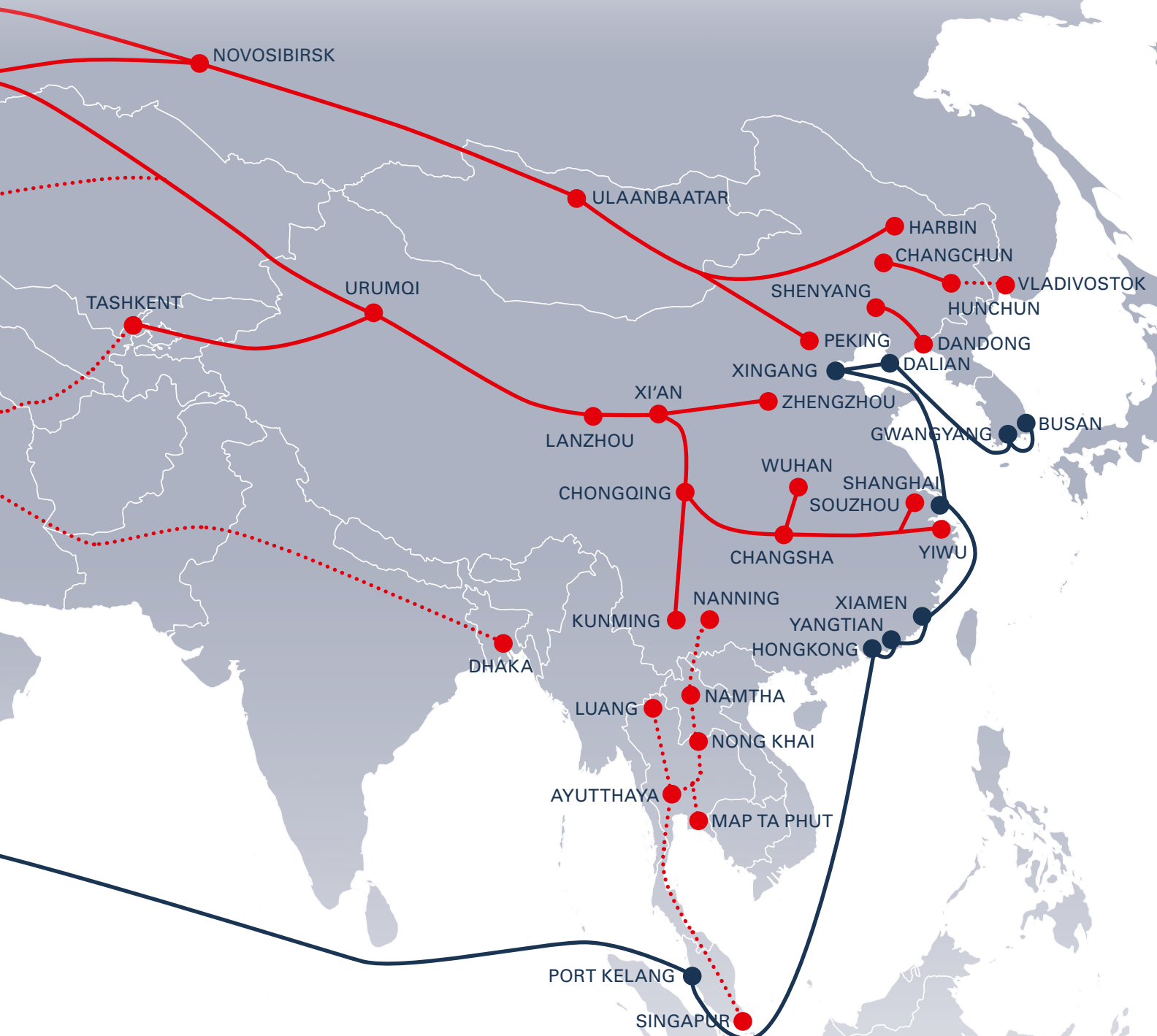
SEA TRAFFIC BETWEEN THE PORT OF HAMBURG AND CHINA IS NOTABLE FOR WELL-ESTABLISHED LINER SERVICES



hub of the New Silk Road

RAIL CORRIDORS BETWEEN CHINA AND HAMBURG

SEA ROUTE BETWEEN CHINA AND HAMBURG



Ship, rail or plane – when freight has to be transported between China and Europe, a choice often has to be made among these means of transport. Cost and time play an important part. The Airfreight is unquestionably the fastest means of transport; using this, moving import or export goods between Asia and Europe requires only a day or two. Yet the route is extremely costly. By contrast, ocean transport between the two continents is very economical, but up to eight weeks can elapse before goods have

reached their destination. The third alternative, transporting goods by rail, closes the gap between ship and aircraft: trains from Asia to Europe require from two to three weeks, and the costs also lie somewhere between air and sea. ■

For additional details on services with China:



By sea: www.hafen-hamburg.de/de/linerservices



By rail: www.hafen-hamburg.de/de/intermodal

MSC MAKES 300 CALLS
ANNUALLY IN THE PORT
OF HAMBURG



MSC: Strong connections with, to and from Hamburg

With 300 calls per year, the Mediterranean Shipping Company (MSC) is the Port of Hamburg's biggest customer. The shipping line connects Hamburg via eleven liner services with ports all over the world, including destinations in Asia. "The Port of Hamburg and the German market play an important role for MSC," states Nils Kahn, Deputy CEO of MSC Germany.

MSC operates one of the youngest fleets in the world and according to alphaliner, a specialist service in the field, 23 newbuilds are in the order book, including eleven with a capacity of 23,000 standard containers (TEU). Today the shipping line already calls Hamburg with 19,000-TEU ships. As Kahn is well aware, adjustment of the fairway will make the calls more straightforward. "The draft is one thing, but the new encounter box will also bring considerable time-saving advantages," the expert is sure. A further decisive advantage is that the fairway adjustment will facilitate Hamburg calls involving heavy car-

go. The measures will benefit not only MSC, but the entire Port of Hamburg, with a volume increase.

PERFECT RAIL INFRASTRUCTURE

MSC is relying increasingly on rail services for its overland connections to the Port of Hamburg, and is recording rapid growth here. "When it comes to inter-modal connections, there is nowhere to match Hamburg," says Kahn. MSC has built up a dense network of rail shuttles throughout Germany. Loaded on to a train on Monday in Hamburg, an MSC container is already



back in Bavaria on Tuesday. “We listen very carefully to what is important for our customers,” stresses Nils Kahn. Apart from factors such as price, reliability and speed, today this means sustainable transport solutions too.

MSC JUMPER RAIL SHUTTLE TO AND FROM HAMBURG:

- Nuremberg and Munich: 3 x weekly
- Leipzig: 3 x weekly
- Stuttgart: 3 x weekly
- Warstein: 2 x weekly

Sustainability is an important topic for MSC itself too. According to alphaliner, among other measures, MSC deploys scrubbers for waste gas cleaning on its ships. Last year, moreover, more than 250 ships were equipped with energy-saving technologies. These included a specially developed round-bodied bow, lighter and more efficient propellers, as well as new rudders that should reduce air resistance. At the same time the MSC ship management centres are re-equipping the ships’ main engines to make them more efficient.

MSC is relying on digitalization to improve operating procedures. “And yet, apart from everything that is technically possible today, for us the human touch in our service is crucial,” adds Kahn. That is why MSC

MSC CONTAINERS ARE TO BE FOUND IN ALL PORTS WORLD-WIDE





**MSC RELIES INCREASINGLY
ON INTERMODAL TRANSPORT
FOR ITS HINTERLAND
CONNECTIONS**

© MSC

is represented at nine locations in Germany, having a major presence in Bremen and its headquarters in Hamburg.

NOTEWORTHY EXPORT GROWTH

In freight traffic with Asia, the shipping line has seen an increase in exports from Germany to China. With foodstuffs, especially, this is really noteworthy. In reefer containers you will find a lot of frozen pork from Europe on its way to China. Milk powder is also in demand as an export. With the imported foodstuffs, the

Chinese trust the high quality standards that apply in the producing countries. In Germany and adjacent countries, mid-sized producers also profit from exporting. Machinery and automotive supplies manufactured in Germany are also in demand.

Nils Kahn does not see the New Silk Road as competition, but rather as a complementary trade route: "The rail connection is closing the gap between the cheap, but long sea trade and fast, but expensive air freight." The bulk of the volume transported will stay on the high seas. ■

Dual education at MSC

MSC Germany has a strong focus on vocational training. This summer in Hamburg alone, 17 school leavers will start their working lives. In total, MSC has 75 vocational trainees in Germany. The aim of the programme is to give young people their first experience and a thorough grounding in an international shipping company. MSC provides dual education for the following vocations:

- Shipping clerk (Hamburg / Bremen)
- IT applications development (Hamburg)
- IT systems integration (Hamburg)
- Forwarding & logistics services (Düsseldorf)
- Office management (Lübeck)

Further information can be found under:
www.msc.com/deu/careers/apprenticeship

MSC in brief

In 1970, Captain Gianluigi Aponte founded the tramp shipping company in Brussels, with only a second-hand ship transporting general cargo. The ship carried the name 'MSC Patricia'. Since then the company history has been hallmarked by rapid growth. Today MSC is Number Two among container shipping lines, having more than 500 vessels on the high seas. Since 1988 the shipping line has also been successful in the cruise vessel sector. In 2018 alone, 2.4 million tourists cruised on MSC's 17 passenger vessels. Number 17 – the 'MSC Grandiosa' – has its naming ceremony on 9 November in Hamburg. The company, employing more than 70,000 people worldwide, is still a family-run business, the same as it always was. In Germany, 500 staff work at nine locations for the international company. The German HQ is in Hamburg.

German parquet for China's floors

Cars, automotive parts and machinery are seen as Germany's most important exports to China. Yet German companies are also proving to be popular suppliers in other sectors.

Parkett Hinterseer has been producing and distributing floor coverings for over 115 years. In Germany the company is represented in 27 locations, including Berlin, Munich, Hamburg, Düsseldorf, Frankfurt, and Stuttgart. There's also a branch in Czechia. Basically, Parkett Hinterseer responds to demand worldwide. China has been a steady market for some years now. The company steers its exports via the Port of Hamburg.

EUROPEAN PRODUCTS ENJOY A GOOD REPUTATION

Products from Germany and Europe are in demand on the Asian market thanks to their good reputation. The Chinese value quality, dependability and service. Founded back in 1904, this family-led enterprise stands for these qualities.

In China, Parkett Hinterseer works alongside a general importer that in turn supervises the individual sales outlets on the spot. Clients differ a great deal, from retail customers via designers and architects to the trade. There is a demand for floor coverings in all price segments, so 'Parquet – Made in Germany' is of interest for small and mega customers.

HIGH DENSITY OF LINER SERVICES

The short distances from its Berlin and Hamburg warehouses, high density of liner services to China, and reliability of the stock location are the reasons why Parkett Hinterseer ships via the Port of Hamburg. So far the company has had no reason to complain of damage in transport or any delays worth mentioning. In addition, the parquet wholesaler's forwarder is based in Greater Hamburg.

Parkett Hinterseer has so far relied on sea transport for its exports to China. In future the New Silk Road could be an option for urgent shipments. The German company has actually tested rail services to China in the past. Owing to a few problems with service and quality, however, these did not prove satisfactory. If the route is further expanded and better organized in future, the rail link will perhaps be an alternative for rush orders. Yet sea transport remains a reliable, economical alternative for transport to China. ■

**CHINA IS A LONG-STANDING
EXPORT MARKET FOR
THE GERMAN SUPPLIER
HINTERSEER PARKETT**





THE NEW SILK ROAD IS AN IMPORTANT TOPIC FOR AXEL MATTERN (L.), JOINT CEO, PORT OF HAMBURG MARKETING AND DU XIAOHUI, CHINESE CONSUL-GENERAL

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The New Silk Road connects cultures too

All the talk just now is about the New Silk Road as a rail link between China and Europe. With strong Chinese backing, the project encounters reservations, but also a positive response as a trade route supplementing sea and air links.

DU Xiaohui, Chinese Consul-General in Hamburg, is keen on making his professional contacts aware of the Belt and Road Initiative. "I aim to promote what is in any case the good cooperation between Hamburg and China," says DU Xiaohui. On his initiative, representatives of trade associations, the port industry and public bodies recently gathered for a symposium to discuss Hamburg's role.

Silk was not the only product transported along the medieval silk road, so for instance were spices, glass and porcelain. Religion, culture, innovations and learning also spread alongside trade. Paper, medicine and fireworks reached Europe from China via Arabian countries. "The New Silk Road is also more than a transport route," emphasizes the Consul-General. It also represents an opportunity to bring the

countries along the route closer together to their mutual benefit.

A WEAKNESS FOR FISH ROLLS

DU Xiaohui took up his post only a few months ago. He nevertheless already feels at home on the Elbe. "Like my native city, Hamburg is a port city, very open and tolerant," says DU Xiaohui. What he especially appreciates about his new home are the port, Hanseatic tolerance and the fish rolls. German is no problem for this graduate in the language.

He brings eloquence to promoting the Belt and Road Initiative. With its port's outstanding rail infrastructure, Hamburg naturally forms part of this connection. "Fear of China often arises in Germany, but not in Hamburg," is how the Consul-General reports on his

experiences. The Hanseatic City is in any case closely tied with China through its port. Around a third of total cargo is bound for the People's Republic or originates there. DU Xiaohui sees no mutual, still less a one-sided, economic dependence. "We are interwoven," is his positive take on the relationship.

41,000 CHINESE NATIONALS

Trade relations between the countries are one aspect, cultural exchange another. Increasing numbers of Chinese are discovering the joy of travel and visiting Europe. The city twinning between Shanghai and Hamburg is bringing the cultures closer. "My fellow Chinese feel very happy here," emphasizes DU Xiaohui. Besides Chinese tourists, he looks after over 41,000 nationals in his consular district. Besides Hamburg, this covers Bremen, Lower Saxony and Schleswig-Holstein.

More than 550 Chinese companies have settled in the Hanseatic City – and the number is rising. "Hamburg is the driving force and pioneer in our economic relations," says DU Xiaohui. He finds current developments in the port and business there of interest, for example the acceptance of 5G technology and the digital revolution. Adjustment of the fairway will pro-

duce considerable improvements for the sea route between Hamburg and China. For air freight, however, there's no direct service. For the New Silk Road, DU Xiaohui still has one request: Clear recognition from the City of Hamburg of involvement in this project. ■

Brief portrait

DU Xiaohui has been China's Consul-General in Hamburg since the end of 2018. Now 44, he studied German, among other subjects, and took an MA in International Relations. He is married and has one son. He commenced his career on the staff of the Foreign Ministry of the People's Republic in 1997. From 1998, he spent seven years as an Attaché and Third Secretary at the Chinese Embassy in the Federal Republic of Germany. He spent the next eight years as Deputy Head of Department and desk officer in the European Department of the Chinese Foreign Ministry. Before taking up his post as Consul-General in Hamburg, he then worked as a Counsellor at the embassies in Germany and Austria, as well as the Protocol Department of the Chinese Foreign Ministry.



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**DHL GLOBAL FORWARDING HANDLES
MARITIME BUSINESS TO AND FROM CHINA
PRIMARILY VIA THE PORT OF HAMBURG**



© DHL

DHL Global Forwarding firmly established in China

Even if China's economic growth is slowing in 2019, it is still impressive in comparison with Europe or the USA. Germany is one of China's most important trading partners: Last year alone, the trade volume between the two countries increased by some nine percent.

FULL SPEED AHEAD FOR GERMAN PRODUCTS AND SOLUTIONS

As a globally leading post and logistics corporation, Deutsche Post DHL – DPDHL Group is ideally positioned to handle the increasing demand for supply chain services from multinational customers in China. Its subsidiary DHL Global Forwarding (DGF) is responsible for transport management via sea and airfreight, multimodal services and major logistics projects. With a network of 850 branches in 120 countries, DPDHL Group's forwarding division is firmly established in all of the world's important trading hubs, including China's dynamically growing market. The German headquarters is located in Cargo City Süd at Frankfurt Airport. The sea freight business is managed from Hamburg, the DHL China Rail business from Stuttgart and the project business from Bremen. "China offers the German economy excellent opportunities, since it is going through a period of change. The desire for

quality and premium products is increasing for both businesses and consumers," says Joachim Hermansky, Vice President Marketing & Sales DHL Global Forwarding Germany.

CHINA GOING THROUGH CHANGE

China's middle class is growing rapidly and, thanks to higher income, so is consumption of premium products 'Made in Germany.' Alongside German cars and accessories, equipment, special tools, high-tech products and consumer goods are highly coveted in China. At the top of the popularity chart are cars and luxury articles from Germany. Top of the range German kitchens and household goods are increasingly finding their way into the homes of the new Chinese middle class. Goods to the value of 93 billion euros were exported to China in 2018, with an upward trend, according to the German Federal Statistical Office.

At the same time, cost advantages for companies are lower, because of increasing wages and environment

protection costs. This is not an easy job for Chinese industry. Therefore, the companies are concentrating on strengthening their innovative power and quality, to remain competitive on the world market.

The excellent development in the technology segment cannot be overlooked in Germany: 'Made in China' technology is loved by German families. Electronics and optical products, such as computers, memory media, consumer electronics and data processing equipment are the money-spinners. In 2018 alone, products worth 106 billion euros were exported to Germany.

TRANSPORT SOLUTIONS FOR PREMIUM PRODUCTS

To ensure that products ordered arrive punctually and intact to their Chinese and German recipients, first class transport solutions are called for.

The maritime business to and from China is handled by DHL Global Forwarding, primarily via the Port of Hamburg. With a high concentration of departures, it offers door-to-door shipments of general cargo (LCL), full container (FCL) and refrigerated container (Reefer) with real-time tracking and tracing to all important Chinese ports and ensures seamless customs clearance. Through its Buyers Consolidation Service, DGF offers to pool cost-efficient sea freight shipments from various suppliers for a customer. Companies from the automotive, chemical, mechanical engineering and consumer goods industries use the sea trade route to China a great deal, profiting from such services.

"Hamburg is one of the important locations for Chinese activities in Europe, and for DHL too. As the second largest sea freight service providers in the world, here we find sound port management, as well as a well-developed infrastructure for rail, inland waterway and trucking to meet the requirements of our German, European and Asian customers," states Alexander Naumann, Head of Ocean Freight Germany von DHL Global Forwarding.

Two years ago, DGF opened a central China Rail Competence Center in Stuttgart, to structure the ever-increasing freight traffic more efficiently and customer friendly. Overall, daily door-to-door rail services are coordinated from Germany to all of the important economic centres in China, Taiwan, Japan and Korea. Apart from the sea trade route, Hamburg is very well served by rail with China.

The industrial project business is managed from Bremen. A well-rehearsed team is specialized in the demanding end-to-end project logistics, organizing safe, secure, compliant and reliable transport shipments for customers from overall planning, to organisation and coordination processes.

At Frankfurt and Munich Airports the worldwide leader loads individual and consolidated shipments many times a day, as well as time-defined products for China's most important trading centres. Two weekly complete charters from Hahn Airport to Wuxi round off the picture.

DHL Global Forwarding in brief

- Employees: More than 32,000
- Countries & Territories: Approx. 150
- Branches: More than 850
- Sea Freight Volume: 3,225 million TEU
- Air Freight Volume: 2,150 million tons

DEUTSCHE POST DHL GROUP AND S.F. HOLDING SIGN COOPERATION AGREEMENT

Deutsche Post DHL Group, the worldwide leading post and logistics group, has closed a ground-breaking deal with S.F. Holding, one of the leading premium logistics service providers in China.

Deutsche Post DHL Group has transferred its Chinese supply chain activities to S.F. Holding. The agreement covers the supply chain units in mainland China, Hong Kong and Macau – hereafter 'China'. It has no impact on the international Express, Forwarding and eCommerce logistics business of Deutsche Post DHL Group in China.

In the course of this strategic agreement, Deutsche Post DHL Group will receive an advance payment to the sum of 5.5 billion Renminbi – some 700 million euros, as well as a partnership fee based on turnover for the next ten years. S.F. Holding will receive access to the first-class supply chain services and management expertise and the transport and warehousing technologies of Deutsche Post DHL Group. Acting under the umbrella of a brand partnership, the company will be run by Yin Zou, currently CEO for the Greater China region at DHL Supply Chain, and his existing management team.

Through this strategic partnership, Deutsche Post DHL Group will continue to participate in the strong growth of the Chinese supply chain market. It will also profit from S.F.Holding's comprehensive domestic infrastructure, its distribution network and wide local customer base. This will facilitate the company acting under a brand partnership to widen its customer base more quickly. ■



Alexander Naumann

Head of Ocean Freight Germany, DHL Global Forwarding



Joachim Hermansky

Vice President Marketing & Sales, DHL Global Forwarding Germany

China's New Silk Road – An opportunity for trade but a real challenge for politics

In his guest editorial, Professor Gabriel Felbermayr Ph.D, who has been President of the Institute for the World Economy in Kiel since March this year, casts light on the opportunities and risks created by the New Silk Road. The internationally renowned trade expert specializes in his research and consulting work on questions of economic global economic governance, European economic integration and German economic policy.

Economic research is proving more and more that deficient or lacking infrastructure is decidedly more important for putting a brake on world trade than the remaining – and even the new – customs barriers.

China has recognized the signs of the times and is investing tremendous sums in Asia, Europe and Africa. Through the Belt and Road Initiative – BRI – a trillion dollars are to be invested in infrastructure projects. The New Silk Road project has no lesser ambition than to create a Eurasian economic zone stretching from the Yellow Sea on the east coast of China to the Atlantic. It will encompass 92 countries with some 4.6 billion people and an economic output of 50 trillion dollars annually, or almost 60 percent of world gross national product. Add to this that the continent of Africa also plays an important role in the BRI planning.

and China. However, the overland route is gaining in importance. In the period between 2014–2017 the EU's China trade has increased its value five-fold by rail, while the total goods trade has increased by almost 20 percent. In comparison to sea cargo, rail transport from Shanghai on the Chinese east coast to Hamburg takes half as long, is ecologically more

advantageous and is much cheaper than airfreight.

The precise transit times and costs depend on each point of origin and destination within China and Europe, as well as the goods transported. In addition, they are subject to considerable temporal fluctuations – both seasonal and cyclical. The comparison (see graphic) for transporting a 40-foot container (1 FEU = 2 TEU) from Shanghai to Hamburg in June/July 2017 can therefore only give a rough orientation.

Strengthening freight transport by rail is politically desirable. Major subsidies by various central Chinese regional governments, abolishing customs borders between Kazakhstan, Russia and Belarus, the introduction of standardized (end-to-end) CIM/SMGS consignment note for freight traffic between China and Europe, as well as local improvements for customs clearance have contributed to a reduction in transport costs and transit times.

Until today, from the corporate side it has above all been the electronics and automotive industries searching for more cost efficient, faster and more reliable ways of transporting between new production plants in Central China and customers or suppliers in Europe. They gave the impetus for establishing new rail freight

On average, transport costs (including insurance) currently amount to some eight percent of the value of goods in EU-China trade. If you could halve this, and applying customary trade elasticity, the long-term growth in goods trading could lie between around 25–30 percent. We are talking here of additional trade amounting to 200 billion euros and more, each and every year in the future. The Belt and Road Initiative has the potential for that. It could transform Eurasian trade.

Currently, this is almost entirely by sea, with a smaller quantity carried by air. Rail transport does not even reach three percent of goods traded between the EU



SEA: Distance: 20,053 km | Time 32 days
Cost: 2,410 USD/FEU

Source: Schramm und Zhang 2018, © Elbreklamer/stockphoto

AIR Distance: 8,822 km | Time: 4 days
Cost: 32,490 USD/FEU

RAIL Distance: 11,249 km | Time: 16 days
Cost: 6,350 USD/FEU

transport services between China and Europe.

For Europe's freight transshipment hubs such as the Port of Hamburg, the New Silk Road is good news. As long as they are equipped for rail freight handling. Politically though, this also contains enormous danger for our future. What is clear is that if Europe does not come on board

the New Silk Road with both money and political creative will, and that in a massive fashion, then the distribution of profit for Europe – and certainly for its neighbouring countries – will not be advantageous. Since he, who controls this zone economically, will dominate the world economy of the future. ■



Gabriel Felbermayr

President of the Institute for the World Economy in Kiel

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POLAND IS A KEY STRETCH
FOR RAIL TRAFFIC ON THE
NEW SILK ROAD



Polish State Railways investing in reliability and speed

© PKP

The Polish stretch of railway plays an important part on the New Silk Road and in feeder traffic for the Port of Hamburg. The potential of PKP Group companies is contributing to development of this route – both with investments in intermodal transport and in directing container services to terminals throughout the country.

Port of Hamburg Magazine: How do you assess the future development of container traffic with China?

Antonowicz: We are keeping an eye on development there. With foreign trade structured as at present, the volume handled by rail represents no more than just over two percent. Rail container transport with China can only grow. The latest forecasts by experts at the Infrastructure Economic Center foresee trade between China and the European Union growing by over 843 billion euros by 2030. Between 2016 and 2018, freight from China into the EU increased annually by 20 to 25 percent. From 2020, Reduction of Chinese subsidies could slow momentum to an annual ten percent. PKP is investing in railway border crossings, as well as track and hub infrastructure, expanding capacity of European traffic corridors and improving the quality of international freight services.

How have costs and transit times on the route between China and Europe developed until now?

Costs and transit times have come down in recent years. Transport time from Kazakhstan and Russia has

been cut from 14 to ten days. Thanks to Polish pro-export activities, recent years have seen a growing return freight flow to China. Achievement of the break-even point on container trains without subsidies has become a reality. When the first trains arrived from China in 2013, the price per 40-ft container was around 6,000 dollars, now it's roughly from 3,500 to 4,000 dollars. Matching train services, plus investment in infrastructure and trains, have made railborne freight transport more attractive.

Poland is the gateway to Western Europe on the New Silk Road. Which challenges does PKP Group need to overcome to keep rail services flowing between East and West?

We must not forget that the quality of transport corridors depends on political cooperation and consensus, plus active engagement, between all those involved along the route. Both further simplification of customs procedures and an improvement of data flow, for example by introduction of a standard electronic waybill, are required. Yet the decisive factor is the condition of the infrastructure. The priorities here are a strengthening of the intermodal terminal

network in accordance with EU directives, and raising the speed limit for freight trains from 100 to 120 kph. PKP as a group is therefore placing the emphasis on upgrading infrastructure, especially in the area of Eastern border crossings and along the longest broad-gauge track. An intermodal terminal with an annual handling capacity of up to 300,000 TEU is located at the end of this line. Plans for modernizing this involve investments in cutting-edge control systems, new terminals and an increase in speed to 120 kph for trains of up to 5,000 tons. Parallel investments will be made in aligning terminal handling capacities to market demand, expanding alternative border crossings and providing new bridges. As a result, rail freight traffic via Poland should become faster and more reliable.

How could gauge switching and customs processes on the Eastern border be improved?

Firstly, it is essential to expand the number and lengths of the broad-gauge tracks from the East and to raise their axle load-bearing capacity to cater for longer and heavier trains. That will also avoid the

splitting up of block trains beyond the Eastern border. Secondly, a system for data interchange between train operating companies will be developed. Such communication aims to counter creation of bottlenecks at border crossings. Frontier checks could also still be optimized. As a first step in this direction, the TORY-24 pilot program is being introduced at the Terespol-Brest border crossing. All checks of imported goods should be conducted within 24 hours of their being presented. 24 hours is still a long period, but we as an EU frontier country need to exercise due care. We are also opening new frontier crossings with Byelorussia and are considering making additional investments in that area.

In addition, we are thinking about using a solution that could improve the effectiveness of freight transport at the frontier crossing point between 1520 and 1435 mm. This is an innovative project, part of the second generation of the SUW2000 system for automatic adjustment of wheel gap. The improved mechanism on the railcar would permit a considerable reduction in the time required for transfer at the interface between different track gauges.



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**SLAWKOW EUROTHERMAL
HANDLES CONTAINERS FROM
ALL OVER THE WORLD**

How does PKP see its role under the Belt and Road Initiative (BRI) in transit traffic and container transport to terminals in the regions?

With its PKP LHS and PKP CARGO companies, PKP Group performs both roles simultaneously. Our vision is that we should be able to provide the complete pallet of logistics, transport and complementary services.

Do you see a need to build up a hub for container services on the basis of the existing terminals?

There are clear indications that Poland should become an intermodal logistics hub for incoming Asia freight services for Central and Western Europe. Three factors play a role here: Geographical location in the heart of Europe at the crossing of EU traffic corridors, constantly improving links with European countries through the modernization of rail tracks within the TEN-V network, and the potential of the Polish internal market. The answer could be the project for the CCP mega-airport, under discussion for several years, which has a chance of becoming Poland's premier business and communications centre. The scheme envisages construction of several new railway lines to make CCP – Central Communication Port – a tri-modal hub with massive air, road, and rail capacity.

Does PKP's terminal and rolling stock capacity suffice to handle growing container volumes?

Expansion of the network of intermodal terminals is one of the priorities for both the Polish Infrastructure Ministry and PKP Group. We are concentrating on the construction of new terminals on the Eastern border and modernization of track in that area. Planning of new port terminals in Gdynia, Gdansk and Swinoujscie and multimodal centres along inland waterways is proceeding in parallel.

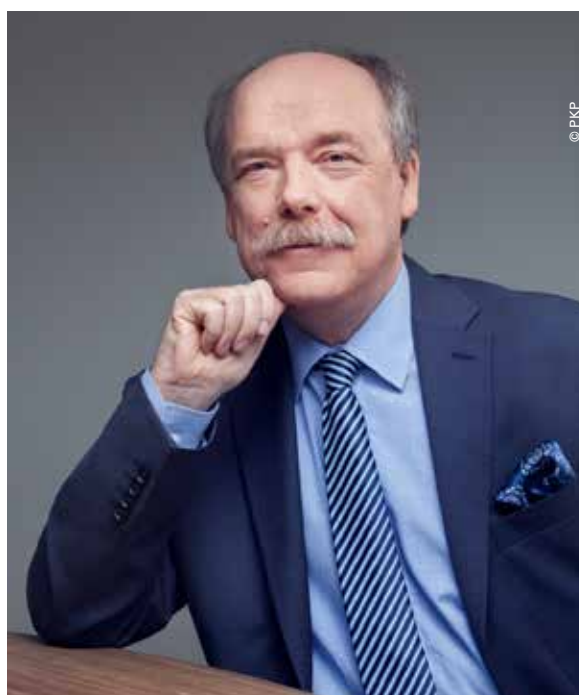
Modernization of the infrastructure in Malaszewicze will in the near future boost capacity to over 50 train pairs per day. In addition, we have started building a new container terminal in Geniusze, near the Kuznica-Bialostocka border crossing. We are also working on a scheme for a terminal network that covers frontier crossings at Dorohusk-Jagodzin, Chelm, Lublin and elsewhere. A number of other projects cover additional intermodal terminals in the interior of the country. Preparations for two further investments near Bromberg and Lodz are also far advanced.

The publicly quoted company PKP Cargo – the second largest rail freight operator in the EU – is ploughing a large part of its investments into multi-system locomotives and railcars for transporting containers. Last year and this, PKP Cargo has signed contracts for purchase of 1000 flat railcars and locomotives for heavy freight trains.

Problems on Poland's Eastern frontier are an incentive for rail operators to find new transport routes. How is PKP group reacting?

For a start, in discussing any problems we should be using the past tense. The phenomenon of restricted capacity in the Malaszewicze region only arose between 2016 and 2017, being caused by measures to modernize infrastructure. Since

then, expansion plus the TORY-24 program have permitted much shorter customs clearance and procedures on the Polish-Byelorussian frontier. Traffic at the border crossing is meanwhile flowing without interruption. By 2025, comprehensive infrastructural modernization will quadruple the capacity of this, Europe's largest dry port. This will top forecasts from the Chinese side for the next 20 years. In addition, an agreement has been signed for opening a border crossing point at Czeremcha-Wysokolitowsk, around 65 kilometres from Malaszewicze. This opens up a diversionary route for freight trains, leading problem-free along the E20 rail route to Berlin. By 2023, rail infrastructure in the vicinity of eight border crossing points on the Eastern frontier will have been upgraded. Polish Railways – PKP PLK – will invest around 117 million euros in modernizing frontier stations. In addition, measures to boost capacity inside Poland on the route to Berlin will form part of the national rail program. By 2023, PKP PLK aims to facilitate transit of 750-metre trains at speeds of up to 100 kilometres per hour along this route. Looking at the next four years, as PKP Group we are therefore in a position to guarantee high capacity in the Polish section of the North Sea-Baltic traffic corridor.



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IN THE MEANTIME, DARBO FRUIT
SPREADS ARE CONQUERING THE
CHINESE MARKET, TOO

Fine jams from Austria: Chinese are acquiring the taste

Sweet spreads are standard on European breakfast tables. In Asia, it tends to be rice or savoury. Nevertheless, the Austrian fine jam manufacturer Darbo is conquering the Chinese market. With a turnover of 2.5 million euros today, China belongs to the Top Five export markets for the family business based in Stans in the Tyrol. By and large, shipment is managed via the Port of Hamburg.

"The real favourite for the Chinese is strawberry," as Roman Mayr, Area Sales Manager for Adolf Darbo, is well aware. Eighty-five percent of the exported products go to the food service industry that prefers portion packs and mini-jars. However, the spreads rich in fruit, containing 70 percent of real fruit are the bestsellers regarding market share in the food retail trade in 200g jars. Apart from catering, the retail trade plus industry and bakeries are the customers for fine Austrian jams.

DIFFERENCES IN CULINARY CULTURE

"Our biggest challenge in China is jam as a product itself," states Roman Mayr. The market is huge and has real potential, but the differences in culinary culture, and in the sense of taste compared to Europe, are not inconsiderable. Add to this, customs procedures and certificates required on health or origin. However, last year Darbo delivered some 800 tons to Shanghai and Hong Kong.

Darbo assigns shipments solely to forwarder, selected for reliability, punctuality and cost-performance ratio. The pre-carriage is by rail ex-Salzburg, or in one-off cases, e.g. lack of container availability, ex-Munich, too.

For many years, this family business has been convinced of the reliability and service in the northern ports generally and the Port of Hamburg in particular. The rail infrastructure, handling time in the port and concentration of services to the key countries are the decisive factors for this. "We try to organize our overseas shipments predominantly via Hamburg, not least of all because of the problem-free handling and often enough because the customer instructs us to ship via the Port of Hamburg," adds Roman Mayr.

ADJACENT MARKETS

Apart from China, other neighbouring markets are of interest to Darbo, including Russia, South Korea, Taiwan, Vietnam, Thailand, Malaysia, the Philippines, Japan, Indonesia and India. Overall, the fine jams

manufacturer wants to win market shares in Asia and increase exports. ■

Darbo in Brief

In 1879, the Darbo family started producing jams, syrups and fine fruit liqueurs in Görz, Austria. During the First World War the fruit steam works was badly damaged. The family attempted to rebuild in Stans in Tyrol. In the Fifties Darbo set up a new factory, little-by-little building up its market share and product range, becoming market leaders for jams and honey in Austria.

To facilitate deliveries to new markets, in 1990, Darbo extended its Stans plant with a new factory. In 2009, after managing the company for decades, Klaus Darbo handed over the reins to his son Martin who, jointly with his Uncle Adolf, is managing the company in the fifth generation. Darbo is now a well-known medium-sized family firm that produces high quality products, at three Tyrolean locations, for the catering and hotel sectors, as well as for the food processing industry.



Family standard-bearer for Austrian jam

(from l.): Klaus Darbo, Stefan Darbo, Martin Darbo, Matthias Darbo

At home in two worlds

Anybody visiting Marlis Rötting in Hamburg will see at a glance that this businesswoman is at home in two worlds. There's a blend of the best in German and Chinese cultures here. For thirty years, Marlis Rötting's second home has been in Beijing. She worked there for various companies. After her retirement, she launched a trading firm. Since her son Daniel Rötting joined her, she has allowed herself to spend the summer months in Hamburg as a personal treat.

Marlis Rötting is one of currently 36 honorary ambassadors, whose task is to boost knowledge of Hamburg in 24 countries. The HamburgAmbassador program was the brainchild of the Senate Chancellery and Hamburg Marketing. It has given birth to an innovative network, with Hamburg pursuing new paths in the area of advertising, image promotion and active location marketing. This truly Hamburgian lady is ideal for the role. She delights in bringing people together and networking them. She speaks vividly and enthusiastically of her faraway new homeland: "I am curious about people and cultures."

MUTUAL RESPECT

Marlis Rötting's attitude to life is that anybody seeking success in a foreign country needs to be open-minded. Naturally she had to accustom herself to the Chinese way, manners, cuisine and culture – with the result that she feels just as happy in Beijing as in Hamburg. In recent decades she has through her own efforts advanced to become a sought-after China expert and businesswoman. Anybody seeking to do business in and with China must in the first place show respect – and ensure that when agreements are signed, the same rights, obligations and legal force apply to both sides.

INITIALLY THERE FOR A YEAR

There was no sign at first that she would spend 30 years in China. She was originally a teacher, founded a family, and only much later tackled Sinology for a second degree. Her three children were then of an age to face school-leaving exams. As a tour guide, her work often took her to China. Her first job on the spot was offered her out of the blue by Möwenpick Hotels. "One year was the plan, for training up the staff for the new hotels in China," she recalls. So she got to grips with Chinese labour law, then promptly received an offer from another hotel chain. The family council voted – and Marlis Rötting then remained another two years in China, heading 2000 staff. The sudden and far too early death of her husband meant that a visit to China then became something lasting. Various posts for German companies in China followed. Marlis Rötting grew with her responsibilities.

"I was doing a lot for the first time," she says with a twinkle in her eye. It was not least thanks to her effective networking that her career went so well. Among other successes, with her help and despite many obstacles, in 2004 Schwäbisch Hall founded the first mortgage lender in China. In addition, the Hamburgian built up the Chamber of Commerce in Beijing.

USING A SWING FOR A WORKOUT

It was from the building society that she retired. A pensioner's role, however, is not one for Marlis Rötting. She was able to turn to music and design as hobbies. The businesswoman herself designed many eye-catchers in the house and garden, then having these built in China and imported from there. An imposing swing in the garden is one of these. For the grandchildren? "Naturally they may use it too. But no, it's for me," says Marlis Rötting with a smile. Swinging is the best workout of all. Anybody who doesn't believe this is welcome to have a go.

Her trading firm concentrates on importing high-end Hinterseer Parkett floor coverings from Germany. The Chinese appreciate these products for their quality and freedom from contaminants. "A great deal has changed in China in recent decades," realizes Marlis Rötting. Whereas in 1998 available living space per person averaged eight square metres, meanwhile it runs to over 30. This naturally creates growing demand in the middle classes, especially, for high-quality furnishings and consumer goods.

ADVERTISING FOR HAMBURG

As HamburgAmbassador, in Beijing she organizes numerous events in her company's showroom. In addition, she motivates Chinese tour operators to include Hamburg as a destination in their programs. Media work is also among her tasks. Thanks to her intervention, a cultural series about Hamburg ran for a whole year on Chinese state television. For Hanseatic companies, she is much in demand as a source and intermediary in Beijing. Marlis Rötting has no thought of giving up. She sees neither her honorary post nor her work as stress or burden. "I simply enjoy it," she states, returning to her swing. ■

**"A great deal
has changed in
China in recent
decades"**

MARLIS RÖTTING IS A
BUSINESSWOMAN AND THE
HAMBURGAMBASSADOR
IN PEKING



THE EUROPEAN GUIDELINES ON LABELLING OF DANGEROUS GOODS ARE ALSO TO APPLY IN CHINA. HAMBURG-BASED UMCO IS INVOLVED IN THIS PROJECT



China to apply European rules for labelling dangerous goods

German institutions are supporting China on labelling of hazardous goods in accordance with European guidelines. Around 50 countries, not only in Europe, have meanwhile signed the European Agreement concerning the International Carriage of Dangerous Goods by Road – ADR. “Just recently, Nigeria in West Africa signed,” said Ulf Inzelmann, CEO of the Hamburg-based consultancy Umco that specializes in hazardous goods shipments.

With JT/T 617, by the end of 2018 China had already incorporated the essential sections of the ADR in its national law. This contains special regulations for road traffic on packaging, securing and labelling dangerous goods. Until then, differing

regulations and norms applied in the various regions, areas and provinces of the People’s Republic. Comprehending these made smooth handling of shipments difficult for all those participating in supply chains.

THE AIM IS A COMMON STANDARD

Commissioned by the German Ministry of Economic Cooperation and Development – (BMZ), the German Society for International Cooperation – (GIZ) initiated the project for 'Enhancing the Safety of Hazardous Goods Shipments in China'. Umco is one of the partners. "The idea is to have Chinese state agencies, associations and companies share in our experience," explains Inzelmann. As a service provider and consultant, among Umco's tasks in cooperation with the Chinese Ministry of Transport is to persuade those involved in transporting hazardous goods of the need to observe regulations and achieve a common standard in conformity with the law. "Yet we also aim to gather knowhow that will enable us to support our customers on hazardous goods shipments in China even better," says Willi Wesselowsky, responsible for hazardous goods at Umco. The aim also remains to see China signing the European agreement in its entirety, at latest by the end of the project. Global regulations have long been in force for shipments by air and sea, and these are also observed by China.

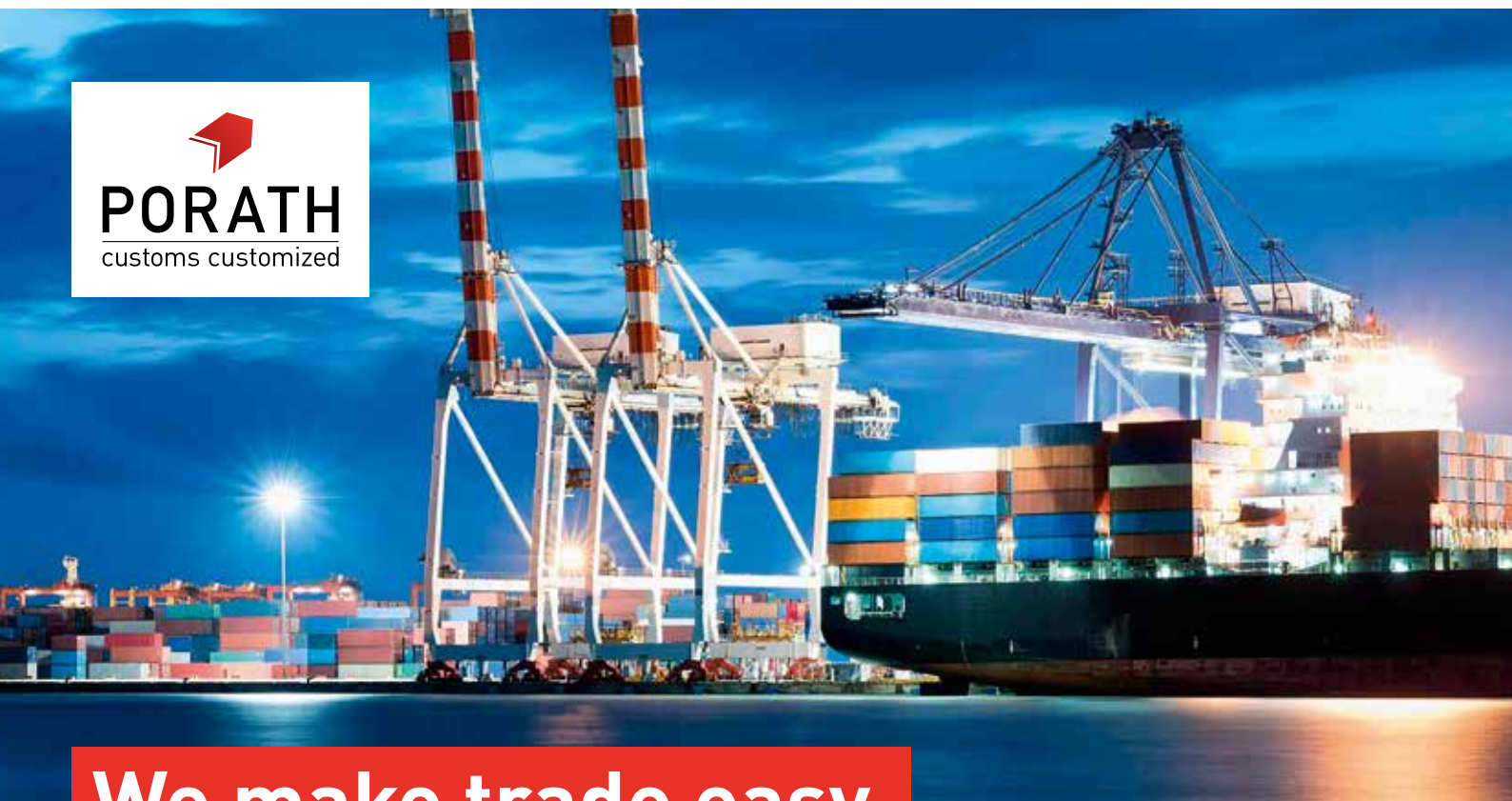
SIMPLIFYING PROCESSES

"So, it can therefore only be in the interest of the

People's Republic to have shipments leaving the country by road moving in accordance with ADR, and therefore more safely," explains Umco CEO Inzelmann. In his view, it makes sense that the same regulations apply everywhere, since German and European companies also deliver building elements, chemical products and chemicals to China. "Fundamentally, the process in the entire logistics chain needs to be simplified," he adds.

PARTNERS SOUGHT

The project is designed as a public-private partnership – PPP to run for three years under GIZ supervision. The costs are put at between two and three million euros, half to be covered by funds from the BMZ's 'develoPP.de' program, and half by industrial and consultancy companies. Along with Umco, car manufacturers Daimler and BMW, the Evonik chemical group and consultancy GBK are represented. Also involved are Umco's partner Reach24H in China, as well as one Chinese tanker forwarder so far. Inzelmann then appealed as follows: "We are still looking for additional supporters for the project and practical partners desiring to receive advice on the topic against a small fee." ♦



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Port seagulls go for Chinese cuisine

How to find the best Chinese restaurant in Hamburg? I fly across the city and spot just where the Chinese themselves are flocking. Lo and behold, masses of them go east to the Hamm district. The atmosphere may be somewhat industrial, but as a port seagull I fancy that. 'Chinese am Fleet' or 'Chinese on the inlet' may sound cosier than it is, but the grub is truly authentic and tasty. Whether by day or come evening, here for a good price one can enjoy traditional Chinese or Cantonese food, slightly adapted for European palates.

The Year of the Pig promises good luck



In both China and Germany, the pig brings good luck. Since 5 February, the Chinese calendar it is the Year of the Pig. This will last until 14 January 2020. Unlike what we know in Germany, the New Year is annually based on the lunar calendar rather than starting on the 1st of January. The New Year's holiday lasts, not for just a day, but for two weeks. That really shows, not just in faraway China, but also in Europe. Trade collapses around Chinese New Year. Chinese have seven days off then, mostly used for visiting their folks. At New Year, the whole of China is at six and sevens, with masses of people criss-crossing the country. Because of the presents, the feast is sometimes compared with Christmas. In China these consist of little red envelopes of money passed from the oldest generation to the youngest.



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Precision needed

Not everything traded with China fits into a container. Polish-Chinese shipping company Chipolbrok regularly calls the Port of Hamburg to tranship project cargo to and from Asia. On the MS 'Chipolbrok Moon', loading four cable tanks from an inland waterway craft called for precision handling. With the shipboard crane able to handle up to 320 tons, handling these items was no major challenge. But lifting two tanks simultaneously, while not breaking their cable link, truly was. That required massive concentration from the crane operators, and brought moments of great tension for ship's master Huang Yizhou, his freight officer and the shipping line's most experienced supercargo, Captain Robert Kobylecki. He was on board to supervise planning and the ship's movement. All went like clockwork and so the freighter sailed off on her long voyage free of any cares.

Chinese language and culture in Hamburg

Learn Chinese or simply take a taster course, experience Chinese art through exhibitions or readings in the teahouse, take a course in calligraphy or attend a games evening – Hamburg University's Confucius Institute offers all those opportunities, and more, including many briefing and networking sessions for adults, as well as children's activities. Revived by the government of the People's Republic of China, Confucius Institutes go back centuries. Unlike Germany's Goethe Institutes, however, these are run in cooperation with an institution in the host country. In most cases, these are high schools with established China specializations. In Hamburg the Institute takes the public stage very often – for example at the final concert of 'China Time in Hamburg'. www.ki-hh.de



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New Representative at Hamburg's Chinese Liaison Office

There has been a change in personnel in the Port of Hamburg Marketing Representative Office in Shanghai. The previous manager, Lars Anke, left at his own request to take on new duties in the Hamburg port economy.

The new head is the previous deputy of the Representative Office Pan Hua. The position as deputy head has been taken on by Michael Wunderlich. Having studied Chinese, this China scholar has, in the past, already been active in business in China and Shanghai.

Axel Mattern, Co-CEO of Port of Hamburg Marketing, is very pleased about the smooth transition: "We naturally regret that Lars Anke, who has given valuable service to the Port of Hamburg for more than twelve years in Shanghai and China generally, has now decided to make a change in his career. With Pan Hua a colleague has taken over the Shanghai office, who has years of experience and excellent contacts. In her new function, Pan Hua will ensure the continuity of our work on the spot and going forward be available as contact person for all of our partners, members and customers. With Michael Wunderlich, we have signed on a China 'insider' who will excellently complement the Representative Office team. The ongoing intensive handling of the Chinese market continues to be of great impor-

tance for the Port of Hamburg that, with regard to the development of the Belt and Road Initiative, may well increase further."

Michael Wunderlich brings experience from the financial sector and international cooperation to the team: As a project manager he worked for a Chinese investment company in Berlin and supports the BWA (Federal Association for Economic Development and Foreign Trade) as a representative in the Shanghai area. Michael Wunderlich holds a Master's degree in Chinese Studies from Freie Universität Berlin and previously studied at SISU (Shanghai Foreign Studies University) and Tongji University.

The Port of Hamburg Representative Office in China is embedded in the Hamburg Liaison Office China – HLO, which is carried by the Hamburg state government, Hamburg Marketing, Hamburg Invest, Hamburg Tourism, the Chamber of Commerce and Port of Hamburg Marketing. In addition to Shanghai, HLO also represents these organisations through its office in Beijing.



Pan Hua is the new head of the Representative Office in Shanghai.
Michael Wunderlich is the new deputy head.

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