

EXPORT GATEWAY

PORT OF HAMBURG MAGAZINE



**THIS ISSUE AGAIN INCLUDES SOME FASCINATING
BACKGROUND STORIES AS WELL AS THE STATISTICS
AND ESTIMATES THAT WE ARE INCLUDING TO SHOW
THAT SOME BUSINESSES ARE PICKING UP**



Dear Readers,

The keynote topics for the Port of Hamburg Magazine are usually planned far in advance. By the end of the year, at latest, they are determined for the whole of the following year. This time nobody could have had a clue about the effect that the coronavirus pandemic would have on exports as the topic for this issue.

So how do we cope when our original ideas are no longer applicable? For us, one thing is clear: We still aim to provide comprehensive, objective information. We have accordingly made some changes. For instance, we have conducted a small survey of some of our representative offices, requesting an assessment of the situation plus – as far as possible – a cautious look at the future. In addition, three industry experts are afforded space to estimate how in their opinion exports will develop in the fourth quarter of 2020. Please bear in mind that our deadline for these was early/mid-August.

Apart from the statistics and estimates that we are including to show that some businesses are picking up, this issue again contains some fascinating background stories. And there are plenty of those in the Port of Hamburg, even if the coronavirus crisis does continue to keep the export business in suspense. Thus this issue will tell you about the tremendous part that fertilizers play for the foodstuffs industry, how varied the requirements for coat hangers can be, and why an export product like Tesa is so essential in manufacturing mobile telephones.

We wish you good reading!

Axel Mattern and Ingo Egloff
Joint CEOs, Port of Hamburg Marketing

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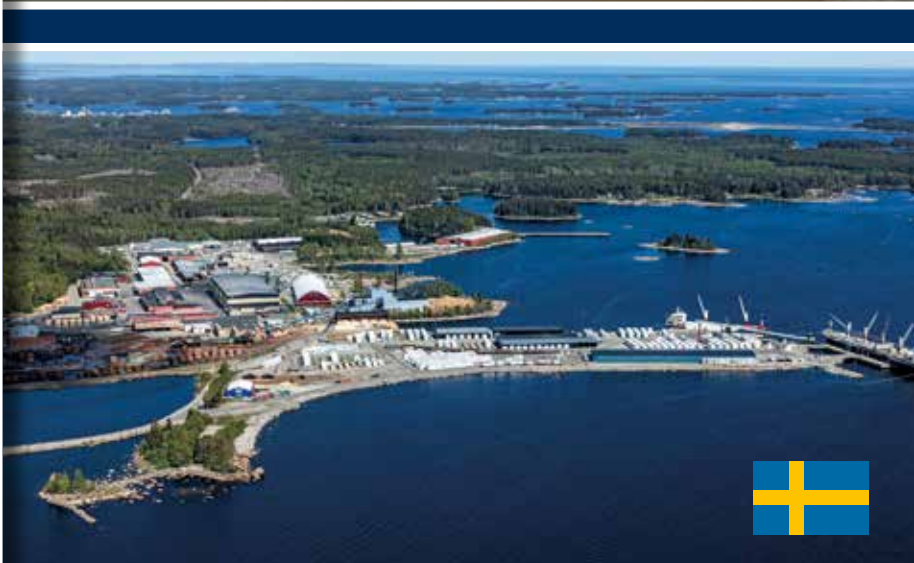
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Export trend in Port of Hamburg

After the disruptions caused by the coronavirus pandemic, German exports have recently picked up further. Yet Germany's various sectors and regions have been affected to a differing extent. We have summarized the trend in two key industries. In addition, we have asked three experts for their assessments. The third part of our report covers the situation and prospects in markets served by our representative offices.

CHEMICAL/PHARMACEUTICAL INDUSTRY

The COVID-19 crisis has presented challenges to many sectors. Even if reverses were relatively minor, the chemical/pharmaceutical industry did not escape. For the combined sector, output for the first five months was down 1.5 percent on the previous year. One notable fact is that of the two, the chemical industry was affected more strongly. A more serious collapse was averted thanks to minimal impact in the first quarter.

Compared to other key industries in Germany, chemicals emerged well. Even globally, the downturn there remained minimal. Worldwide chemical/pharmaceutical industry output between January

and May was 2.2 percent down on the previous year. Some countries even had increases to report. Even if there can be no talk of an 'all clear', companies in the sector have a good chance of surviving the crisis. However, should a 'second wave' occur and industry be laid low for a longer period, the chemicals sector will also be faced with long-term effects.

MACHINERY AND PLANT MANUFACTURE IN GERMANY

Many factors are currently affecting this sector in Germany: The pandemic is causing worldwide

AFTER THE DISRUPTIONS CAUSED BY THE CORONAVIRUS PANDEMIC, GERMAN EXPORTS HAVE RECENTLY PICKED UP FURTHER



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Dr. Nils Jannsen, Senior Researcher, German Economic Forecast, at IfW – Institute for the World Economy, Kiel

“With the coronavirus pandemic successfully contained in many places, exports have rapidly recovered part of the ground lost. With many industries continuing to suffer from the pandemic and investment activity in many sales markets still dampened by the threat of a renewed flare-up, the next stage of recovery will be harder going. Recovery will therefore probably continue in the fourth quarter, but at a distinctly slower rate than during the summer.”

chaos, while general uncertainty is causing low willingness to invest globally, and the economy has been weakened by lockdown. In Germany too, this is noticeable in this export-based branch of industry. Added to this are such economic policy factors as Brexit and the US elections, as well as political tensions in China. In many places, companies are still struggling to make major investments, remaining hesitant for the moment.

In Germany the industry is currently relying on short-time working. Between January and May, the order book generally fell by 13 percent. Down by 15 percent, international demand collapsed more seriously than in Germany, where it dropped eight percent. Being only minimally affected, the first quarter prevented a serious collapse.

The industry hopes that the situation will return to normal in the course of next year, as soon as order books improve again. That will be the case if Germany is not hit by a 'second wave', or only minimally, so that no fresh lockdown arises. Even in the absence of a lockdown, however, a second wave could wreak serious damage, because any long gap in orders could result in insolvencies and job losses.

EXPORT TRENDS 2020 – SURVEY OF PORT OF HAMBURG MARKETING REPRESENTATIVE OFFICES

WESTERN GERMANY

This region relies heavily on exporting. The COVID-19 pandemic therefore made serious inroads. Yet as a result of robust efforts by companies in the leading pharmaceutical/chemical, textile, engineering, furniture, electronics, food and trading sectors, these are now on track for recovery. Traders, as well as the textile and furniture industries, are reporting positive trends. Volume growth is equally strong on forestry products. The automotive sector is still having a hard time.

EASTERN GERMANY

The coronavirus pandemic mainly caused downturns in trade within Europe. The resumption in manufacturing since May means that a recovery in this area is expected. Estimates of the market situation in economic surveys indicate an improvement from deeply pessimistic to moderately optimistic for the second half of 2020. Doubts remain on whether



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market falls of up to 40 percent in March/April can be offset before the end of the year.

BAVARIA, BADEN-WÜRTTEMBERG AND SWITZERLAND

After the month of April, especially, had brought falls of up to 40 percent on the previous year, export prospects for the second half are being seen ‘relatively optimistically’. The trend is mainly being fuelled by the automotive industry. Production and therefore export output in the car industry turned upwards from June, prompting hope and confidence in a recovery for other industries. Switzerland, with no car production worth mentioning, displays similar tendencies, especially as the pharmaceutical/chemical sector is the leading exporter.

AUSTRIA

Like the entire European market, the Austrian export industry has been affected by the repercussions of the COVID-19 pandemic. The first six months brought a downturn on the same period of the previous year. A continuation of this trend is also anticipated for the third quarter. Yet for the fourth quarter and the beginning of 2021, the basic mood is positive.

HUNGARY

Economic activity picked up rapidly in the course of May/June, yet from such a low level that even output for these months remained below the pre-crisis level. Industrial output in the second quarter was 25 percent lower than in the first. The second wave of the epidemic could still delay recovery, but no countrywide lockdown is anticipated. Export growth in 2020 at around four percent is expected to be lower than in recent years.

CZECH REPUBLIC

The COVID-19 crisis may reduce exports to around 500 billion crowns or 19.2 billion euros, a fall of 16 percent. The main need now is to avoid any hit from a second wave, and for Germany to recover from the shutdown. Otherwise, export volume could fall by up to 24 percent and the trade balance turn negative. The present crisis has already wiped out four years of economic growth in the Czech Republic. Exports are also back at the 2016 level. Last year, exporters achieved record figures. A steep fall in imports contributed decisively towards the record trade surplus.

POLAND

Among Poland’s leading export sectors are the automotive and furniture industries, as well as food production. The pandemic seriously affected the first two, but exports picked up strongly in the second quarter. In June/July, overseas exports were at a level comparable with the previous year. Experts expect Poland to profit from the coronavirus crisis in the medium term, with production in East Asia – of automotive parts, for example – being transferred closer to European markets.

RUSSIA

The coronavirus pandemic had serious repercussions on the Russian economy and foreign trade volume. The latter fell by 16.9 percent in the first half. The fall in the rouble may have stimulated Russian exports, but had a negative impact on imports of merchandise and domestic purchasing power. The effects of the pandemic and of the economic downturn made themselves felt at an early stage in the Baltic countries. Even for the first quarter, Lithuanian, Latvian and Estonian ports reported a distinct fall in cargo throughput. The decreases are not solely attributable to the pandemic, but also to the Rus-



Martin Braml, ifo Centre for Foreign Trade

“The present state of affairs leads me to reckon with strong export growth for the final quarter as compared with the first three. A figure resembling the comparatively weak one for the same quarter of last year seems possible. As long as no major lockdown occurs again in Europe, the signs indicate recovery. We seem to have passed through the vale of tears. The recovery in domestic demand is generally more rapid, primarily because Germany came through the first part of the crisis better than most countries. Partly because stimulus programmes will begin to kick elsewhere then, foreign demand will pick up within the foreseeable future.”

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sian Federation's policy of handling export merchandise through its own ports.

Other projects, however, continue to develop favourably. These include railborne transit traffic from

China, construction of the new European RailBaltica line in the Baltic countries, and the recent transit projects from China to Sweden and Norway through Estonia and Finland. ■



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Gregor Wolf, CEO, Federation of German Export Trade

"The German export trade is currently struggling out of the crisis. In the light of the positive trend in foreign orders in the processing industry, for the fourth quarter we are optimistic that the worst lies behind us. Important stimuli for global trade are originating from the Chinese market, especially, while we continue to be worried about Latin America. In the medium term, however, the de-coupling of the US and Chinese economies may affect international trade more seriously than the coronavirus pandemic. A hard Brexit could cause a special effect, should warehouses in the United Kingdom fill up with duty-free merchandise."

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RHENUS
LOGISTICS

UNLOADING OF FOREST PRODUCTS
AT THE COMPANY WÖRDEMANN IN
HAMBURG



Transit port Hamburg

Ilim Group uses the Port of Hamburg to distribute its own paper products worldwide. Its logistics subsidiary Fintrans annually brings over 50,000 tons of these to the Hanseatic port from the Port of St Petersburg.

Ilim Group of Russia, Europe's third largest producer of paper products, also uses the Port of Hamburg for despatching shipments worldwide. Here wood pulp, cardboard, offset and bag paper, along with sawn timber, are stored, sometimes briefly, before being distributed further afield. Almost 52,000 tons arrive in the Hanseatic city by sea from St Petersburg in 2,560 40-ft containers.

"In Hamburg various partners and customers take over the goods from us," says Olga Makarowa, head of Fintrans/Ilim Group's Logistics Division. Acting as an agent, www.shipments.de Wördemann organizes Europe-wide distribution of paper, cardboard and wood pulp. The company looks after handling, transport and issue of transit documents for the shipments. A further partner is Jam Modern Logistics, which undertakes onward transport of sawn timber. Also involved are Europcell and Fornaroli, who take over the consignments in Hamburg as customers.

HAMBURG IS AN ESSENTIAL ELEMENT IN OUR LOGISTICS

"For us the Port of Hamburg is a crucial feature of our logistics," says Makarowa, adding: "Just recently we have been making more and more use of intermodal transport." So numerous consignments meanwhile proceed onwards by rail or truck. Which carriers the group uses also depends on the destination country. Sometimes, transshipment via Hamburg can be more economical than the direct route from St Petersburg to the destination. According to Ilim Group, the Port of Hamburg's geographical location and its very well-developed sea, rail and road infrastructure can facilitate rapid and qualitatively high-standard deliveries in Europe and worldwide for its clients and partners. That is another reason for growth in traffic volume to Hamburg. Whereas last year an average of 180 containers per month were handled, this year the figure has been 290.



HHM / Dietmar Hasenpusch

On average, between five and six cubic metres of timber and 350 tons/cubic metres of water plus 2000 kilowatt hours of electric power are required to produce one ton of pulp

TOTAL PRODUCTION EXCEEDS THREE MILLION TONS

The Port of Hamburg may be of constantly growing importance for Ilim Group and its partners and customers. Yet it still accounts for only part of total volume transported. Ilim Group owns three pulp and paper factories, two modern corrugated board plants and the Sibgiprobum research institute. Its companies are located in Koryazkma in the Archangelsk Oblast (Administrative Unit), Bratsk, Irkutsk and Ust-Ilimsk in the Irkutsk Oblast, Kommunar in the Leningrad Oblast and Dmitrov in the Moscow Oblast. These plants produce 75 percent of all Russian pulp, 20 percent of its cardboard and ten percent of its paper. So the group's production totals over 3.4 million tons. Last year about two million tons of that went for export. Around 80 percent of the total went to China, South Korea and Japan. Only then followed Eastern and Western Europe, as well as other countries in the world. So the Port of Hamburg can still boost its total. ■



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K+S supplies salts, potash and magnesium products for the world via the Port of Hamburg. On a worldwide scale, the group ensures that the population's basic needs are met.

Between 350 and 400 vessels per year berth at Kalikai Hamburg. These deliver fertilizers, technical salts, thawing agents, table and pharmaceutical salts to customers all over the world. "Demand for our products is global. We are especially strong on special fertilizers containing sulphur and magnesium. Among our leading markets are South America, SE Asia, China and India," says Holger Jungerberg, Kalikai Execution, K+S Minerals and Agriculture.

CORRECT PLANT NUTRITION IS ESSENTIAL FOR GOOD HARVESTS

Fertilizers replace plant nutrients removed from the soil during harvesting. Balance and needs-based fertilization is therefore essential for sustained high-yield and qualitatively high-grade agriculture. The three main nutrients are nitrogen, phosphorous and potassium. If plants are to grow as well as possible, these must be available in a balanced ratio in the soil. Also significant for plant nutrition are such further elements at trace level as magnesium, sulphur, manganese and boron. K+S produces potassium fertilizers and fertilizer specialities on the basis of sulphur and magnesium salts.

The bulk of the fertilizers commence their journey to customers all over the world at Kalikai Hamburg. Over 40 percent of all goods shipped are despatched

on their voyages from there. The proportion of fertilizers exported outside Europe is around 50 percent, 22 percent being to South America and 19 percent to Asia. In addition, K+S exports technical salts to the chemical and manufacturing industries. K+S also supplies ultrapure pharmaceutical salts to medical technology and health care companies.

UP TO 55,000 TONS LOADED DAILY

The vessels are loaded with between 1,000 and 60,000 tons of fertilizers and other products. "Loading time varies a lot, depending on the size of the ship, the product and the special services booked," explains Jungerberg, adding that a large vessel with product for Brazil, for example, requires two days for 55,000 tons. One limiting factor is maximum daily throughput at 55,000 tons. "With several different commissions being handled simultaneously, however, the times required also depend on the quantity of orders to be fulfilled in parallel," stresses Jungerberg.

Besides loading bulkers, K+S also despatches up to 30,000 containers per year at Kalikai Hamburg. These represent about 65 percent of all containers shipped by K+S. Additional volumes arrive in the ports of Hamburg and Bremerhaven from the hinterland by rail or inland waterway craft. "The boxes



OWN STORAGE AND HANDLING FACILITIES ARE THE HEART OF THE K+S TRANSPORT NETWORK

© K+S

mainly contain loose products. Yet some of these are packed and palletted in bags. That way, we also succeed in supplying smaller quantities overseas," explains Jungerberg. For regional markets, K+S also despatches 2,500 trucks from its base.

DELIVERY BY RAIL AND INLAND WATERWAY CRAFT

The largest storage/handling terminal run by K+S Minerals and Agriculture receives about 95 percent of its freight by rail. About ten trains per day arrive at Kalikai Hamburg, for instance. The remaining five percent are delivered on inland waterway craft. "With us, procedures are clearly structured. Within our supply chain, preliminary runs by rail or inland waterway craft to Kalikai are organized, while our Freight and Container Booking Departments coordinate shipments with the shipping companies, Kalikai organizes loading, including documentation, and the agency clarifies shipment details with the crew on the spot," says Jungerberg.

A further important export product from K+S sites is de-icing salt. This is produced in three plants in Saxony-Anhalt, Lower Saxony and North Rhine-Westphalia. While the bulk of thawing agents remain within quite a short distance or a radius von 200 kilometres of these, a considerable quantity is exported to Scandinavia. This goes via the Port of Wismar. With consumers and the food industry, K+S has an additional target group to which it supplies table salt. This and its fertilizer production make K+S a company of relevance for the prevailing world system. The group is a key element for supplying basic needs to the population, and making a major contribution to food production. ■

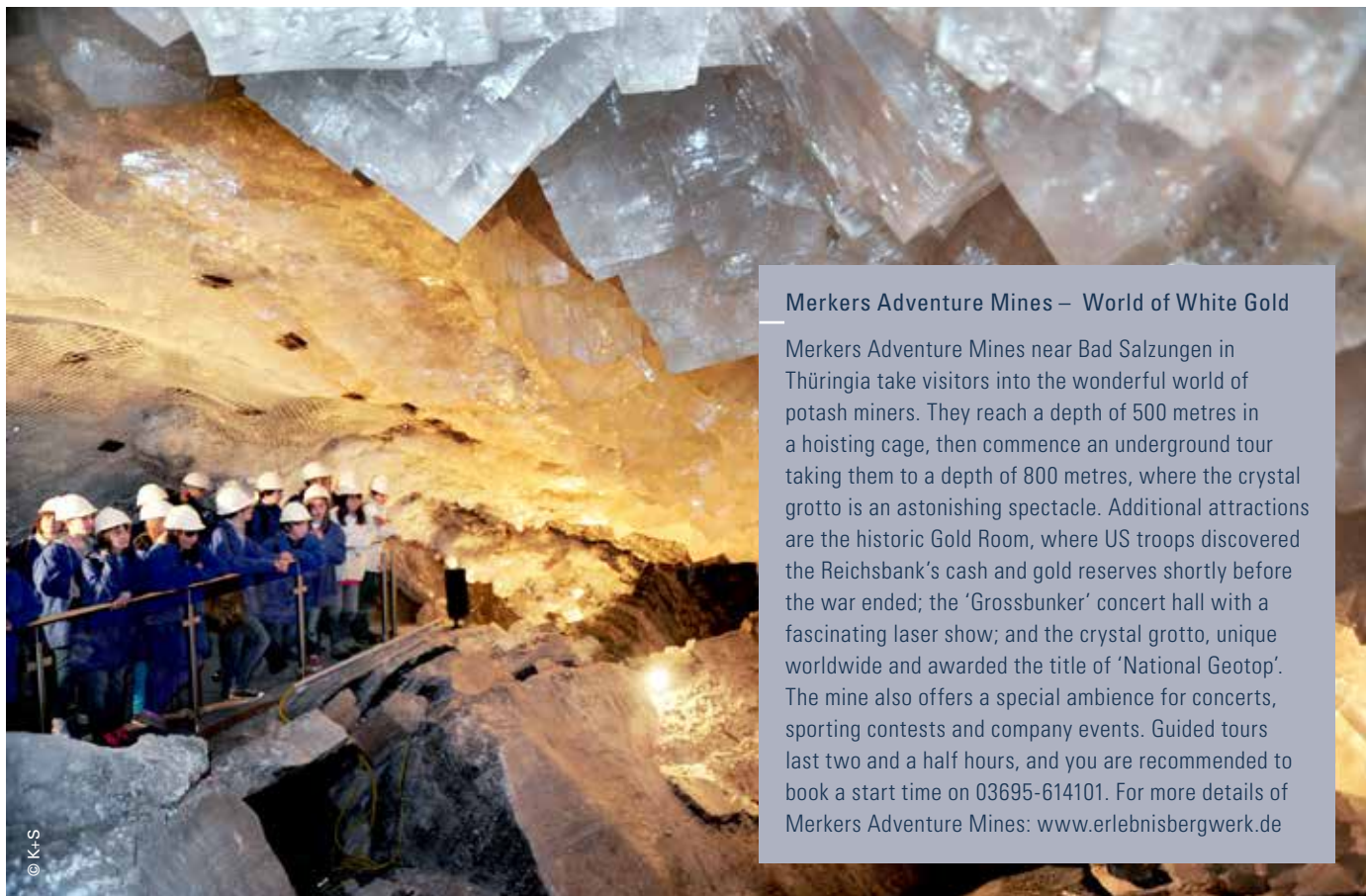
Kalikai Hamburg at a glance

- Total area: 95,000 square metres
- Length of quays: 500 metres
- Water depth: 11.30 metres at mean low water
- Storage capacity: 405,000 tons in 12 sheds and 6 silo cells
- Sidings: 2,800 metres landside, 1,500 metres waterside
- Conveyor belt: Approx. 14,000 metres
- Unloading capacity – rail: Up to 1,600 tons per hour or 26,000 tons per day
- Ships loaders: Three, with a capacity of up to 3000 tons per hour
- Grabs: One with a capacity of 12 tons
- De-bagging equipment: 3 lines for 25/50-kg bags in containers, or 1,000-kg big-bags
- Container loading – bulk: Approx 100 20-ft containers per shift and load station, several of which can operate simultaneously
- Technical throughput capacity: max. 55,000 tons per day



BETWEEN 350 AND 400 VESSELS PER YEAR BERTH AT KALIKAI HAMBURG

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Merkers Adventure Mines – World of White Gold

Merkers Adventure Mines near Bad Salzungen in Thuringia take visitors into the wonderful world of potash miners. They reach a depth of 500 metres in a hoisting cage, then commence an underground tour taking them to a depth of 800 metres, where the crystal grotto is an astonishing spectacle. Additional attractions are the historic Gold Room, where US troops discovered the Reichsbank's cash and gold reserves shortly before the war ended; the 'Grossbunker' concert hall with a fascinating laser show; and the crystal grotto, unique worldwide and awarded the title of 'National Geotop'. The mine also offers a special ambience for concerts, sporting contests and company events. Guided tours last two and a half hours, and you are recommended to book a start time on 03695-614101. For more details of Merkers Adventure Mines: www.erlebnisbergwerk.de



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Project logistics made easy

When you start out on a career in shipping as a vocational trainee, you quickly learn that there are two main types: regularly scheduled liner shipping and tramp shipping, where vessels do not have a fixed itinerary.

Typically, cargo that, because of its size or weight, cannot be transported by container is loaded on a conventional general cargo vessel. In tramp shipping, these frequently sail especially to destination ports that lie 'off the beaten trade routes'.

In logistics, however, things are always developing and even though the two main segments described above still hold good, this clear division no longer exists. Whereas the tramp shipping companies are specializing more and more, the liner shipping companies' container segments are making inroads into project logistics and hinterland services: For good reason, since they have a lot to offer.

Particularly for cargo that simply cannot fit into a standard container, transport costs can quickly reach a medium or upper single-digit percentage of total costs, bringing them to the attention of industrial production engineers. For many years, there has been a noticeable trend that even at the design stage of large plant segments, the potential for sectionalizing into transportable units has been playing an ever-increasing role.

Today the trend is towards ever larger and heavier units, which in turn are accompanied by a large number of accessories and steel constructions, but all being standardized to fit container measurements.

Since the costs for smaller packages on conventional ships are very high compared to a container and the transit time is uncertain due to variable lay days, today many customers go for the liner shipping companies' breakbulk services.

At Mediterranean Shipping Company – MSC, a Swiss concern headquartered in Geneva, this trend was recognized: For a number of years MSC has concentrated on this segment. Last year, hundreds of shipments were sent out globally, dozens of them shipped throughout the world via the Port of Hamburg. Apart from the great reliability of liner service vessels, the advantage for the customer is shipping the entire job on one bill of lading.

In addition, the risks of delayed deliveries can be much better cushioned. Should it come to delays in delivery, on liner services you can rebook on a later

LOADING OF SHELL SECTIONS
(RINGS) FOR AUTOCLAVES



TODAY MSC RUNS ITS OWN RAIL SERVICES BETWEEN THE PORT OF HAMBURG AND THE HINTERLAND TERMINALS IN STUTT GART, ULM, MUNICH, NUREMBERG UND LEIPZIG



© MSC Mediterranean Shipping Company

vessel, whereas with a tramp ship the long lay time, or even dead freight may be invoiced. This flexibility by the container lines has hardly ever paid off so well for the shippers as today. Because of production stops among the automobile manufacturers, RoRo lines have consequently downsized their sailing schedules. Because of significant cargo delays, conventional shipping companies have also reduced or adjusted their departures.

ADVANTAGES HAVING THEIR OWN RAIL CONNECTIONS

In addition, MSC’s entire hinterland network is available for the customer’s project ‘crates and boxes’. Deploying its own rail services, empty containers can be positioned cost-efficiently at more than 30 German hinterland depots and be brought back to the Port of Hamburg along the same route as full containers. High costs for temporary storage and stuffing the containers in the seaport are avoided.

The Port of Hamburg is extremely well equipped for this type of logistics. It is rightly considered to be Eu-

rope’s biggest rail terminal, since some 12 percent of rail freight traffic in Germany has the Port of Hamburg as its origin or destination. The resulting high frequency of train departures guarantees economical, resource-saving logistics, and generally means that the containers reach their destinations within a day. This not only relieves the road network, but also reduces emissions by a good 75 percent.

Today MSC runs its own rail services between the Port of Hamburg and the hinterland terminals in Stuttgart, Ulm, Munich, Nuremberg und Leipzig. Further trains interlink the hinterland with the MSC gate in Bremerhaven, as well as the Rhine terminals from Bonn to Duisburg with the MPET terminal in Antwerp. This means one-stop shopping for project logistics. In MSC’s view, Hamburg would profit as an attractive loading port for ‘high & heavy’ cargo, if the authorization procedures and approach routes for these shipments could be simplified and quicker. Investment is also needed in extended terminal space for transshipment storage and handling of these special cargoes. ■

Power for the world

BEHALA of Berlin uses special lighters to bring Siemens export gas turbines along inland waterways to Hamburg, where these are loaded on to oceangoing vessels and transported to a great variety of countries across the globe. With bulky elements weighing up to 500 tons, that's quite a challenge.

They are real giants, 13 metres long and weighing almost 500 tons: Siemens gas turbines are running worldwide to produce heating and electric power. They are manufactured in the Moabit district of Berlin. BEHALA – Berlin Port & Warehousing – uses a specially designed lighter to transport them by inland waterway to the seaport for worldwide export. “For us in Berlin, Hamburg is our main destination,” says Klaus-Günter Lichtfuß, Head of Logistics for BEHALA.

The gas turbines are loaded directly on to the oceangoing vessel at the long-established Hamburg company Wallmann & Co., the heavy cargo specialists. One order, for example, comprises 24 gas turbines to be delivered within two years, for three power stations in Egypt. “We drew up a transport plan for these weighty units so

that we can now deliver the turbines directly from the plant without needing crane transfers. This involves Ro-Ro handling, almost one kilometre by road, then over a ramp on to the inland waterway craft,” he explains. The self-propelled heavy-load module for the road was built for BEHALA by Goldhofer, specialists in heavy vehicles. This has 2 x 12 axles and is therefore easily manoeuvred.

All the turbines weighing more than 350 tons that Siemens exports globally are shipped this way via the Port of Hamburg to their destinations all over the world. There are between 30 and 40 units per year. The lighter requires about a week for the journey from Berlin to the Hanseatic port and back. “If numbers are greater, we need to handle transhipment with the aid of mobile

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BEHALA also loads Siemens gas turbines for export through Hamburg by crane at its Berlin plant



BEHALA – Berliner Port & Warehousing uses a specially designed lighter to transport Siemens gas turbines to Hamburg for export worldwide

Having reached Hamburg, the cargo weighing up to 500 tons is loaded on to the oceangoing ship



cranes," Lichtfuß can report. "However, this is more complicated than transport using the RoRo method, which runs very smoothly," stresses BEHALA's head of logistics. A few years ago, the company invested ten million euros in ramps, the lighter and the heavy-load vehicle.

The inland waterway craft is usually timed to arrive in Hamburg at precisely the same moment as the oceangoing ship. Even in the port, there are no cranes to lift the 500-ton heavyweights off the lighter for interim storage on the quay. "But the oceangoing ship has its own crane and then hoists the turbine directly on board," explains Lichtfuß. Siemens has the seaworthy packing – foils and sheet metal – brought to its plant to ensure protection from weather and other damage for the valuable cargo.

At the Wallmann terminal, additional elements for a complete power station are loaded on to the ship. Siemens stocks these up on the quay for customers, so that they reach their destinations as part of a complete consignment. "It would be nice if we could also store the heavy turbines there in the interim," says Lichtfuß. In that case BEHALA would no longer be obliged to arrive dead on time with its lighter, or even wait until the oceangoing ship arrives. "That's a sporting challenge for us, and sometimes valuable time is lost through waiting," he adds.

BEHALA for its part would be prepared to invest in a second craft – provided the orders situation permits, or should the Siemens turbines become even heavier. "We would then design this to be longer and wider, allowing us to manage with the drafts that we have now, without having to depend on any expansion of the waterway at the Siemens plant." For around 400 kilometres, the whole inland waterway transport runs via the Elbe Lateral Canal. "We have profited from the Magdeburg waterway intersection having gone into operation a few years ago," explains the logistics chief. Thanks to that, the lighter does not need to sail on the Elbe and is not dependent on the river's water levels. ■



SUPER-SECURE: A CHAIN SAW HAS MADE IT A PERFECT FIT. SCREWED FAST ON A WOODEN STRUCTURE, THE MACHINE IS PLACED ON A SPECIALLY MADE PALLET

For secure transport across the oceans

SACO Shipping organizes consolidated containers for exporting merchandise from Germany and the rest of Europe all over the world. Staff from its PCH subsidiary stuff and load separate consignments into the boxes.

When container shipping was really taking off, Andrea Briks and Harald Pahl founded SACO Shipping. “We started in 1988 with five destinations,” recalls CEO Briks. In the Port of Hamburg, the company now organizes consolidated containers directly to more than 150 ports worldwide. The idea was to act for customers with a low-volume consignment, to combine these with other separate ones, and to ship the whole lot as a full container.

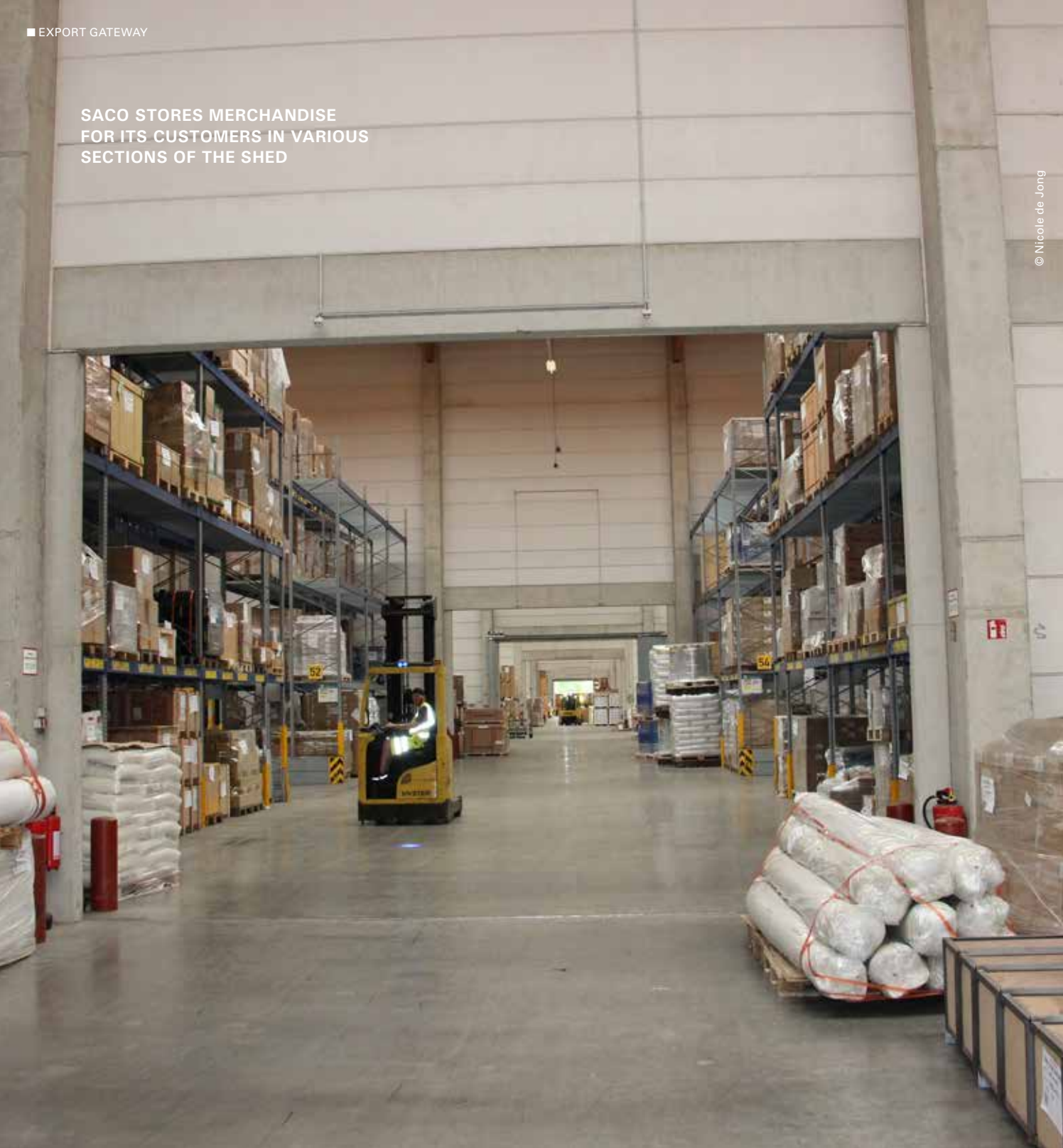
SACO books containers with the shipping companies, accepts consignments large and small from customers at its Hamburg base, then sorts these by destination and despatches them by sea. At the destination port, one of SACO’s own agents takes over the container. “The same thing happens there as

here on the import side. Containers are emptied and individual consignments made available to customers,” says Briks.

That sounds simple, but the organizational effort behind it is considerable. Appointments and capacities must be coordinated and observed; all documents held in readiness for customs, environmental and veterinary agencies; regulations observed; and consignments large and small given seaworthy packing. Those to the USA, for example, must be previously notified, and can only be processed once confirmation is received from the US authorities. “We need to be extremely flexible, since a lot of changes occur during the run-up, which can sometimes last two or three weeks,” explains the CEO.

SACO STORES MERCHANDISE
FOR ITS CUSTOMERS IN VARIOUS
SECTIONS OF THE SHED

© Nicole de Jong



On top of that, SACO has to deal with shipments of all conceivable types – giant crates, little bundles, bags, canisters, small barrels and buckets, with contents of all types, including hazardous cargo, but excluding dynamite and radioactive substances. Cargo structure for exports depends somewhat on which countries export what. The range can include pharmaceuticals, chemicals and machines. “Much of the stuff arrives here very badly packed. Sometimes individual parts are just tied up with tape that cannot possibly hold them,” says Briks.

Around 80 blue-collar workers from the PCH – Packing Center Hamburg – subsidiary therefore inspect every consignment, renewing packaging where

necessary, but always in consultation with the customer. To stabilize palleted loads and repel moisture, these are wrapped in foil. For some time, the packing operation has also specialized in building crates. “The expense of packaging like airbags, lashing materials, ropes, wood, cardboard and foils is constantly increasing,” reports Briks. Wood needs pre-treatment to be kept free of pests.

The merchandise ought to arrive intact at the customer’s premises even after being in heavy seas. The container therefore needs to be stuffed to ensure that the contents do not roll backwards and forwards. With their ample experience and a fine sense of space, staff pack the boxes so that there are no

voids; packages cannot fall down; and weight is well distributed. Once the containers are full, depending on the export destination, they may need to be gassed to prevent introducing any pests. Australia is one country requiring this. Gassing slots are available at the relevant stuffing points on Indiestraße. Since July 2016, every export container has had to be weighed, and the relevant data transmitted to the terminal in advance. SACO has also set up a weighing area. Loaded containers are weighed by a mechanism built into a reach stacker, details of weights then automatically being fed into IT systems.

Stuffing always takes place one day before cargo closure, or on the same day. As a rule, the ship sails three days later. "Yet we cannot always remove containers immediately, since truckers have only booked one delivery time slot for the next morning, or because one consignment is still missing," explains CEO Andrea Briks. Yet with storage costs at the terminal so high, SACO makes sure that it takes up the slot booked. SACO Shipping works solely for forwarders and is currently clearing more than 600 TEU (20-ft containers) for export every week. ■



© Nicole de Jong

ONLY SECURED WITH
A LITTLE TAPE. "THAT
WON'T HOLD," SAYS CEO
ANDREA BRIKS



THE WORLD IS OUR WORKPLACE

MSC offers sustainable and reliable transport services by road, rail and sea. As a global shipping line with 70,000 employees in 155 countries, we are committed to managing our business in a responsible way. We not only transport goods, we connect people and continents.

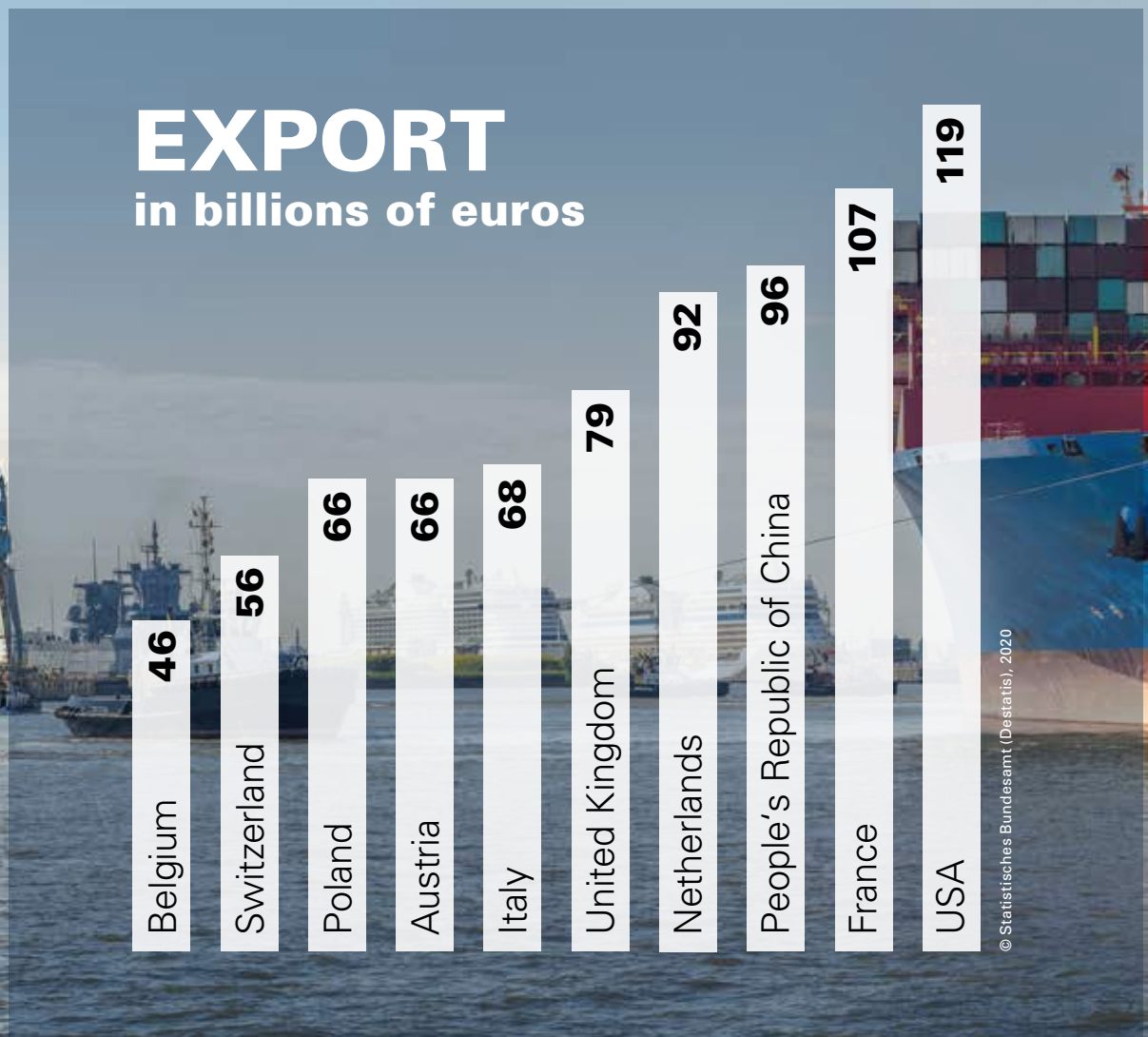


Germany's top trading partners

Both the People's Republic of China and the USA are among Germany's strongest trading partners. Yet countries in Europe also maintain strong foreign trade links with Germany.

Europe's third largest seaport, the Port of Hamburg is Germany's largest universal port by a wide margin. As a hub, but also an element in the added value supply chain thanks to all the logistics services it provides, the Port of Hamburg is a vital transshipment centre. That applies to both seaborne German imports and exports and the for-

foreign trade of neighbouring countries. A host of specialized logistics companies in and around the port, along with the dense and heavily used network linking the Port of Hamburg with its hinterland – spearheaded by rail as a reliable and environment-friendly carrier – facilitate this. As on deep-sea services, Port of Hamburg customers

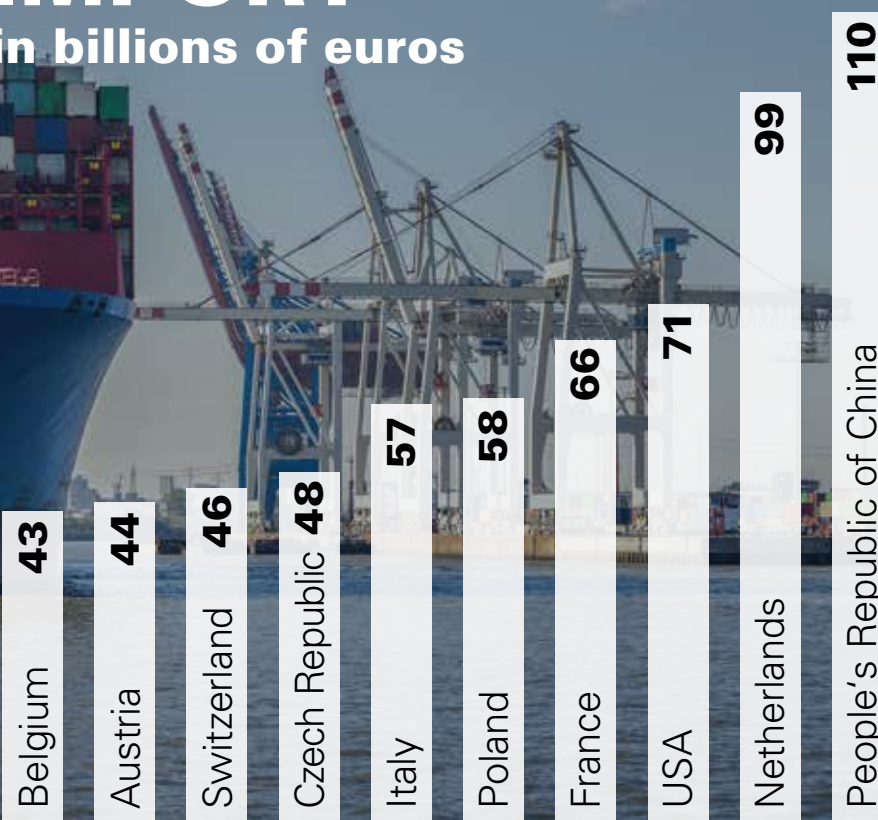


have the opportunity to use a strong network of short-sea services within Europe. Asia, and especially the People's Republic of China, is traditionally one of the top players among the Port of Hamburg's worldwide links. Hamburg's strong sea link with the USA is new. Thanks to a series of additional liner services using the Port of

Hamburg, the United States has meanwhile advanced to become the Elbe port's foremost partner for container traffic, following China. Making an essential contribution to German economic performance, seaborne foreign trade requires efficient and reliable transport chains. The Port of Hamburg fulfils these needs.

IMPORT

in billions of euros



© Statistisches Bundesamt (Destatis), 2020

**FROM HAMBURG TO SHANGHAI:
THE CLEANROOM UNIT OF TESA'S
PLANT AT HAUSBRUCH PRODUCES
OPTICALLY TRANSPARENT ADHESIVE
FOILS FOR SMARTPHONE DISPLAYS.
THESE REACH MOBILE PHONE
MANUFACTURERS IN ASIA, AND
THEIR SUPPLIERS, BY SEA**



Quality mobile phone connections with China

Guest article by Gunnar von der Geest

Everybody will be familiar with the small roll of adhesive tape lying on almost every desk. Masking tape and adhesive fabric tapes are also useful everyday aids for repairs. Yet scarcely anybody is aware of just how many 'Tesa' brand products are at work in the background. High-tech adhesive tape not only glues two things together, but also performs some astonishing additional functions. The Port of Hamburg acts as a hub for this export hit.

Tesa is truly a brand icon, recognized by 93 percent of those aged between 18 and 69 in Germany. The transparent adhesive film has even won an entry in the standard 'Duden' dictionary. The name 'Tesa' stands for both an end-consumer brand especially renowned in Western Europe and an international technology group – see info box. Yet it also represents a host of adhesive solutions. Without these, much in everyday life would fail to function. You can bet, just at the moment when you are reading this, that something important is happening in your jacket or trouser pocket? And that you had no idea of the part played there by Tesa?

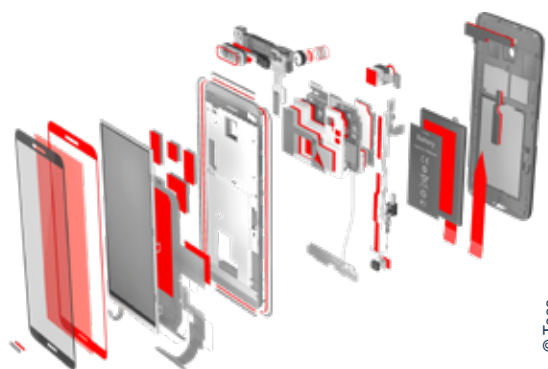
LAYERED DESIGN IN SMARTPHONES

Around 40 different high-tech Tesa adhesive tapes are in use in the smartphones made by virtually any leading manufacturer. And here they need to do more than simply glue two things together. When the devices packed with electronics are functioning at full blast, some elements

will reach temperatures of 70–90°C. To stop any burn-out, special adhesive tapes, some with graphite layers to disperse heat, will achieve a reduction in temperature of over 20°C. The thinnest double-sided adhesive strip currently performing this 'cooling' function is five micrometres thick – ten times finer than human hair. Adhesive tapes that block out light are capable of 99.99 percent prevention of any leaks at un-

desirable spots, for example the sides of a display. Another Tesa bestseller is the patented adhesive tape that on the one hand ensures secure fixing of the battery in the case, and on the other can be removed without leaving any residue. As for the display, all mobile phone manufacturers share one credo – as large as possible. For the space available for applying adhesive, this means – as small as called for. So an adhesive strip may often be no more than half a millimetre wide. Yet it also needs to function as a 'shock absorber'

whenever a smartphone is dropped. Requirements like these often call for 'squaring the circle'. That's why more than 500 Tesa colleagues worldwide work on product & technology development, about 330 of them at its Research Centre in Norderstedt bordering Hamburg.



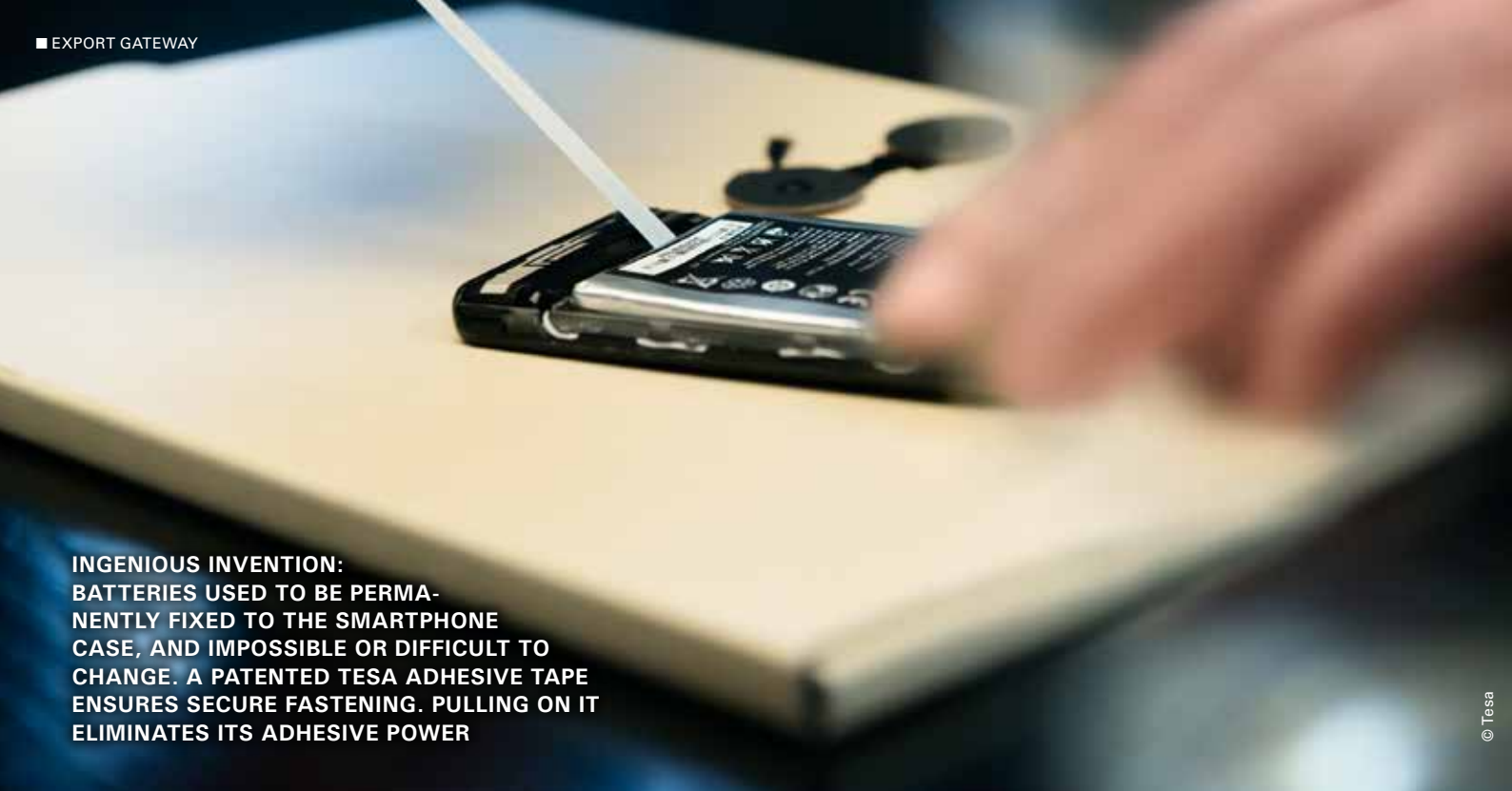
© Tesa

LAYERED DESIGN OF A MOBILE PHONE: ADHESIVE TAPES – RED – LINK ELEMENTS AND PERFORM VARIOUS ADDITIONAL FUNCTIONS. THESE HYPER-THIN 'MULTI-TALENTS' ARE AMONG OTHER THINGS CAPABLE OF CONVEYING LIGHT AND CURRENT, AND DISPERSING HEAT.

FROM HAMBURG TO SHANGHAI

Many leading manufacturers in the electronics and automotive industries, as well as their suppliers, are based in Asia. Fifteen years ago, Tesa

opened a plant in Suzhou, China. This is currently being extended. In addition, in spring this year came the go-ahead to construct a further manufacturing facility for around 55 million euros in Vietnam. Production of adhesive tapes for the electronics and automobile industries is due to follow in 2023. Even when the aim is increasingly to be as near as possible to customers in industry, so as to supply products rapidly and to keep



INGENIOUS INVENTION: BATTERIES USED TO BE PERMANENTLY FIXED TO THE SMARTPHONE CASE, AND IMPOSSIBLE OR DIFFICULT TO CHANGE. A PATENTED TESA ADHESIVE TAPE ENSURES SECURE FASTENING. PULLING ON IT ELIMINATES ITS ADHESIVE POWER

© Tesa

the 'carbon footprint' as small as possible, now and in future the Port of Hamburg will play a major part in Tesa Group's logistics. Tesa despatches more than 2500 shipments per year to Asia, mainly to Shanghai. Among these are the optically transparent adhesive tapes for smartphones manufactured in the cleanroom unit of the Hamburg-Hausbruch plant. The air here this is one hundred times purer than on a mountain top, almost entirely eliminating any dust on such innovative film. Over 1700 consignments per year are landed in Hamburg from Asia. The Tesa works in Offenburg, Baden-Württemberg, and a central warehouse in

Southern Germany, also despatch their merchandise to the Port of Hamburg, mainly by rail and occasionally by truck, for export on board containerhips. Even an electric car coming off a conveyor belt in the USA can contain more than one hundred different Tesa adhesive tape features. Elsa Tesmer could certainly never have dreamt what these would be capable of. Entering a little creative competition in 1906, the former clerk and supervisor of the Beiersdorf typing pool coined the name 'Tesa' from the first syllable of her family name – Te – and the last two letters of her forename – sa. She laid the foundation stone for a worldwide brand. ■



© Tesa

Gunnar von der Geest is Tesa's press spokesman. His keynote themes are product and technology development, communicating change, and brand history.

Figures – Data – Facts

Tesa is one of the leading global manufacturers of technical adhesive tapes and self-adhesive system solutions – with more than 7,000 products – for customers in trade and industry and end-consumers. Tesa with a staff of 4,926 has been a wholly-owned subsidiary of Beiersdorf – whose products include NIVEA, Eucerin, 'la prairie' – since 2001. About three quarters of Tesa revenues – 2019: 1,378.7 million euros – are generated by applications for various sectors such as the automotive and electronics industries, construction, printing/paper, as well as safety concepts for effective brand and product protection. As a partner for the pharmaceutical industry, Tesa also develops and produces medicated plasters. The company generates almost one quarter of its revenues with products for end-consumers and professional tradespeople. 300 applications simplify household and office tasks.



© Tesa

Chairs for the whole world

In the office, the waiting room, behind a bank counter or in an industrial workplace – people need to sit, often for hours on end. That they do should so on the right chair is crucial, and also the mission of Dauphin Group. Founded in 1968, the family firm based near Nuremberg in the small town of Offenhausen produces ergonomic seating and innovative furnishing layouts, supplying these to 81 countries. Part of its production reaches the whole world via the Port of Hamburg.

Dauphin is firmly rooted in Offenhausen in Franconia, yet is traditionally an export-orientated family firm. In 1968 the company's founder Friedrich-Wilhelm Dauphin laid the foundation stone by acquiring the German branch of Evertaut, the British manufacturer of office chairs. He started importing, assembling and distributing Evertaut chairs in the same year. One important milestone was the firm's decision to develop its own office chair models. With an ingenious invention, at the beginning of the 1970s Friedrich-Wilhelm Dauphin achieved a breakthrough. Using conical elements, he designed a stackable office chair that saved space when packed and could be shipped cheaply – for exports especially, this provided a crucial competitive edge.

In the 1980s and 1990s Dauphin expanded its export business and product portfolio by acquiring additional companies. Soon the group became a complete supplier of holistic workplaces. The firm's history is notable for numerous patents, among them one for the first synchro mechanism for office chairs, along with many design and brand registrations.

GREAT PRODUCT RANGE FOR CUSTOMERS WORLDWIDE

Today the group is one of Europe's top office furniture manufacturers. Its host of brands ranges from the unconventional Trendoffice swivelling chair via ergonomically brilliant Dauphin seating layouts, to Züco's exclusive designer chairs, to Bosse's well thought-out interior schemes and office furniture systems. Numerous chairs, tables and furnishing reaching the Middle East or other overseas centres are shipped through the Port of Hamburg.

"Among our largest export markets are the USA, Switzerland, France, Italy and the Benelux countries," states Dr Jochen Ihring, Dauphin's CEO. Exports account for 33.6 percent of Dauphin Group's turnover. Dauphin's young, urban Trendoffice brand of office chairs goes especially well abroad, says Ihring. Owing to the group's extensive portfolio, its exports are notable for an 'immense variety of products', adds Christian Maurer, its Export Manager.

Some countries have favourites among its products, reports Katerina Dennerlein, Dauphin's Head of Export Customer Service. For instance, Dauphin supplies numerous chairs for industrial workplaces in Switzerland, with its legion of timepiece manufacturers. In Australia and Asia, nicely designed chair models with mesh backs often prove more popular than fully upholstered variants. "The distinctive design of our products often proves crucial here," says Dennerlein.

With distributors in Australia, the United Kingdom, France, Italy, Singapore, the Netherlands and Belgium, its own manufacturing plant in the USA, along with numerous branches, licensees and representatives in 81 countries, the group is 'internationally strongly positioned' and has grown into being a family-controlled global player, says export chief Maurer. As 'Gateway to the World', Hamburg and its port have played a major part here. With its own branch, including a showroom, Dauphin cultivates a close relationship with the Hanseatic City. Through office equipment specialist Fölschow, it supplies the state government, and Hamburg Port Authority as its port management, with seating. "One can really say that we are happy to be in Hamburg," says Maurer. ■



© Dauphin HumanDesign Group

Dauphin manufactures ergonomic seating and innovative furnishing solutions, supplying these in 81 countries. Many of these are distributed throughout the world via the Port of Hamburg.



© Dauphin HumanDesign Group



© HHLA

Export Management Platform 4.0 optimizing processes

Even though work is still progressing intensively on the new platform, the network partner DAKOSY is already presenting the new digitalized, networked working world to those involved in the export chain. The new Export Management Platform – EMP 4.0 is an internet-based cloud solution where, going forward, all information related to transport will be made available at a central point.

Up to 15 players are involved in every export operations process. Each one has valuable information for a third party with whom they have no contractual relationship. For example, neither the shipping line nor the terminal automatically receive information, when the container pre-carriage has been delayed. If a box does not arrive, it may lead to its storage space on both the terminal and the ship remaining vacant. For the piloting phase, starting this year, the project team has prioritized six applications that have been designated by all involved to achieve the greatest added-value. These include tracking & tracing along the entire transport chain, the plan-actual comparison or trouble shooter, dangerous goods registration, docu-

ment cloud, empty container release and vessel arrivals/departures. With 'Track & Trace' the container's actual position data along the entire transport chain is automatically made available. With 'Trouble Shooter' or plan-actual comparison, another application, incidents are recognized and forwarded as push messages. This means that incidents in the transport process can be recognized in good time, storage positions can be reallocated, demurrage fees and waiting time avoided. DAKOSY's role in the IHATEC project is that of a bridge-builder. They have consciously kept the technical preconditions for using the platform low. For the sender, there is hardly any additional effort.

IHATEC profile: EMP 4.0**Project duration** 7/17 – 3/21**Financial incentive** 3.3 million euros – including 50% share by BMVI**Project Organizer** TÜV Rhineland Consulting**Networking partner** DAKOSY**Project partners** DB Cargo, Kühne + Nagel**Associated Participants** Hamburg Süd, Hapag-Lloyd, CMA CGM, a. Hartrodt, LESCHACO, HHLA, Eurogate, Transfracht**Aim** Development of a platform as an internet-based cloud, transmitting relevant information to a central platform, creating greater planning certainty and transparency for all authorized players.www.innovativehafentechnologien.de**IHATEC**

The umbrella for the EMP 4.0 project is IHATEC – Innovative port programme by the Federal Ministry for Transport and Digital Infrastructure – BMVI.



Under this umbrella, the BMVI supports research and development projects leading to the development or adaptation of innovative technologies in German seaports and inland ports. These should contribute to, and assist in, coping with throughput volumes and improve logistics chains. The BMVI has made 64 million euros available for the time span of 2016 – 2021.

IHATEC IS MAKING A CONSIDERABLE CONTRIBUTION TO IMPROVING THE MARKET POSITION OF PORTS AND COMPANIES

A study carried out on behalf of the Federal Ministry for Transport and Digital Infrastructure attests that the IHATEC promotional programme is having a positive effect on improving the market position of ports and companies. All indicators investigated demonstrate a considerable increase in the innovate capacity in companies since 2017.

DAKOSY will only be copied in as an additional recipient for data that is already being sent to an individual recipient. This data is for the most part already available today. The only job is to pool it and make it available.

**Logistik-Experten für alle Güter****Gefahrgut-, Transport-, Werk- und Warenlogistik – Alles aus einer Hand**

- Gefahrguttankcontainer-Operating
- Kundenspezifische Logistiklösungen
- Vollautomatische Hochregallager mit über 40.000 Palletenstellplätzen
- Konventionelles Fachbodenregallager mit mehr als 10.000 Stellplätzen



Voices from project players

Sönke Witt

HHLA – Hamburger Hafen und Logistik Aktiengesellschaft, Operations, Business Partner Communication

“Which shipment is going to arrive, how and when, is not known to us at the terminal in its entirety, or the information reaches us very late in the process. Other important data, e.g. on dangerous cargo, is often not available at an early stage, impeding an optimized planning process.

With EMP 4.0 we shall have transparency regarding the status of the shipment during pre-carriage. Important data, such as dangerous goods, reaches the terminal in good time, and in good quality. This facilitates earlier and quicker planning and optimization of storage capacity.”

Michael Schröder

Hapag-Lloyd AG, Project Manager / e-Solutions

“Hapag-Lloyd is supporting the EMP 4.0 Platform development driven by DAKOSY. We expect greater transparency regarding the export pre-carriage of containers that are to be loaded on our vessels in Hamburg. For us as a shipping line, just before the closing date, it is really important to know precisely where a container is during its pre-carriage to the loading port. Will it still make it as a late arrival, to make it onto the ship, or not?

EMP 4.0 will make this information available much more easily than before. It contains status messages from all modes of transport and customers as one source, covering both carriers and merchant haulage. The platform will even actively highlight potentially delayed containers, meaning that we can recognise no-shows sooner. That will facilitate both planning corrective measures sooner and optimizing ship’s planning.

Transparency regarding container status in export pre-carriage is equally beneficial for our customers and forwarders. They too can recognize delays in good time and activate counter-measures, if needed.

Hapag-Lloyd will serve EMP 4.0 with various electronic information formats from the export pre-carriage. This will be done in cooperation with all other players involved in the shipment. A first pilot phase is planned for the fourth quarter of 2020, with normal operations starting during 2021.”

Three questions to DAKOSY project manager Malte Kantak



Where is the ‘Export Through Digitalization’ development leading to?

Since exporting doesn’t begin in the seaport, we want to create transparency right back to the shipper in the hinterland. Here it is all about early recognition of disruptions in the transport process, and being able to react to them as quickly as possible.

What happens after finishing the project in Spring 2021?

We are optimistic that EMP 4.0 will offer considerable added value to the export players in their daily business. After the project phase, we shall transfer the market-ready pilot applications into normal operations and establish them in the market. Further modules will continue being developed in close cooperation with the respective players.

When it comes to digitalization, the project partners are already well ahead. Going forward, to what extent will companies that are not as well digitalized be able to use the platform?

All incoming and outgoing data can be transmitted via an electronic interface. For customers wanting to forgo electronic integration, a Web application is available facilitating simple, uncomplicated use.

WITH EMP 4.0, INCIDENTS IN THE TRANSPORT PROCESS CAN BE RECOGNIZED



The correct hanger for every garment

Via the Port of Hamburg, every day thousands of clothes hangers go out into the world from Pfaffenhofen an der Ilm, Bavaria.

MAWA clothes hangers are yellow or white, made of wood or metal, and some are given an anti-slip coating. The company has specialized entirely in these useful devices that belong in every wardrobe. For CEO Michaela Schenk, sustainability is of special importance. "We process only FSC certified timber, on our production lines we handle raw materials with the utmost care. On that subject, we subscribe to Agenda 2030," stresses Schenk. In addition, she ensures that all hangers are skin-friendly and long-life. Any hangers containing pollutants would transfer these to garments. These elaborately treated hangers are popular with the customers, meanwhile being delivered to over 70 countries. The main clients are wholesalers serving the consumer market, the fashion industry, and hotels. About 85 percent of production is exported. The hangers are stuffed into containers in Pfaffenhofen itself, then being shipped via the Port of Hamburg.

OPTIMALLY SHAPED FOR THE GARMENTS

MAWA has developed very distinctive products in recent years – in parallel with progress in clothing. According to Schenk, the business is driven by tradition and innovation. The aim is to develop a hanger adapted to personal lifestyle and matching every garment. The metal hangers are popular, being space-saving and having an anti-slip coating. The range of colours and shapes offers the correct solution for every problem arising in the wardrobe. A large variety of wooden hangers are also made to suit different clothes cupboards and furnishing styles. All hangers have one thing in common, optimal shape to match the relevant clothing. That also involves different hanger widths for men and women.

gear or priestly robes. Depending on the culture involved, colour can also be of great importance.

GERMAN TASTE TENDS TO BE TRADITIONAL

In Japan, for instance, the new collection, named Miyabi after the Empress of Japan, is coated shocking pink and with its chrome hooks, is proving attractive. The customer in Germany, by contrast, tends to be traditional, preferring black or white hangers, also liking wooden ones. American customers tend to be bolder. They go for red metal hangers in their closets. "The latest trend is to have a mixture of metal and wooden hangers stashed away. Since all hangers



© Mawa

Comprehensive selection for every taste

Every market has its own specific requirements. MAWA therefore adapts its products to the cultural differences in the clothing worn, areas of application, and target group tastes. MAWA offers solutions for kilts and sari's, as well as diving suits, fire brigade

with us are coordinated, despite the variety of materials everything hangs at the same height," explains Schenk. Thanks to its worldwide network of country-specific knowhow, the company remains fully abreast of the times, adds its CEO. ■

Write to me at: facebook.com/ppickhuben

PETER PICKHUBEN'S PINBOARD



By the way,

... you can also find my favourite port on social media. Take a look:

-  HAFENHAMBURG
-  PPICKHUBEN
-  PORTOFHAMBURG
-  PORTOFHAMBURG
-  PORT OF HAMBURG
-  HAFEN HAMBURG
MARKETING E.V.



Or download the Port of Hamburg app in your app store.



© iStock

Vietnam - Dynamic trading partner for the Port of Hamburg

The EU-Vietnam Free Trade Agreement came into force on 1 August. Trade between the Port of Hamburg and Vietnam has already increased in recent years and should now grow further. Setting a new record, 106,000 standard containers (TEU) were transported between Hamburg and Vietnam in 2019. This increase of 15 percent on the previous year was thanks to the direct services that carriers now offer on this trade route.

The Free Trade Agreement now coming into force promises to trigger new market incentives that will result in higher transport volume between the markets. Customs barriers are to be eliminated with that aim. That applies particularly to merchandise from Europe, on which 99 percent of all duties should be abolished within ten years. As the agreement comes into force, the EU for its part will reduce duties on 84 percent of Vietnamese products to nil, and within seven years that should be the case for 99 percent of duties.



© HHM Dietmar Hasenpusch

Unfamiliar export hits from Hamburg

The Port of Hamburg is Germany's largest universal port, making Hamburg one of the world's largest trading centres. Its excellent geographical location makes the port a top foreign trade hub, not just for the Federal Republic, but also for other countries. Hamburg companies annually supply goods worth nearly 50 billion euros to other countries. These include five outstanding export hits that are unknown or barely known to some people. Apart from an automatic nozzle through which petrol only flows until a tank is full, top export goods include sophisticated writing instruments. Based in Hamburg, the Mont Blanc company has been selling particularly exclusive fountain pens all over the world since 1906. It is also impossible nowadays to imagine the world without the chip card that a Hamburgian, Jürgen Dethloff, helped to develop. Every credit or health insurance card contains an integrated memory chip. The 2015 campaign 'St Pauli pees back' bred an extremely water-repellent anti-urine lacquer that has also been applied to building walls in Berlin, San Francisco and on Majorca. Yet the top slot among somewhat unfamiliar export hits is occupied by baby soothers, another item in heavy demand internationally. These rubber dummies were developed by two Hamburgians and launched on the market in 1956.

Standard guide celebrates centenary

Basic facts for exporters: Since 1920 the German-language 'K und M' has provided the full background on worldwide import regulations. The 43rd edition marks its centenary.

What accompanying documents are required for exporting merchandise to Egypt or Russia, for example? For which products – e.g., poultry or alcohol – do special conditions apply? What packaging and markings are prescribed? For around 100 years, 'K und M' – Consular and Sample Regulations – has provided the answers. This is published biannually by the Hamburg Chamber of Commerce in cooperation with Mendel publishers. Having appeared in June 2019, the 43rd edition therefore covers its anniversary year 2020 – something to celebrate!

The team of authors guarantee correct information. For a century now, the material has been compiled by Chamber staff, who advise exporters daily. Frequently, they will have been working for exporters, shipping companies, or forwarders. Often, the actual problems faced by member companies lead to investigation of the substance, and hence to updating the guide.



© Michael Zapf

Altmaier: Fivefold package of measures to boost German export trade

The German export industry is certainly feeling the repercussions of the corona pandemic. Apart from disruptions in supply chains and handling projects abroad, financial conditions have also deteriorated. This situation makes the well-proven 'Hermes' export credit guarantees especially important. These protect deals abroad against political and economic risks, for example payment problems among foreign customers. The German government has therefore agreed a further package of measures to simplify financing of export deals.

Federal Minister Peter Altmaier of the German government: "With our fivefold package of measures, at this critical stage we are giving German exporters strong backing. We are lightening the load for companies confronted suddenly and through no fault of their own with threats to their survival. At the same time, abroad we are creating fresh incentives to order goods and services from Germany. The export industry is one of the main pillars of our economy, creating and securing high-quality jobs in Germany."

For more details, see the Federal government's portal:
www.agaportal.de



© BPA Steffen Kugler

Communications pro strengthens HHM

'Stay curious and create gripping content' is one of Ralf Johanning's maxims. This political science graduate, a tried and tested journalist, will be strengthening the Press and Public Relations team from 1 October.

The industry insider has been immersed in the transport and logistics world for 15 years. As a freelance journalist he has supported such publishers as DVV and Stuttgart-based ETM Verlag, and has contributed to the press and PR work of medium-sized companies in transport & logistics, on the other. "Every so often, I have had to do with the maritime sector. Now I look forward to making this my focus. I hope that I can use my experience to contribute to Port of Hamburg Marketing's success," says Johanning. The father of two will rely on a symbiosis of digital and analogue instruments to convey get the contents across.

Johanning succeeds Karin Lengenfelder, who is preparing for her future assignment as Head of HHM's Representative Office for Southern Germany. ■



RALF JOHANNING STRENGTHENED THE PRESS AND PUBLIC RELATIONS FROM OCTOBER

© Ann-Christin Wimber

Large-scale survey of Port of Hamburg Marketing membership

Port of Hamburg Marketing (HHM) regularly gives students the opportunity of getting to know the organization better through internships. In addition, students have a chance of writing their theses at HHM.

Anna-Lena Büttner worked for six months as a student trainee in the Communication/Information Department before writing her BA thesis in the Membership Marketing Department. As part of her degree thesis, she quizzed all of HHM's approximately 300 member companies. The aim was to improve awareness of what their requirements are and to adapt the existing catalogue of services. The coronavirus pandemic, espe-

cially, has changed communication in general. What is required of the association and also members' needs have changed. With new online formats like PORTtalk, increased activities on social media, and online events, HHM has reacted to a situation that for the moment precludes live events and trade fair participation. We are delighted with the strong attendance we have had from those members notified. ■

Imprint

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