



Hamburg News

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New home power plant

Hamburg has teamed up with Lichtblick and Volkswagen to set up a green, flexible and decentralized energy supply. (p. 2)

Study course on "Games"

Germany's first Master degree course on "Sound, Vision, Games" has been launched in Hamburg. (p. 2)

Hotel market grows

Hamburg's hotel market continues to grow with 1,150 beds added this year and further nine hotels to join the market by 2011. (p. 3)

Hamburg Shopping Days

For three days this month, Hamburg celebrates inner city shopping with music and theatre, fashion shows, and fireworks. (p. 4)

Newsflash

Fit for the future: Hamburg is the German city with the best growth prospect among Germany's 413 cities and regions, says the Swiss economic think-tank Prognos. According to its study about the future compiled in co-operation with the daily newspaper Handelsblatt, the Hanseatic city is exceedingly strong in all seven segments of the "Future Analysis Industries 2009". In logistics, the port city is leading the field and has recently secured its position by launching the "Center for Maritime Logistics and Services" in co-operation with the Fraunhofer society. In health care and high-end services, Hamburg is ranked third in the study. In addition, the Elbe metropolis boasts an outstandingly high percentage of employment in the information technology. Furthermore, Hamburg has successfully concentrated stable clusters within the city state and thus engines for future innovation.
www.hamburg.de/bwa

Hamburg increases its investments into the health care sector Strategy paper envisages the foundation of the Gesundheitswirtschaft Hamburg GmbH

Hamburg is to strengthen the health care sector. To achieve the goals put down in the strategy papers presented by Dietrich Wersich, Minister of Health, some 3.3 million euros have been allocated to the city state's budget 2009/2010. Employing more than 100,000 staff, the health care sector is a vital element in Hamburg's economy. Every eighth citizen obliged to contribute to social insurance is working in the growth industry. 30,000 people are employed by Hamburg's hospitals, 5,390 doctors are covering all fields of medical care. Further 20,000 staff are involved in long-term care, and numerous citizens have found a fulfilling employment with Hamburg's insurance companies, at the city's 500 medical companies, or within research facilities. To create a network for all players in Hamburg's health care, and to stimulate innovations and high-level research, a central public body called Gesundheitswirtschaft



Hamburg GmbH will be founded as a Public Private Partnership with the Hamburg Chamber of Commerce as one of the partners.

A pilot project of the health care metropolis Hamburg is being realised in the southern district of Harburg. There, General Electric and the Asklepios Hospital Group will convert a conventional clinic into Europe's first "Green Hospital". Investing 30 million euros

into energy efficient and environmental concepts, the goal for 2013 is a "30-30-30" design. This means a 30 per cent reduction in energy consumption, while increasing efficiency and the proportion of renewable energy both by 30 per cent. It is estimated that the investments required to implement the green strategies will be paid back within three to six years by operating savings.
www.gehealthcare.com

Companies of the Hamburg Metropolitan Area invest into new patents and products Patent registrations remain stable at high level – Airbus and Beiersdorf are engines of innovation

Even in economically difficult times, Hamburg companies do not abandon research and development. The Hamburg-based aircraft manufacturer Airbus, for instance, will invest some 230 million euros this year into the further develop-

ment of the A320 and A330/340 families. Airbus will thus once again take the top position in the ranking of patent registrations in Hamburg after last year's 277 entries. Another global player from Hamburg, Beiersdorf, entered 120 patents

for registration last year. This year, the Nivea producer will, inter alia, launch two men cosmetics: a deodorant and a hair growing stimulant. Last year, Beiersdorf's R&D department has been honoured as the only European company with

a Technology Management award by the Fraunhofer Institute for Production Technology (IPT). In its survey, Beiersdorf successfully competed against 170 companies.
www.airbus.com
www.beiersdorf.de

Shortcuts

Millions for GKSS

The world's largest centre for the development of magnesium-based materials is expanding: GKSS' Magnesium Innovations Center (MagIC) has received federal funds of 6.7 million for a new testing rig for magnesium alloys. The lightweight material is of high interest to the automotive industry.

www.gkss.de

Mercedes invests

The German car manufacturer Mercedes currently invests several million euros into a new production hall at its Harburg site. Production of lightweight parts is scheduled to start there as soon as August 2010.

www.mercedes.de

Deutsche Schiffsbank

The Deutsche Schiffsbank, a 92 per cent affiliate of Commerzbank AG, will bundle all its business activities in Hamburg and close its Bremen site. All 90 jobs will be transferred to Hamburg.

www.schiffsbank.com

Germanischer Lloyd

In the past business year, Hamburg-based Germanische Lloyd (GL) reported the highest increase in its history. Orders for the classification of ship newbuildings amounted to 20.5 million gross tonnage (GT). Sales thus climbed by 28 per cent to 538 million euros last year. According to GL's CEO Pekka Paasivaara, the company plans to continue its two-digit growth also next year and will also recruit new staff. GL currently employs 6,900 staff worldwide.

www.gl-group.com

Orthopedic aids

For 75 years, the "Orthopädischen Werkstätten Werber" in Hamburg-Lohbrügge have been manufacturing custom-tailored prostheses made of wood, plastics, and high-tech materials. Next to 270 artificial knee joints, their portfolio also comprises man-made bones for arms, legs, fingers, and toes. Entire feet are formed in silicon, and are even fitted with anti-sliding shoes for every occasion.

www.orthopaedie-werber.de

Hamburg to erect 100 compact home power plants

The Hamburg Ministry of Urban Development has teamed up with local renewable energy company LichtBlick and carmaker Volkswagen to realise a pilot project in green decentralized energy supply.

Providing two million euros of funds from the Federal Economy Programme II over the next two years, 100 mini power plants called "Zuhause-Kraftwerke" will be installed in public buildings and interlinked to create an intelligent combined heat and power

(CHP) supply scheme. The new units will produce power on demand, store heat and thus produce a constant hot water supply. According to a survey by LichtBlick, 60 per cent of the energy needed by the mini power plant could be covered by green sources, i.e. power from wind, water, the sun or biomass. In addition, the 100 units to be installed in Hamburg will save 1,600 tonnes of carbon-dioxide per year. First units are to start operations in May 2010. They will be installed in

facilities run by Hamburg's public child care company "Vereinigung Hamburger Kindertagesstätten", the public housing company SAGA-GWG and the association Fördern & Wohnen. The home power plants will be produced at Volkswagen's Salzgitter engine plant, where the project secures 160 jobs. LichtBlick will sell the eco unit at 5,000 euros per piece and pay the owner for the energy delivered to the grid.

www.klima.hamburg.de

www.lichtblick.de

m-u-t AG to develop artificial pancreas system

Pilot project with two partners – scheduled to be realised within six years

Wedel-based m-u-t AG and its partners, Kiel-based medical companies Tricumed and Tecura, and the Max Rubner Institute as the Federal Institute for Nutrition and Food, will receive 3.2 million euros to develop an artificial pancreas system. Funds will be provided by the European Regional Development Fund (ERDF) and the federal state of Schleswig-Holstein that covers half of the development costs of the coming three years with 2.3 mil-

lion euros. Following the development of a prototype and its successful clinical studies, the artificial pancreas system could free diabetes patients from their painful injections already in six years.

Implanted under the rib bow, the artificial pancreas consists of three interacting elements. At its heart is a miniature pump delivering precise quantities of insulin in response to the signal from the glucose monitor, while a power supply

and controller acts as interface between the monitor and the pump. The latter also provides telemetered diagnostics of the system performance. The need for the new system is enormous: Every year, 330,000 new cases of diabetes are being registered in Germany. Worldwide, the estimated number of diabetics is 150 million, and the World Health Organisation projects that this number will double by 2025.

www.mut-group.com

Innovations and pioneering projects**Hamburg introduces "Games" master degree course**

Hamburg bolsters its lead as the German metropolis of digital gaming: Starting in the 2010 summer term, the Hamburg University of Applied Sciences (HAW) will offer a master's degree programme in "Sound, Vision, Games". Initial funding for this innovative programme is provided by the Hamburg State Ministry of Economic and Labour Affairs. The public authority is also funding a "Motion Tracking System" enabling the participants of the new master's programme to develop games in 3-D animation. The new master's degree programme will provide future game designers, programmers and producers with the relevant skills required for working successfully in the indus-

try. The first training modules commenced last month, thus bridging the gap until the start of the three-semester master's programme in summer of 2010.

The master's degree programme is already HAW's third project with focus on gaming. In the 2007 summer term, the industry initiative gamecity:Hamburg initiated the Gamecity Lecture Series held at HAW. This winter, they focus on "Games as engine of innovation". Last year, Germany developed into Europe's second-most important market for electronic entertainment, employing more than 100,000 staff.

Innovative new games are supported by gamecity:Hamburg's prototype programme. The

Hamburg start-up MobileBits GmbH thus recently received 100,000 euros for its multi-layer card games "iSkat" developed for Apple's iPhone. It is available as a free demo version and a full version that has to be bought. As an interface between teaching, research and the gaming industry, HAW and gamecity:Hamburg thus also jointly created the real-world-oriented GamecityLab.

Next to funds for prototype production, gamecity:Hamburg supports local businesses by providing a broad range of services from workshops, industry meetings, joint trade show appearances to affordable office space, start-up consultancy, and qualification programmes. www.gamecity-hamburg.de

Hamburg's hotel market to grow by 1,150 beds in 2009 Twice as many openings as last year – further nine new hotels until 2011

Boasting more than twice as many openings as last year, and a national record in overnight stays with an average occupancy of 68.5 per cent in the first six months of 2009, the Hamburg hotel market continues to grow in 2009. Half of 1,150 new beds lie in the four star segment. This was revealed by Dr. Lübke GmbH's new Hamburg hotel report. In April, the **Meininger City Hostel & Hotel (116 rooms) and ****Lindner Park Hotel Hagenbeck (158 rooms) opened, followed in summer by the **Motel One Hamburg Airport (252 rooms) and the ****Radisson Blu Hamburg Flughafen (266 rooms), plus

the **Holiday Inn Express City Centre (179 rooms) in autumn. For this winter, the opening of ****Amedia Hotels Hamburg Airport (165 rooms) is scheduled. Until 2011, further nine hotels with a total of 2,250 beds are expected to join the market. Next year, the **Motel One Hamburg City and **Motel One Hamburg Hauptbahnhof with a total of 884 will open their doors, followed by the ***Scandic Hotel (325 rooms), ***Stadthausotel Hafencity (80 rooms), and the ****Ramada Hotel Universitätsklinikum (160 rooms). Further upmarket venues to join Hamburg's hotel market will be the Adina Apartment

Hotel Hamburg Michel (128 room), Kameha Hotel Eco City Hamburg (160 rooms) and the Arcotel Onyx Reeperbahn (217 rooms). The latter will be realised as part of the new landmark building "Dancing Towers" currently being built at Reeperbahn 1. Project costs are estimated at 180 million euros. 45 million euros will be invested into the hotel project. Last but not least, also the luxury segment continuously grows in Hamburg, seeing the expansion of Kempinski Hotel Atlantic and the construction of the Westin Sheraton Elbphilharmonie (247 rooms) at Hafencity. www.hamburg-tourismus.de

Sleek and lean: award-winning furniture from Hamburg Jonas Kressel and Ivo Schelle are the new stars of interior design

For elements of the noble Sie-Matic S1 Kitchen, they gained four Red Dot Design Awards in 2008. And also the "if Design Award" and other prestigious design prizes are already in their cupboard: With their clear-cut contemporary designs, Jonas Kressel and Ivo Schelle are the stars of the scene. Having both studied industrial design in Kiel, they ventured into self-employment in 1992 by jointly founding the "Kres-

sel and Schelle" office for product development in Hamburg. The breakthrough brought a contest at Hamburg's arts and crafts museum that challenged each participants to design a new piece of furniture for a famous Hamburg citizen. Kressel and Schelle were given Gertrud Kracht. They presented the owner of the lighting company Anta with their interpretation of a commode, and thus initiated a long, successful partnership. Today,

their list of clients reads like a "Who is Who" of upscale home decor. For Rolf Benz, the team designed small side tables, for InterLübke new beds, for Rosenthal's furniture line computer tables, for COR a cool Chaiselongue. Today, the design team no longer only shapes furniture, kitchens, and lamps, but even entire rooms in private homes, offices, and shops. www.kresselundschelle.de www.red-dot.org

China made in Hamburg: 100 Years of Sinology at the university Festive week with international congresses, public lectures and an exhibition

In 1909, the first German Department of Languages and History of East Asia was founded at the Hamburg Colonial Institute. Now, the Department of Chinese Language and Culture celebrated the 100th Anniversary of Sinology in Hamburg with a week-long series of events. The festive week was officially opened by the Hamburg Consulate General of the People's Republic of China, Chen Hongmei, Hamburg's Minister of Science, Dr. Herlind Gundelach, and the Vice President of the University of Hamburg, Prof.

Dr. Gabriele Löscher. Next to two international congresses on "Confucianism for the 21st Century?" and "German Sinology – Perspectives in the 21st century", public lectures and an exhibition displaying the institute's 100 year history were also on the agenda. Meanwhile, Germany is China's largest trade partner, while China is Germany's most important trade partner in Asia. The hub of the bilateral trade is Hamburg with its port and its more than 400 Chinese companies that are located on the banks of Elbe and Alster. Since 1986,

Hamburg and Shanghai are twinned, and Hamburg will participate at Shanghai's EXPO 2010 with a Hamburg House. Large-scale events such as "CHINA TIME", the "Hamburg Summit – China meets Europe" and academic exchanges as, for instance, between Fudan University in Shanghai and the Department of Chinese Language and Culture at the University of Hamburg also make significant contributions to the development of Chinese-German relations. www.aai.uni-hamburg.de www.wissenschaft.hamburg.de

Shortcuts

Hamburg's hospitals top

In a nationwide survey by the health insurance company Techniker-Krankenversicherung among 158,000 members, four hospitals of the Hamburg Metropolitan Area were voted among Germany's top ten in the category „Overall satisfaction with the hospital“. Rated as Germany's best hospitals were Hamburg's Endo-Klinik, Krankenhaus Tabea, Klinik Dr. Guth, and Park-Klinik Manhagen in Großsandsdorf. www.tk-online.de

Internet of the future

Computer scientists of the Hamburg University of Applied Sciences (HAW) have been granted half a million euros from the Federal Ministry of Education and Science to develop a mobile, open Internet architecture. With their "Hybrid Adaptive Mobile Multicast", short HAMCast, the scientists headed by Dr. Thomas C. Schmidt strive to make the 30 year old Internet fit for the future. www.haw-hamburg.de <http://hambcast.realmv6.org>

Maritime eco summit

Europe's Green Capital 2011, Hamburg, will host next year the world's first international eco summit of the maritime industry. Taking place parallel to SMM 8 - 9 September 2010, Hamburg Messe und Congress GmbH will be the venue for industry experts from all over the world, discussing all aspects of sustainable ecologically-conscious shipping at the Global Maritime Environmental Congress (GMEC). www.hamburg-messe.de www.gmec-hamburg.com

Rowing World Cup

The World Rowing Association FISA has chosen Hamburg as host city for the rowing world cup 2011. Scheduled for 17 - 19 June 2011, the international rowing elite will compete in Allermöhe at the Elbe Dove Waterpark's modern regatta course set up in the 1980s. Its technical and sanitary facilities, boathouses, regatta buildings and the modern finish tower are currently being extended and modernised. www.rudern.de

Hamburg's city to celebrate the Hamburg Shopping Days this month

Fashion, Beauty, Lifestyle – for three days, the Hanseatic city turns shopping into a fun affair for all senses

Famous fashion icons, exciting young designers, specialised shops with long tradition and boutiques with eccentric items off the mainstream: Hamburg is a shopping mecca.

To celebrate the 10 year anniversary of the City Management Hamburg, which today comprises more than 750 retailers, the Elbe metropolis will host the first Hamburg Shopping Days from 6 - 9 November 2009.

Shops will hand out giveaways and offer attractive sales.

On Friday, shops will stay open as late as 10 p.m.

Street artists will entertain strollers with artistry, magics, and live music. Under the claim



“Light is in the air”, Hamburg light artist Michael Batz will then illuminate the night sky of the inner Alster

lake with fireworks. On Saturday, five shop windows will serve as street theatres, sta-

ging “Five Pieces For Andy” – a performance giving homage to the shopping addict Andy Warhol. After the shops’ closing at 8 p.m., the day will once again end with light show and fireworks at the inner Alster lake.

On Sunday, shops in the inner city will open from 1 - 6 p.m. Afterwards, a lantern procession will take place, followed by the announcement of the tombola’s winners. The first prize is very attractive: a transatlantic crossing in a balcon cabin aboard M/S Queen Mary 2. On occasion of the first Hamburg Shopping Days, selected hotels in the inner cities have created custom-tailored packages. Attractive travel package are offered by German Rail and the numerous airlines and low-cost carriers flying to Hamburg.

www.hamburgshoppingdays.de

Shopping with loads of fun

Stretching from Mönckebergstraße to Jungfernstieg and further on to Gänsemarkt, visitors will be able to enjoy a very varied entertainment programme during the three days. Its highlights are free concerts and catwalks, presenting young local designers and a special guest from Denmark, partner country of the event.

Up-to-date

Tutanchamun: Until 31 January 2010, Hamburg’s former GPO will be home to the Valley of the Kings, showcasing the world’s only museum-quality replica – not the original – of mankind’s most fascinating tomb and its treasures. The grave of Pharaoh Tutanchamun, who died at the young age of 19, is shown as it was when Howard Carter in November 1922 found it in the Valley of the Kings. A multimedia show will allow insights into the history of ancient Egypt.

www.tut-ausstellung.com

News-Bits

Helmut Schmidt is the city’s most important citizen. In a joint survey by Hamburger Abendblatt and NDR 90,3, 67.5 per cent chose the former chancellor. Second came mail order king Werner Otto (13.7 per cent), followed by actress Heidi Kabel (6.1 per cent).

www.abendblatt.de

www.ndr903.de

Denis Nossitsin, junior scientist from Hamburg, has been granted funds of 1.7 million euros from the European Research Council (ERC) for the next five years to preserve the historical literary heritage of Tigray, Ethiopia.

www.uni-hamburg.de

Fatih Akin: “I dedicate this prize to Hamburg”

“Soul Kitchen” honoured in Venice with Special Jury Prize

German-Turkish film director Fatih Akin added another prize to his growing collection by walking off with the Special Jury award at the Venice film festival for his comedy “Soul Kitchen”. Known for his dramas such as “Head On” (Berlinale Golden Bear, 2004) and “The Edge of Heaven” (Cannes Screenplay award, 2007), Akin entered unfamiliar territory in “Soul Kitchen” and switched genres to give homage to his home town, Hamburg. “My home is Hamburg”, thus Akin at the film festival’s press conference, “and by turning a film with a regional background and

taking it away from traditional clichés to make a new kind of “Heimatfilm”, I also created a memorial of Hamburg. I thus dedicate the Special Jury Prize also to Hamburg, my town, my home.”

After Venice, Fatih Akin was honoured at 17th Filmfest Hamburg with the “Art Cinema Award”, established in 1969 by the International Confederation of Art House Cinemas.

Set in a Greek restaurant at Wilhelmsburg, “Soul Kitchen” depicts the Hamburg suburb in the throes of gentrification. Most of the scenes were filmed in locations bound to dis-

appear within the next years like the Mandarin-Casino and the Astra pub at Sternbrücke. “Soul Kitchen” is a production by corazón international in co-production with NDR and in co-operation with Pyramide Productions and Dorje Film. Financial support came from the Filmförderung Hamburg Schleswig-Holstein GmbH, Lower Saxony’s and Bremen’s nordmedia Fonds GmbH, the German Federal Film Board and the German Federal Film Fund. The film will be released in German cinemas on 25 December 2009.

www.hamburg.de

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Editor

HWF Hamburg Business
Development Corporation
Andreas Köpke
Habichtstraße 41
22305 Hamburg
Tel.: +49 40 / 22 70 19-23
hamburg.news@hwf-hamburg.de

Text: Pressebüro Hilke Maunder