



Hamburg — Northern Europe's Logistics Hub

Gateway to the World — Hub for Europe

Facts

- > Hamburg is the second-largest seaport in Europe
- > Hamburg is Europe's No.1 in container rail transport
- > Hamburg is first in marine transport services to Northern and Eastern Europe
- > Among the seaports in Northwestern Europe, Hamburg has received the highest customer rating from international liner shipping companies
- > Most important railway hub in Northern Europe
- > More than 12,600 logistics firms are based in the Hamburg metropolitan region
- > The logistics sector in the Hamburg metropolitan region provides work for 395,000 people
- > Winner of the Image Award for European logistics regions
- > Hamburg is a major transshipment centre for expedited cargo, e.g. for the maritime and aviation sectors



Hamburg – Logistics Hub

02|03



> Keeping things moving

As a consequence of the globalised movement of goods, the pressure on businesses to compete and fulfill increasingly exacting customer requirements has grown steadily. An impossible feat – without perfect logistics. This is where the Hamburg metropolitan region offers companies an ideal environment.

Its geographic location and excellent accessibility by water, surface, rail and air make Hamburg an important logistical link in world trade as well as Northern Europe's prime logistics location.

This cosmopolitan city on the water is the easternmost port on the North Sea and at the same time, the ideal gateway to Eastern Europe. As a global hub connecting the world with Central and Eastern Europe and the entire Baltic region, Hamburg benefits from its central position as a vital transshipment link for Europe.

Hamburg – Excellent Connections

04|05



> The Hamburg metropolitan region provides a superb transport infrastructure

No other European logistics location with a seaport is as perfectly embedded in a high-capacity transport network.

- The railway system is the backbone for a significant share of the transports. Hamburg is the most important railway hub in Northern Europe.
- An efficient and expansive motorway network capable of accommodating the nation's most substantial increases in goods traffic.
- Centrally located Hamburg Airport ensures fast air freight handling in all segments.
- A multitude of feeder and river shipping lines connect Hamburg with the hinterland and the states of the Baltic region via the North and Baltic Seas, the Elbe River and inland waterways.
- The ports in the Hamburg metropolitan region, such as Brunsbüttel and Stade, complete the range of available trimodal sites.

> Hamburg relies on intelligent growth

- Hamburg is determined to advance a kind of mobility that is both sustainable and compatible with the urban environment – this includes the port, where, for example, waterborne container taxis have replaced trucks as a means of transferring containers between harbour terminals.
- Economic and scientific research today focusses strongly on the logistics sector, e.g. on alternative propulsion systems and electromobility.
- The Hamburg Senate (state government) will continue its drive to modernise the infrastructure, focusing firmly on sustainability and enabling the Port of Hamburg to maintain and strengthen its position among the world's leading harbours.
- Companies ready for growth will find attractive real estate in the Hamburg metropolitan region for relocation or expansion. In addition, the share of 'recycled' land and converted real estate will increase significantly in the years ahead.



Facts

- > The biggest rail marshalling yard in Europe, No. 2 in the world
- > Europe's biggest seaport rail terminal, "Alte Süderelbe"
- > The world's most technologically advanced container terminal, "Altenwerder"
- > Two out of three containers transported through Germany by rail start their journey in Hamburg
- > "Billwerder" is one of the highest-volume transshipment stations for combined transport (multimodal transport)
- > One of the most modern commercial airports in Europe
- > Synchronized services connect Hamburg with six continents
- > Some 100 regular container services depart from Hamburg, with approximately 920 ports of call in more than 170 countries

Facts

- > Considered by industry experts to be one of the most dynamic locations for logistics in Germany
- > Cutting-edge and innovative IT expertise with extensive intra-port data networking
- > One of the world's leading sites for ship financing & transportation law
- > Seat of the International Tribunal for the Law of the Sea
- > Seat of the International Logistics Court of Arbitration
- > Hamburg is the home port of about 40% of the German merchant fleet, the world's third-largest after Greece and Japan
- > 27% of the world's container vessel fleet owned by companies and institutions based in the Hamburg metropolitan region
- > Fraunhofer Society confirms: that Hamburg is Germany's most attractive location for logistics and logistics real estate



Northern Europe's Leading Logistics Region

06|07



> Hamburg – Centre of the European logistics network

Logistics professionals are presented with an ideal environment in Hamburg. For every task, there is a partner in the vast network of logistics companies and experts qualified to get the job done.

The wide range of IT and technology specialists, supply industry, business consultancies, law firms and specialised service providers in insurance and finance in Hamburg is unparalleled.

The scope of intelligent supplemental services encompasses such fields as hazardous materials handling, customs clearance, technical services, packing and labelling, as well as disposal.

No other location is as well-prepared for international trade in a globalised world. Hamburg is the place to be for logistics firms in Europe that want to achieve lasting success at the domestic and international level.

Broad Knowledge Base for Logistics

08|09



> The personnel you need is here

Human resources development and vocational training is another of Hamburg's strong suits. The attractive metropolitan region boasts a remarkable range of skilled personnel and educational opportunities at all levels of qualification:

In addition to the comprehensive offering of two-tiered vocational training in various fields of commerce and trade, it is the diverse spectrum of academic courses, ranging from bachelor's programmes with a technical or business focus to internationally oriented master's degrees, that allow dedicated high school graduates to acquire the skills they need for a professional career in the multi-faceted field of logistics.

Likewise, a large number of private and state-owned institutions provide advanced vocational training to ensure that those working in the logistics sector are well equipped to meet increasingly stringent job specifications.

The overall result is a vast pool of highly qualified personnel and an asset that gives locally based companies a competitive edge.

Please visit www.logistik-lernen-hamburg.de for details on the offered vocational and academic programmes.

> Hamburg looks ahead

Hamburg is ready to face the future: The development of market-oriented solutions addresses the industry's evolving qualification requirements in the short and medium term. The focus is also shifting more and more toward securing the long-term availability of skilled junior staff.

Ensuring that the latest logistics know-how swiftly finds its way into corporate practice means that the transfer of knowledge from the field of research, e.g. the Fraunhofer Center for Maritime Logistics and Services (CML) or the HLI – Hamburger Logistik Institut GmbH, to the world of business is another top priority.

Facts



- > More than a dozen universities and academic institutions teaching and conducting research in the field of logistics
- > Approx. 20 different logistics degree programmes
- > Germany's biggest vocational training college for certified freight forwarding and logistics agents
- > Nearly one in ten forwarding and logistics trainees in Germany learn their trade in Hamburg
- > Half of all port logistics specialists are trained in Hamburg
- > Training course database on www.logistik-lernen-hamburg.de lists some 600 courses offered by 80 training providers
- > Joint Logistics Employer Service provided by the Employment Agency (Agentur für Arbeit) and Jobcenter team.arbeit.hamburg

Home of the Best

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> Steady growth in the Hamburg metropolitan region

Relative to its total population, Hamburg has the highest number of new companies founded in any region of Germany. The Hamburg metropolitan region is also an attractive base for foreign firms.

For example, more Chinese companies have located in Hamburg than in any other city on the European continent. Hamburg is the main port for shipping to and from the Far East, and China's gateway to Europe. The largest Asian economy is the Port of Hamburg's most important trading partner – with growth rates well above average. Thus, it comes as no surprise that the seven major liner shipping companies from China, Japan, Korea and Taiwan have opted for Hamburg.

In Hamburg, they are in the company of the top league of logistics service providers – with an impressive agglomeration of global logistics players managing the massive trade flows from all continents.



Facts

- > Hamburg is one of Germany's prime locations for establishing new companies, with approximately 25,000 new businesses registered in 2011
- > More than 2,500 export trading companies make Hamburg the German capital of foreign trade
- > Hamburg is the world's third most significant civil aviation industry location
- > With 450 branch offices established by Chinese companies, Hamburg is one of Europe's preeminent locations for business with China
- > For Chinese companies, Hamburg is the gateway to the European markets
- > Top-quality and high-speed handling/clearance of foreign trade goods

Facts



- > Targeted, streamlined support services from Logistics Initiative Hamburg
- > Consultancy and attractive support programmes provided by Innovations-Agentur Hamburg and other agencies in the Hamburg metropolitan region
- > The objective for the period 2005-2015 is the creation of 14,000 new jobs in the Hamburg metropolitan region
- > Allocation of additional commercial real estate for logistics firms in Hamburg and throughout the metropolitan region
- > By far the most extensive and successful logistics industry network in Germany
- > The network was awarded the European competition Bronze Label by "go-cluster", the cluster policy excellence initiative of the German Federal Ministry of Economics and Technology



Logistics Lives the Future
Hamburg Metropolitan Region

LNG

Shore power

Energy efficiency & resource conservation

Automation

Telematics

IT in logistics

Cloud Computing

Alternative propulsion systems

Electromobility

Eco-friendly

RFID

port technologies

Intralogistics

Offshore Logistics

Traffic management

Safety technology

Logistics Initiative Hamburg

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> A network for the future

To ensure that Hamburg's lead is maintained in the years to come, the industry and the Free and Hanseatic City of Hamburg have been working hand in hand since 2006 within the Logistics Initiative Hamburg network.

The Initiative actively supports networking between the industry protagonists, politics, the scientific community and the administration, from effective communication to long-term cooperation.

The Logistics Initiative is positioned to bring the ideas, requirements and interests of the companies in the field into focus. This allows the identification and targeted removal of growth barriers. Activities range from personal qualification and recruitment services to

the provision and development of sites, real estate and an infrastructure that meets the needs of the logistics industry.

Companies intending to locate in Hamburg can rely on close collaborative ties with the business development agencies in the Hamburg metropolitan region.

A prime objective is to promote innovation and sustainable logistics, aiming to strengthen the local economy and create new jobs. Workshops, research groups and forums are organised on a regular basis to systematically expand the knowledge base that exists in the region regarding developments relevant to our industry, and to initiate innovative projects.

Growing Waterfront Metropolis

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> Hamburg. Responsible growth

Hamburg is counted among Europe's most beautiful cities. People and companies who choose to locate here will find an extraordinary metropolitan region, uniquely situated between the North Sea and the Baltic, with its vibrant seaport, attractive surroundings, rich cultural and culinary offering, and its multifaceted urban life that makes Hamburg one of the most desirable places to be in Germany.

Add to that the good range of available residential space, neighbourhood schools, ample shopping opportunities, and an effective and dense public transport network which extends well into the outlying districts.

International kindergartens and schools ensure that children can fully benefit from the cosmopolitan environment in the Hamburg metropolitan region.

Guided by the idea of "Responsible Growth", Hamburg aims to set an international standard as a growing metropolis that thrives on talent, sustainable practice and the willingness to assume responsibility.

The Hanseatic city is a constantly evolving, dynamic, international metropolis driven by its innovative capacity and cultural diversity, achieving lasting economic and employment growth, putting environmental awareness into action, developing talent and moving forward as a socially minded and truly liveable city.



Facts

- > Hamburg is one of the most affluent regions in Europe
- > Hamburg is the most successful among Germany's competing economic regions
- > Third-highest concentration of consulates in the world
- > Hafencity is Europe's largest inner-city development project
- > Ten million overnight stays per year make Hamburg one of Europe's most visited cities
- > The City of Hamburg aims to achieve a 100-percent green electricity supply for public buildings
- > Innovative port industry projects for ecologically sustainable port operations
- > More than 20,000 researchers and 90,000 students make Hamburg a centre of knowledge and learning
- > The Innovation Alliance (InnovationsAllianz), jointly initiated by business leaders, researchers, policy-makers and administration representatives, will over the coming years turn Hamburg into a European capital of innovation
- > Multilingual education, e.g. at the Lycée Français and International School

Imprint

Publisher:
Logistik-Initiative Hamburg

Editors:
Carmen Schmidt, Werner Gliem



December 2012

Photograph Credits

Flughafen Hamburg GmbH/Michael Penner |
HHLA/Engel & Gielen | iStockphoto |
Logistik-Initiative Hamburg | Peter Vogel |
www.mediaserver.hamburg.de

Translation: Jan K. Schwing, www.readytoread.de

Layout: www.eigenart.biz

Printing: Media Print Witt



Profit from Hamburg's Assets

At the Port of Hamburg, pilots guide ships safely on their way. Likewise, we see it as our task to help you steer the best course to find the solutions you require.

> **Make us your port of call!**

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