



# Hamburg News

1/2009



## HANSE GLOBE 2008

dm-drogeriemarkt is the winner of HANSE GLOBE 2008, Hamburg's prize for sustainability in logistics. (p. 2)

## Happy birthday!

Heidi Oetinger, co-founder of the highly reputed Oetinger publishing house, celebrated her 100th birthday in Hamburg. (p. 3)

## Vibrant metropolis

Hamburg's creative scenes set new trends. Showcasing promising new international acts will be Reeperbahn Festival. (p. 4)

## New Hamburg trade fair

With INTERNORGA and Aircraft Interiors Expo, the new Hamburg trade fair starts in spring with two international lead fairs. (p. 4)

## Newsflash

**Hamburg helps:** Many Hamburg citizens contribute their share in the fight for a better life in underdeveloped countries. One of them is Dr. Jürgen Hauert. The surgeon at the private Dr. Guth Clinic helps victims of accidents in Ethiopia. Once or twice per year, he flies to Addis Abeba, where his colleague Worku Mekonnen Bogale has set up the private Yordanos Hospital. There, he furnishes patients with no private funds to cover such a surgery, with a new artificial hip. He also provides the hospital with urgently needed dispensables, tools, and other materials. Hauert also supports the local Ethiopian team when it comes to purchasing new medical equipment in Germany.

In Indonesia, a ring of innovative buoys built by Hamburg's BSS Behrens Schiffs- und Schweißtechnik GmbH has been set up this winter. Their innovative technology will help to better protect the island state from Tsunami disasters.

## Excellent and unique: custom-tailored training in Hamburg Ten years of NIT – Qualification Programme Task Force secures skilled personnel

Technology and Management are united in Hamburg in a unique double degree course, which now celebrates its first ten years: Only at the Northern Institute of Technology Management (NIT) are students able to achieve both an MBA degree in Technology Management from the NIT and a Master of Science degree from the Hamburg University of Technology (TUHH) in one course.

It is thus very attractive to high potentials from all around the globe: Every year, some 1,000 applications reach the business school, but only 35 are accepted. They are taught by 40 professors and practising experts. A high emphasis is placed upon hands-on knowledge: Internships with the school's partners such as Airbus, Siemens, and Vattenfall are compulsory – and often bring along future job offers. Graduates have excellent job perspectives, especially in Hamburg's aviation industry. To secure the required pool of



skilled personnel, the Qualification Programme Task Force of the joint initiative Hamburg – The place for aviation has been creating custom-tailored training and study programmes for the aviation industry. Respective educational programmes by the Qualification Programme Task Force, launched in the year 2000 by the Hamburg Ministry of Economic and Labour Affairs, already start at early age. In spring 2006, the series of talks "Technology for children. Fas-

cination Flying" had been initiated in co-operation with the Hamburg University of Applied Sciences. Nextmonth, it will continue in its fourth year. Another focus in the work of the Qualification Programme Task Force is the internationalisation of its training and study programmes. The Qualification Programme Task Force has thus been honoured as "best case practise" by the European Commission.

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

[www.lufffahrtstandort-hamburg.de](http://www.lufffahrtstandort-hamburg.de)

## Hamburg supports the entrepreneurs of tomorrow: creative children

At Kampnagel's "Market of Chances", the offsprings presented their innovative business ideas

Every business begins with a creative idea. What Erich Gutenberg, founder of German economics, once said, recently became the slogan for a unique project initiated and realised by the Hamburg director Judith Wilske. Called "Children be-

come entrepreneurs", it merges aspects of theatre and business into an exciting edutainment happening. In autumn, Wilske had asked Hamburg pupils to write down their business ideas. Out of more than 1,000 entries, 72 contributions were chosen

for further development in workshops and individual consultancy. In the end, 29 children aged six to fourteen remained and presented their business ideas at a "Market of Chances" at Kampnagel. In a next step, the innovative mini entrepreneurs

will develop a business plan and receive start-up funds of 100 to 600 Euro. The project is supported by the Hamburg Culture Endowment and the Hamburg Endowment for Children and Rajapack as national sponsor.

[www.kinder-zu-unternehmern.de](http://www.kinder-zu-unternehmern.de)

## Shortcuts

### Beiersdorf at the Dax

The Hamburg holding Beiersdorf AG, producer of NIVEA and other global brands such as tesa, has joined Germany's benchmark DAX-30 Index. The blue chip stock market index consists of Germany's top 30 companies trading at the Frankfurt stock exchange.

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

### 100 millionth chip

The Hamburg-based semiconductor manufacturer NXP delivered its 100 millionth chip for electronic passports. 80 per cent of all ePasses worldwide feature the smart chips produced in Hamburg.

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

### Vertical integration

Hamburg-based COLEXON Energy AG and Renewagy A/S from Copenhagen will merge. In the course of the transaction, the Danish operator of solar power plants and wind farms Renewagy A/S will be merged onto COLEXON Energy AG, which will become a Societas Europea (SE) and change its name into „COLEXON SE“. The merger is subject to the approval of the shareholders' annual meetings in May and will become retrospectively effective as of January 1, 2009.

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

### 150 new jobs

walter services TeleMedien GmbH, subsidiary of the Ettlingen-based services provider walter services, has opened a branch in Hamburg and is currently recruiting 150 new staff. 120 of them will be employed at a telecommunications hotline, further 30 in the field of banking and insurances.

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

### Foundation stone laid

At Hafencity, construction of the new 14 storey headquarters of the Spiegel media group has started with the laying of the foundation stone at Ericus-spitze. The 100 million Euro glass palace designed by the Danish office Henning Larsen Architects will become the home of all Spiegel units from print to TV with a total staff of 1,200 in 2010.

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

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

## Hamburg grants HANSE GLOBE 2008 to dm-drogerie markt

HANSE GLOBE 2008, Hamburg's award for sustainability in logistics, was granted to dm-drogerie markt.

The trophy was handed out by Hamburg's Senator of Economic and Labour Affairs, Axel Gedaschko, and Prof. Dr. Peer Witten, speaker of the logistics initiative Hamburg, to Michael J. Kolodziej, Executive Vice President of dm in charge of logistics, in a ceremony with some 400 guests from politics and business.

The health and beauty retailer

based in Karlsruhe was granted the trophy in recognition of its concept of "a life cycle based investment decision", which reinforces actions to be entrepreneurial and sustainable. A central element in the project is the dm's new logistics centre in the south of Cologne. The new building will house under one roof two formerly separate facilities: the distribution centre for cardboard packed goods in Weilerswist and the small parts distribution centre in nearby Meckenheim. With

the start of operations in the 146,000 sqm logistics centre scheduled for September, the chemist's chain will then not only have bundled the logistics streams of his 1,020 outlets, but also increased its positive environmental performance. To reduce CO2 emission, a pellets heating system will then be installed along with a photovoltaic unit on the roof.

The award for granted for the second time. First laureate in 2007 had been TNT Express. [www.hamburg-logistik.net](http://www.hamburg-logistik.net)

## Cluster of excellence to expand interdisciplinary research

### 100 new scientists to work at the Climate Campus Hamburg

The Climate Campus Hamburg expands its research team by 100 additional scientists, included also eight professors. They will significantly contribute to strengthen Hamburg's leading role in climate research. The extension of interdisciplinary research was made possible by the project "Integrated Climate System Analysis and Prediction" (CliSAP), with which Hamburg University had won the federal cluster of excellence competition in 2007 and will

now receive funds of 26 million Euro until 2012. Hamburg supports its climate researchers by additional nine million Euro.

Climate research is a Hamburg tradition, dating back more than 50 years. Already in 1929, Hamburg University founded its Institute of Meteorology. In 1975, the Max-Planck-Institute of Meteorology was established, followed two years later by the German Climate Computing Centre (DKRZ).

In 2003, all these highly reput-

ed facilities in climate research were bundled in the Centre for Marine and Atmospheric Science (ZMAW). Together with the Max-Planck-Institute of Meteorology, the GKSS research centre Geesthacht and federal research facilities, an interdisciplinary network of university and leading independent institutes has been formed: Climate Campus Hamburg, which cooperates with associated institutes worldwide.

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

## Peak performances in the Hamburg Metropolitan Area

### Business development corporations keep the regions going

The business development corporations of the rural districts of the Hamburg Metropolitan Area are the hot generators of the region.

#### Ten years of WLH

Celebrating ten years of success is the business development corporation of the rural district of Harburg (WLH). Its activities have not only lead to the creation of 1,081 new jobs, but also to the sale of 42 hectares of commercial real estate. In 2007 alone, WLH brought investments of more than 35 million Euro to the rural districts. They include the twelve million Euro investment of the US-American fuel retailer Flying J, who built a travel plaza and thus created employment for a

staff of 100. Self-employment is support by WLH's "Start-up Workshop Rural Harburg". In the frame of WLH's quality offensive in retail, a golden book of the region was published, featuring ten top performers and brands ([www.ja-genau.eu](http://www.ja-genau.eu)).

#### Süderelbe AG active abroad

For the first active abroad, Süderelbe AG presented the south of the Hamburg Metropolitan Area at the China International Logistics Fair in Shenzhen. At the trade fair, the business developer informed visitors at the joint stand of Hafencity Marketing e.V. on commercial and industrial premises in the Port of Hamburg's backcountry and its hinterland hubs to be found in the south

of the Hamburg Metropolitan Area.

#### Co-operation with Stormarn

Co-operation of Hamburg and the northern rural district Stormarn, initiated some 20 years ago, was recently strengthened by the decision to improve the existing traffic infrastructure. Following the introduction of Germany's first dual-power rapid rail line S3 to Stade, the rapid rail network of S4 is scheduled to be extended to Bad Oldesloe by 2015. Once realised, it will replace today's local train line and optimise travel connections between Hamburg and Bad Oldesloe.

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

[www.suederelbe.info](http://www.suederelbe.info)

[www.was-stormarn.de](http://www.was-stormarn.de)

## Solar energy for a better life in far off places

### SET GmbH from Wedel designs and constructs special solar-powered systems

A click, and lamps shine their lights, television sets run, air-conditioning systems work, and freezers cool their goods – right in the middle of nowhere. Where no grid is available, power is provided by special systems set up by Wedel-based SET GmbH: All their products only need the sun. One of their innovations is SolarMedicus, a compact, modular and autonomous medical station for remote areas powered by solar energy. The basic-system is equipped with a highly efficient 48 litres cooling unit for sensitive medicaments, with inhalation devices for an effective Aerosol Therapy, high efficiency lighting-system and

enough storage capacity for medication, dispensables, and surgical instruments. Only the solar modules must be fixed on a roof or a separate pylon outside the building. For larger hospitals, SET GmbH's solar power lightweight set COMET can be applied.

Requiring no engineering know-how, SET GmbH's special solar-powered systems and unit have already often been set up by pupils of Hamburg's public schools in the course of various projects. Pupils of Johann-Rist high school, for instance, installed the Solar-Medicus in a village located on an island in the Nicaragua lake, while a team from the Blanke-

nese comprehensive school mounted the solar panels of the COMET system to a roof in Hamburg's Nicaraguan partner city León.

Clean drinking water is guaranteed by SET GmbH with their invention HYDRA Compact. The unit consists of a solar pumping system for the supply of raw water and an aggregate to purify the water. Powered entirely by solar energy, it can deliver up to 1,000 litres of clean and fresh water to human beings and livestock – while producing no emissions. Further solar pumping systems are also available for irrigation purpose.

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

## The X-Cube family brought Seifert new success

### Innovations make the Ahrensburg subsidiary of GE Inspection Technologies grow fast

A grey cabin with a yellow panel makes faces shine with pride at the former Röntgenwerk Seifert in Ahrensburg, since 2003 a subsidiary of the US technology and services conglomerate General Electric (GE): the X-Cube. The 180,000 Euro unit, developed and manufactured in Ahrensburg, is a highly versatile 160 KV Radioscopic Inspection System for spot tests and inspection of small series of a variety of test samples, including light

metal castings, steel components, plastics, ceramics, and special alloys. Available in different sizes, the X-Cube is for instance used by the automotive industry when inspecting driveshafts, clutches, or brakes to detect air bubbles, inclusions or tiny fissures. Small transportable X-Cubes allow to check the welded seams of gas and oil pipelines and to detect cracks in the concrete of bridges or other buildings.

For orientation inspection of

single crystal materials like diamonds and to monitor aircraft turbine blades made from single crystal advanced alloys "Galaxy" was developed. The largest X-ray device ever constructed in Ahrensburg is used in the inspection of large steel tube. To monitor them, a 26 metres long, six metres high and ten metres wide device has to be loaded on four long trucks and transported to the client requiring the tool.

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

## Hamburg's centennial publisher: Heidi Oetinger

### Pippi Longstocking's godmother turned 100 years old – reception at Übersee-Club

She is the grand old lady of Germany's youth literature landscape: Heidi Oetinger, co-founder of the publishing house Friedrich Oetinger and honorary member of the Association for Children's and Youth Literature. In Hamburg, she was recently honoured by Karin von Welck, Minister of Culture of the Free and Hanseatic City of Hamburg, who hosted a reception at Übersee-Club on occasion of Heidi Oetinger's 100th birthday. Among the 120 guests was also Karin Nyman, the daughter of the Swedish children

book author Astrid Lindgren. The author of Bullerbü, Madita and other children classics had been a long-time friend to the publishing couple Heidi and Friedrich Oetinger, who had encountered her in 1949 when searching for new titles for their children book range. When they met Astrid Lindgren, five German publishing houses had already rejected her book "Pippi Longstocking" for being too modern and anarchist. Oetingers, however, were thrilled – and signed a one-page publishing contract. Since then, the Hamburg-ba-

sed publishing house has sold more than seven million German language translations of "Pippi Longstocking".

After two years of negotiations with the Lindgren family, the Hamburg director and book author Arne Cornelius Wasmuth was recently given the exclusive rights to produce a film on the world-famous Swedish children author. Filming will take place at many original settings.

When Heidi Oetinger heard these news, her face beamed up with a very pleased smile.

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

## Shortcuts

### European green capital

Hamburg has been short-listed as one of eight out of 35 European cities for the final round of the European Green Capital competition. The final decision of the European Commission's jury will be announced in March. In the final stage, Hamburg is competing against two other German cities, Freiburg and Münster, and the European cities of Amsterdam, Copenhagen, Oslo, Stockholm, and Bristol.

<http://ec.europa.eu>

### CFK Nord to be built

In April, construction of the new research centre CFK Nord is due to start. Following a pan-European call for tenders, the project has been placed in the hands of the planning office SHI from Oldenburg, which was already responsible for the CFK Campus and the technology centre. Scheduled to be finished by 2010, the centre will focus its research on the automated series production of carbon-reinforced fibres. Partners in the project are EADS, Airbus, the German Aerospace Centre (DLR), the Fraunhofer Society, the registered association CFK-Valley Stade, and Dow Germany.

[www.cfk-valley.com](http://www.cfk-valley.com)

### Marine bacteria

How microorganisms in the oceans affect rising levels of atmospheric carbon dioxide is analysed by the joint Northern German research project "Microbial interactions in marine systems", supported by the federal government of Germany with 2.4 million Euro.

Analysing both the waters of the Baltic Sea and the North Sea, the scientists from Bremen, Rostock, and Kiel will spend the next three years on investigating different types of marine bacteria like unicellular cyanobacteria with the help of genome research to find out how certain microorganisms absorb or produce the climate killer carbon dioxide.

## New Hamburg trade fair boasts even more exhibition space

**REISEN, INTERNORGA, and Aircraft Interiors Expo will lure visitors from all over the world to the new fair grounds**

Boasting an exhibition space increased to 87,000 sqm in its eleven halls, the new Hamburg trade fair starts springs bigger than ever.

### REISEN HAMBURG

At REISEN HAMBURG, the largest tourism and caravanning trade fair in North Germany, some 1,000 exhibitors from 80 countries will present destinations in Germany, Europe or faraway countries from February 4-8, 2009, on the Hamburg fair grounds. The Hamburg Tourism Board will also be present and promote the Hamburg Metropolitan Area in co-operation with Hamburg Marketing GmbH.

### INTERNORGA

Bigger than ever will also be INTERNORGA, with 1,000 exhibitors from Germany and abroad showcasing innovations,

trends, and complete solutions March 13-18 at the 83rd International Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades. Accompanied by conferences, competitions, and



Michael Zapf

a hospitality forum, some 100,000 trade visitors from all over the world are expected at the fair.

### Aircraft Interiors Expo

From March 31 to April 2, the world's largest exhibition ex-

clusively dedicated to aircraft interiors design and airline cabin systems engineering will return to Hamburg. At the 10th Aircraft Interiors Expo (AIE) some 500 exhibitors from 27 countries will present innovative cabin programmes showcasing tomorrow's designs, in-flight entertainment, connectivity and passenger services in the ultra-modern fair halls B4 to B 7 on the grounds of Hamburg Messe und Congress GmbH (HMC).

Highlight of the event will be the prize-giving ceremony of the Crystal Cabin Award. The only international award for excellence in aircraft interior innovation was launched with great success by the joint initiative Hamburg – The place for aviation in 2007.

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

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

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

### Up-to-date

**The Hamburg Centre for Applied Nanotechnology (CAN)** has been honoured as a "selected landmark" in the German initiative "Land of Ideas 2008" in recognition of the research institute's visionary thinking, creativity, and motivation. Launched to internationally promote Germany as a leading global think tank, the initiative under the patronage of Germany's President Horst Köhler is sponsored by the German government and numerous German companies.  
[www.can-hamburg.de](http://www.can-hamburg.de)

## News-Bits

**The International Maritime Museum Hamburg** was given a treasure ship from the times of the Chinese explorer Zheng He (1371-1435). The 1.5 metres long model was donated to Hamburg by the province government of Fujian. [www.internationales-maritimes-museum.de](http://www.internationales-maritimes-museum.de)

**Celebrating the twinning:** Business from both cities gave the first impulses in 1985, and in 1989 Hamburg and Osaka signed their twinning agreement. This year, the two cities will be celebrating their dynamic exchange in politics, business, sports, and the arts with a series of receptions and other events.

## Hamburg – the vibrant metropolis

**Hamburg Marketing relaunched the successful Hamburg image trailer**

Hamburg is a pulsating metropolis with international flair. As a cultural metropolis, the Hanseatic City thrills visitors and locals alike with exciting events all year round.

Since 2007, Hamburg promotes itself as the "Metropolis on the Waterfront". This year, the city's claim is "Hamburg – the vibrant metropolis". The presentation thus focusses on three successful brand-building aspects: "vibrant scenes", "entertainment strip Reeperbahn" and "shopping metropolis". Each one strong enough to represent an essential part of the Hamburg brand, they will now



unite to promote this year's claim. Their central key visual (picture) features the club Große Freiheit 36, and thus not only refers to Hamburg's past, but also present fame in the international music scene. To hear and see what the city

has to offer in music, join the crowds at Reeperbahn Festival 2009, featuring new international music from 150 bands from September 24 - 26, 2009.

For a visual impression of Hamburg as a vibrant metropolis, view the relaunched Hamburg trailer now available as a free download in various format and languages at the media server of Hamburg Marketing GmbH. The new version of the successful imagel trailer features some new spectacular sights of the city along with a brand-new song.

[www.mediaserver.hamburg.de](http://www.mediaserver.hamburg.de)

[www.marketing.hamburg.de](http://www.marketing.hamburg.de)

## Imprint

### Published by

Free and Hanseatic City of Hamburg  
Ministry of Arts, Culture, and Media  
Hamburg Marketing GmbH

HWF Hamburg Business  
Development Corporation

### In co-operation with

Flughafen Hamburg GmbH,  
hamburg.de GmbH & Co. KG,  
HafenCity Hamburg GmbH, Hafen  
Hamburg Marketing e.V., Hamburg  
Messe und Congress GmbH,  
Hamburg Tourist Board

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