



NEWSFLASH

■ **Gold for Hamburg's advertisers:** What would happen, if you took nine European languages and mixed them into one that nearly everyone can understand? Here it is: Eurolingo! Relying on humour, the spot produced by the Hamburg advertisers Kolle & Rebbe was awarded the prestigious Gold Lion at the 50th International Advertising Festival in Cannes. In total, Hamburg-based agencies gained 13 of the total of 21 Lions awarded to German advertising agencies during the "Olympic Games of Ads" in June, thus confirming Hamburg as the country's creative capital. In the media category, Springer & Jacoby were awarded the Gold Lion for their unusual approach to use a national symbol in advertising. For two years, the Brandenburg Gate will be totally wrapped in 18 different ads presenting products and services of Deutsche Telekom. With a total of five lions, Springer & Jacoby top the local ranking, closely followed by Scholz & Friends bringing home four lions. Further lions were awarded to Grabarz & Partner, BBDO International, and Nordpol.

DaimlerChrysler expands in Harburg

DaimlerChrysler strengthens its Hamburg location. Situated south of the Elbe, the international car manufacturer opened its new 14,000 sqm production hall for axles on June 20, 2003. Production space at DaimlerChrysler's plant in Hamburg-Heimfeld thus increased by 33 per cent since 2000. Investments grew from EUR 54.8 million (2002) to EUR 80 million this year. 2003's turnover is expected to climb to EUR 533.8 million in comparison to last year's EUR 517 million. 250 new jobs are estimated to be generated in the coming years. ■ In the axles centre, the rear axles for the A Class and the Vaneo

are made along with both axles for the Smart. They are not only built here, but also tested and developed.

■ Employing a staff of 2,740, the plant is known for its innovative production methods. With International High Pressure (IHP), shaping complex forms such as frame type integral support for axles can be made to precision.

■ Furthermore, DaimlerChrysler's Hamburg plant is the largest supplier of steering columns worldwide, producing more than one million electronically or mechanically adjustable steering columns per year.

www.daimlerchrysler.de

Topping-out ceremony celebrated

Important milestone in Hamburg Airport's extension programme

Initing to a traditional topping-out ceremony, Hamburg Airport celebrated the construction of one of Europe's most modern terminals on June 10, 2003. The traditional mason's feast at Hamburg Airport thus took place nearly one year after the laying of the foundation stone. Terminal 2's architecture reflects Terminal 4 opened in 1993, while being even more spacious. Both terminals will clearly share their work load: In Terminal 4, all

flights by Lufthansa Passage Airline and its Star Alliance partners will be handled. Terminal 2 will be open to all other carriers including charter airlines. With the topping-out crown swinging high in the air, Terminal 2's finalisation date 2005 comes even closer. The party joined by 500 guests also reflected the success of the extension programme HAM 21, the largest investment programme in the history of Hamburg Airport. www.ham.airport.de

Jungheinrich turns 50: Moving the industry all around the world

Hamburg-based company is one of the big four of warehousing and materials flow technology

Hamburg moves the world: Here, the Jungheinrich Group became one of the world's four largest suppliers of industrial trucks, warehousing technology and materials flow technology. In Europe, Jungheinrich is the leading supplier of warehousing technology. Starting off on August 17, 1953, with the electric four wheel lift truck "Ant 55" and as little as ten employees, the global player offering forklift-based products and services designed to

get things moving in all industries is celebrating its first fifty years with solid profits and sound plans for the future.

■ Despite a declining market volume, the Jungheinrich Group was able to clearly improve its result in 2002 with net profits rising by 38 per cent to EUR 54 million. In the first four months of 2003, the value of incoming orders increased by one per cent. Totaling EUR 472 million, sales are also slightly above the level of the

corresponding period of the previous year.

■ In the anniversary years, Jungheinrich AG plans to invest EUR 60 million in product development and expansion of its international sales network. Thus, a new sales office was opened in Russia in February 2003. The international sales and service network now covers 24 countries. In Europe alone, more than 100 Jungheinrich centres take care of the customer. www.jungheinrich.de

■ Airport Classics

From September 13-14, Hamburg Airport and Lufthansa Technik will jointly celebrate the first 100 years of engine-powered flight with aircraft like DC-3, Dakota, Me 108, and "Aunt Ju" as stars of the Hamburg's 3rd Airport Classics. Launched in 1999, the first Airport classics attracted 30,000 visitors. In 2001, the vintage aircraft show charmed 70,000 enthusiasts. www.ham.airport.de

■ 2006: 25th ICAS Congress to be held in Hamburg

The 25th Congress of the International Council of the Aeronautical Sciences - ICAS - will be held at CCH Congress Centrum Hamburg in 2006. As a leading event in the aerospace calendar, ICAS addresses scientists, engineers and managers in the aerospace industry as well as aviation experts and airline decision makers. Key subjects will include aerodynamics, flight dynamics and control, propulsion systems, aircraft design, safety, and environmental issues. Following Toronto (2002) and Yokohama (2004), Hamburg will be the first German venue for this international event.

www.cch.de

■ Hamburg architects win architectural contest in Hanoi

In mid-May, the Hamburg architects von Gerkan, Marg + Partners (gmp) were awarded the first prize for their design of the new National Assembly House and Ba Dinh Conference Hall in Hanoi. The design for the 70,000 sqm large complex in the Vietnamese capital was developed in co-operation with Inros Lackner Consulting Group from Rostock.

■ ZEIT Foundation: New York Office opened

The ZEIT Stiftung, founded in Hamburg in 1971, has opened its US-office in New York. Since May 2003, "The Ebelin and Gerd Bucerius ZEIT Foundation" intensifies transatlantic and international relations through talks, seminars and exchange programmes, open f.i for students from the Bucerius Law School Hamburg. www.zeit-stiftung.de

i-med: Promoting Life Science in Hamburg

New agency strengthens Northern German growth industry

In the field of bio-technology, Hamburg already leads ahead. Now, the Hanse city also strengthens a sister segment with equal growth potential: life science. With the foundation of the i-med agency in June 2003, Hamburg created a co-ordination centre connecting, expanding and promoting all activities already present in Hamburg. A co-operation with neighbouring Schleswig-Holstein will bundle all life science competency in the triangle Hamburg-Lübeck-Kiel.

According to a recent survey, Hamburg already possesses ex-

cellent potential for the new life-science cluster. In the city, where the X-ray tube was once invented, the University Hospital Eppendorf, Heinrich Pette Institute, and Tropical Institute enjoy a global reputation. Highly acclaimed public and private scientific facilities network world-wide in research, often co-operating with industrial partners such as Philips Medical Systems. Inseparably linked to life science are pharmaceutical manufacturers such as Asche and Beiersdorf, and numerous bio-tech companies such as Evotec. www.hamburg.de

■ www.icgs.de The International Centre of Graduate Studies (IGCS) at the University of Hamburg offers an excellent environment for education and research, thus preparing its carefully selected students for international careers. Study programmes comprise Intercultural Studies, Law and Economics, Life Sciences, Physics, Industrial Mathematics, and German and European studies. ICGS' International Executive Training (IET) offers programmes integrating German and European studies, advanced management development, business skills, English language training, and cultural immersion.

Chancellor opens Airbus A380 assembly hall

New hangar will house structural assembly - further constructions

The new A380 Major Component Assembly Hall (MCA) was officially opened on May 21 in the presence of the German Chancellor Gerhard Schröder at Airbus in Hamburg-Finkenwerder.

■ The new MCA hangar is 228 metres long, 120 metres wide and features a height of 23 metres. It will house the structural assembly and the fitting with equipment of the forward fuselage sections and the complete rear fuselage sections for the Airbus A380, which enters into service in 2006.

■ Additionally, a new hall for the A380's cabin customization, a paint shop, ground test units, and a delivery centre will be built in Hamburg until 2005. The 555-seater A380 embodies the most advanced technologies, providing 15 to 20 per cent lower operating costs than the largest aircraft flying today.

■ At its Hamburg plant, Airbus not only develops the world's largest passenger aircraft, but also builds the world's most modern single-aisle airliner. On May 23rd, the Airbus' A318 was thus certified as the newest and smallest addition to Airbus' A 320 family by the European Joint Aviation Authorities (JAA) at a ceremony held in the Hanse city.

■ Approval covers the CFM56-5B powered version of the new 100-120 seat airliner, paving the way for airline service with European carriers - as well as with those around the world following JAA regulations. US Federal Aviation Administration (FAA) certification are about to follow. First delivery of the Airbus A318, to Denver-based Frontier Airlines, is planned this summer, followed by deliveries to Air France later this year. www.airbus.com

Philips Semiconductors GmbH: 50 successful years in Hamburg

EUR 1.2 billion invested in past ten years - new German headquarter to be erected until 2005

Celebrating 50 years of successful semiconductor production in Hamburg, Philips underlines its long-term commitment to Hamburg by investing EUR 60 million into its new German headquarter. Construction of the two office towers at Sechslingspforte, consisting of 17 storeys of shining glass, will begin this year. Completion is due by mid-2005. The new German headquarter, realised by Hamburg-based ECE for a staff of 700, will also be the new home for two distribution units.

Philips' success story started with the former Valvo Radioröhrenfabrik, where radio valves had been produced since 1924. In 1953, just five years after the invention of the transistor in the U.S., Philips took up the produc-

tion of semiconductor components, developed by a small group of three employees. With the development of integrated circuits in the mid-60s, the permanent and still ongoing expansion of the semiconductor operations began.

In the last ten years, some EUR 1.2 billion have been invested into future growth, i.e. around EUR 500 million in chip production

With more than 3,000 employees at its Hamburg and Böblingen facilities, Philips Semiconductors GmbH is the second largest semiconductor manufacturer in Germany, number four in Europe, and number nine worldwide. More than 40 per cent of its employees have had a college or university education.

Integrated in Philips' global semiconductor activities in more than 50 countries, the global business role of the divisions located in Hamburg is focused on applications in consumer electronics, cars and identification systems. The industrial activities encompass the manufacture and testing of discrete semiconductors and highly complex integrated circuits as well as the development of new technologies.

www.philips.de

FEATURE

High-tech chips made in Hamburg: Discrete semiconductors are electronic components such as transistors, diodes and sensors which are used in entertainment electronics and multimedia (televisions, DVD players), identification systems (cash cards, e-tickets), automotive industries (car radios, navigation systems, immobilizers) and in a variety of industrial applications. Modern integrated chips are true pieces of high-tech: Whilst in 1953 one chip could accommodate just one transistor, more than 100 million transistors fit on just one chip.

and EUR 700 million in research and development.

Today, Philips Semiconductors GmbH produces some 25 billion discrete semiconductors and 300 million integrated circuits per year in its clean rooms.

AWARDS

World Awards in Hamburg

On October 22, 2003, President Mikhail S. Gorbachev will present the fourth World Awards 2003 in Hamburg. The cosmopolitan metropolis is the first German city to host the international event, followed by more than 350 million people around the globe via television, radio, and the print media. In the glamorous ceremony, taking place at Hamburg's music hall, men of distinction will be honoured for their outstanding achievements in twelve categories, ranging from the arts to business and politics. The World Awards are more than just another awards show. They give center stage to solely male personalities whose lives affect others in a positive way. Thus, Sir Paul McCartney, Richard Branson, Ted Turner, and Luciano Pavarotti were among those holding the award in their hands. The statue interprets

Rodin's thinker. This year, the jury from the fields of science, business, medicine, health, arts, culture, sports and media comprises Maximilian Schell, Steven Spielberg, José Carreras and other prominent. The World Awards, launched in 2000, are part of the global initiative "Men's World Day", based on humanitarian, social and philanthropic principles and supporting peace, freedom and tolerance throughout the world. <http://mensworldday.inca.at>

Oscar for Hamburg student

Florian Baxmeyer was the only foreigner to be proclaimed as winner in the Academy of Motion Picture Arts and Sciences' 30th Annual Student Academy Award competition. During a ceremony held in Beverly Hills on June 8, 2003, Baxmeyer was granted the Honorary Film Award for his film "The Red Jacket". Further students Oscars were given to eleven students from nine US-universities. www.oscars.org

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