

RETROSPECT INSIGHTS PROSPECTS

ANNUAL REPORT 2018



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86

in Germany

35

in Poland, Czechia, Russia

16

in China

CREDITS

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58
events

2.770
trade visitors

13.500
participants

Some Surprising Statistics 2018

- A total of 158 events by and with Port of Hamburg Marketing, HHM – national and international – with over 13,500 participants. These included 86 events in Germany and Austria, 35 events in Poland, Czechia and Russia, 16 events in China.
- Events of more than 25 different types: Conventions, lectures, workshops, press tours, trade fairs, conferences, customer functions ...
- 12 deployments of HHM's own event container – sometimes with partners, sometimes leased: for example at the 829th Anniversary of the Port of Hamburg; at the Port Stroll in Dortmund; and at the Hamburg Representative's Summer Party in Berlin; in front of the Reichstag for the Day of German Unity; and at the Maritime Christmas Market.
- Professionally guided, 100 groups with a total of around 2500 people visited the Port of Hamburg.

25
types of event

100
groups

WITH TASTE FOR INNOVATION: THE EXECUTIVE BOARD



“Apart from important industry details, our know-how and expertise also offer business partners the opportunity for targeted networking.”

Dear Readers,

As an international marketing organisation, Port of Hamburg Marketing is active in the Hanseatic City and at eleven other sites in further boosting the port's market position in international competition. We bring strong commitment and passionate engagement to promoting the benefits and manifold services of our port and its outstanding hinterland connections. Just how significant the hinterland and inland areas are is demonstrated by the New Silk Road. Under the heading “Belt and Road Initiative” – BRI – this is increasingly gaining momentum. Port of Hamburg Marketing used the year 2018 to forge new

contacts during numerous discussions, bringing countries and players closer together and promoting cooperation with Russian and Chinese enterprises. Apart from essential industry details, our specialist knowledge and expertise also offer our business partners the opportunity for targeted networking.

Profiting from this are not only the members and partners of ours, associated with the Port of Hamburg itself, but the ports of the Metropolitan Region that in us have found a powerful champion standing for cooperation on marke-

ting of the area. 2018 was notable for several events of sustained significance for the Port of Hamburg. After 17 years, we finally have the go-ahead for the fairway adjustment of the Lower and Outer Elbe. This will produce extra capacity for especially large vessels and a simplification of traffic management of arrivals and departures in Germany's largest universal port. That the Port of Hamburg can clear unusually large vessels has repeatedly become apparent in 2018. At ever shorter intervals, we are experiencing record calls such as the one by the 20,600-TEU 'CMA CGM Antoine de Saint-Exupery'. Nor is it only containerships that are growing, for the port has also achieved advances in the bulk cargo field.

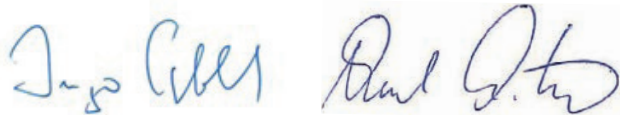
Yet the port would not be what it has become today were it not for the revolutionary invention of the box: Technical innovations, high productivity, brief lay times at the terminals and inland rail connections unmatched anywhere else in Europe underline its significance as logistics hub for worldwide transport chains.

So the '50 Years of the Container in Hamburg' anniversary was one the year's highlights and the occasion for numerous festive activities.

Successful development invariably involves many factors; digitalization is one of those which we have to thank for Hamburg's role as a crucial logistics hub. Networking between project activity and our brief as an association at international level also plays a major part. Our members, whose interests are so close to our hearts, naturally profit in many different ways: From the superb network that produces the unique opportunity of being present with your own company through HHM in the markets, and while operating individually to utilize the lessons and experience of over 30 years of its work. For our part, we as the Executive Board benefit hugely from our exchanges with our members and staff.

The year 2018 has shown us that we are confronted by many challenges; but also that pulling together, we in the Port of Hamburg, are well placed to master these. So we look forward immensely to our continued cooperation in a future that will also bring us new members.

With all good wishes,



Ingo Egloff and Axel Mattern
Joint CEOs Port of Hamburg Marketing



HIGHLIGHTS 2018

50 YEARS OF THE CONTAINER IN HAMBURG

The 'American Lancer' berthed at HHLA's Burchardkai on 31 May 1968. She was not the first freighter in Hamburg with containers on board – but the first purely container vessel to call the Port of Hamburg. The date is rightly seen as a historic date for Germany's largest port. Ever since, the container has more definitely shaped and changed the Port of Hamburg than all previous technologies.



It was the container that enabled Hamburg to become a central hub for world trade in the late 20th century – and to remain one of the world's top ports to this day.

SUCCESSFUL VISIT TO CHINA FOR PORT OF HAMBURG DELEGATION

A delegation from Hamburg visited companies in Zhengzhou, Shanghai and Hangzhou in mid-May. The participants in the trip jointly organized by Port of Hamburg Marketing - HHM and the Hamburg Representative Office in Shanghai were TCO Transcargo GmbH, Rostock Port GmbH, Trelleborgs Hamn AB, Hamburg Port Authority – HPA, and Hamburg Invest.



Axel Mattern with Award of the Asia Cargo News

PORT AND COMMERCE DELEGATION FROM HAMBURG POSITIVE ON RUSSIA VISIT



Comprising representatives of the Hamburg Ministry of Economics, Transport and Innovation - BWVI, Hamburg Port Authority - HPA, Hamburg Invest, the German Eastern Business Association and HHM, a Hamburg delegation visited Moscow and St. Petersburg between 17 and 20 April.

PORT OF HAMBURG AS PIONEER IN DIGITAL NETWORKING

HHM's 'Digital Networking' conference on 16 August demonstrated just how far the 'Port 4.0' program has advanced.



Sebastian Saxe, CDO Hamburg Port Authority; Jan Bovermann, HHLA's Head of Digital Corporate Development; Ulrich Wrage, Executive Board member of IT service provider and logistics specialist Dakosy; Gerald Hirt, CEO of the Hamburg Vessel Coordination Center (HVCC) and Johannes Berg, CEO of Digital Hub Logistics Hamburg exchanged experience and knowhow.



Ingo Egloff (HHM), Jens Hansen (HHLA), Andreas Brummermann (HPA), Peter Wolf (CMA CGM Germany)

FIRST CALL BY 'CMA CGM ANTOINE DE SAINT EXUPERY'

Two topics shaped the 'Northern Germany as a Base for Innovation' conference for the industrial, logistics and port sectors held on the initiative of Port of Hamburg Marketing and partners in Hamburg in November. With around 130 participants, the event concluded that digitalization plus the energy revolution will be decisive for competitive and site advantages.

DIGITALIZATION AND ENERGY REVOLUTION ALSO A CHALLENGE FOR HAMBURG



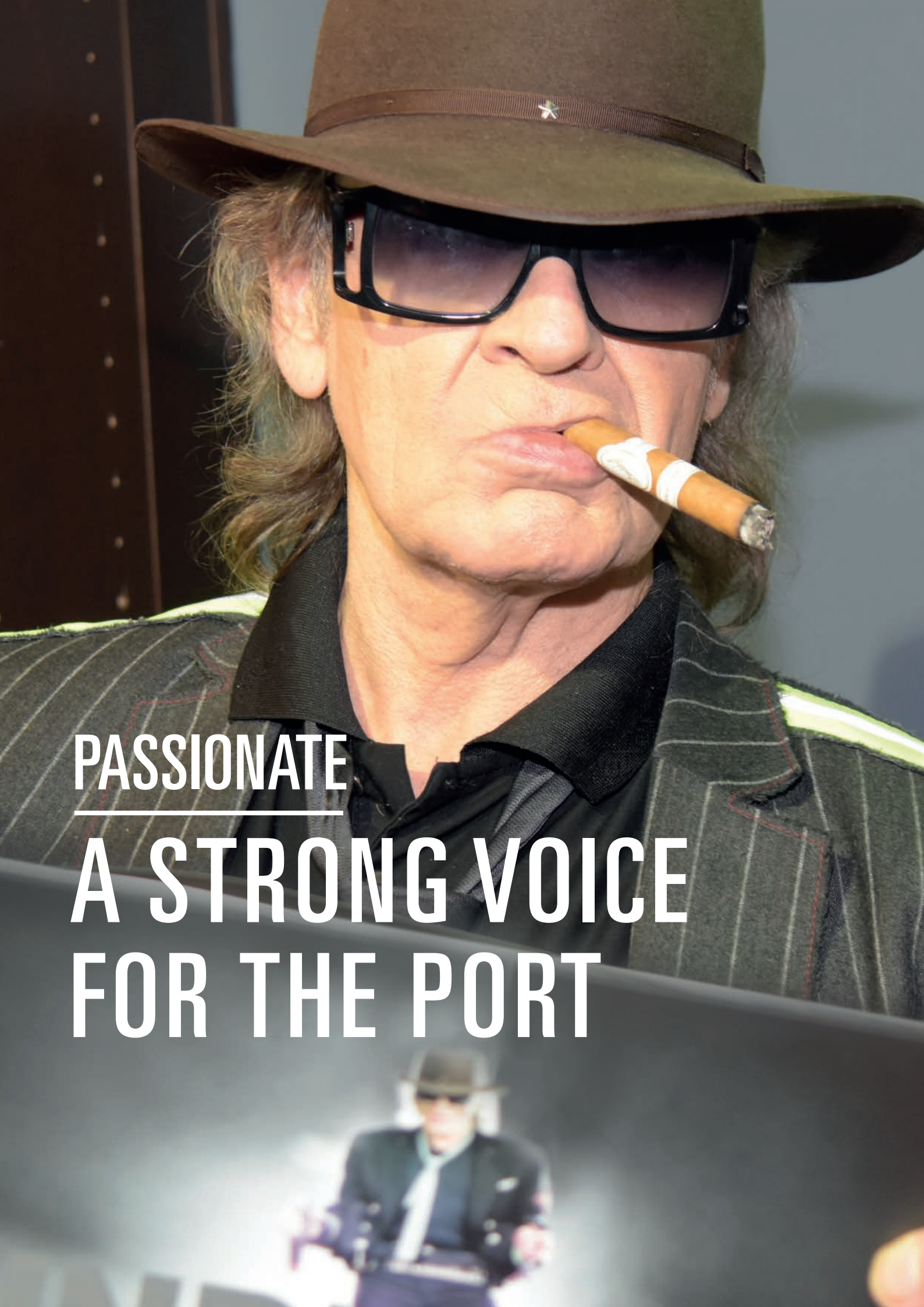
Mayor Peter Tschentscher opened the conference

Two topics shaped the 'Northern Germany as a Base for Innovation' conference for the industrial, logistics and port sectors held on the initiative of Port of Hamburg Marketing and partners in Hamburg in November. With around 130 participants, the event concluded that digitalization plus the energy revolution will be decisive for competitive and site advantages.

INTERNATIONAL TOUR OF THE PORT WORLD

They work for and promote Hamburg worldwide: The Hanseatic City of Hamburg's representatives all over the world. At the end of the previous year they gathered for the first time for a conference, and Port of Hamburg Marketing – HHM, and Hamburg Marketing – HMG, subsequently organized a second meeting in Hamburg for the representatives from Shanghai, Beijing, Mumbai, Dubai, St Petersburg, Brussels, Vienna, Prague, Budapest and Warsaw.





PASSIONATE

**A STRONG VOICE
FOR THE PORT**

PORT OF HAMBURG MARKETING AT A GLANCE

The Port of Hamburg is Germany’s largest universal port. To further boost its market position in international competition, along with its members Port of Hamburg Marketing is active worldwide. Founded in 1985, the association has most successfully campaigned for the port and logistics region of Hamburg for over 30 years. Today the port enjoys a positive image all over the world, standing for professionalism, efficiency and innovation.

Port of Hamburg Marketing is well represented both nationally and internationally. Staff of its headquarters and representative offices promote the interests of Greater Hamburg’s seaport and transport industry at a total of twelve locations. Its experts cultivate excellent contacts to numerous companies in trade and industry, transport and logistics, trade associations and political decision-makers.

With tailor-made communications, project and marketing activities at its Hamburg base as well as in the Port of Hamburg’s top core markets, HHM offers terminal operators, shipping companies and liner agents, transport service providers, warehousing logistics and packing operators, Customs experts, vocational and further training institutes, as well as many other companies and organizations, highly competent, competitively neutral support.

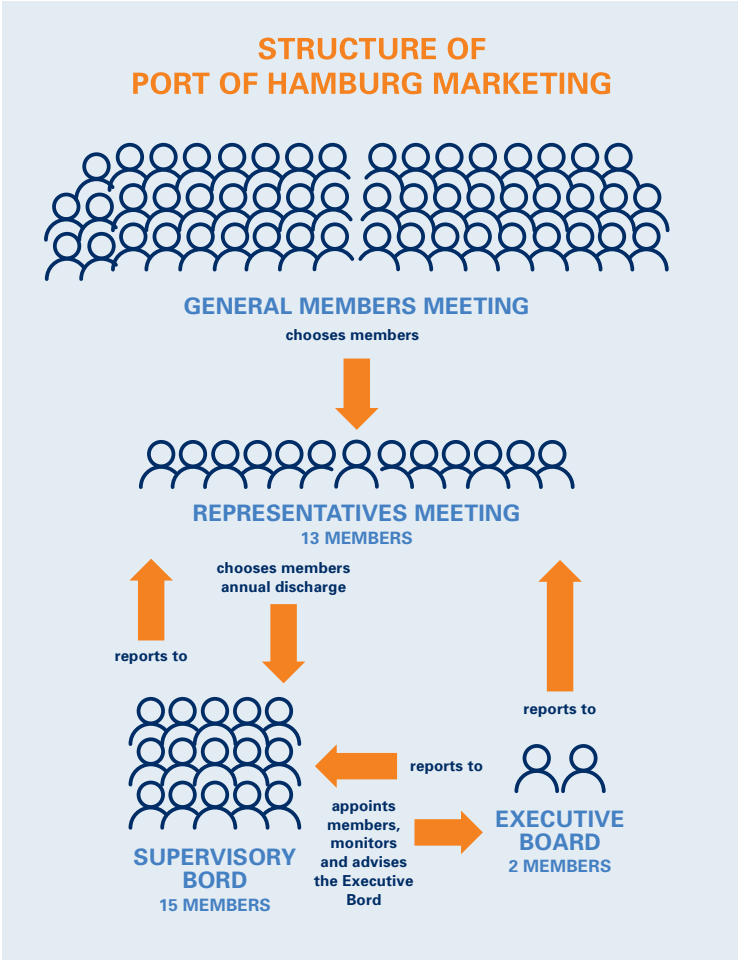
ASSOCIATIONS ORGANS

The Supervisory Board advises on, and constructively monitors, the management of HHM. Apart from passing resolutions on the business plan and the Annual Financial Statement, the Supervisory Board lays down the emphases and fundamental guidelines for its work. The Supervisory Board comprises members drawn

from the various membership categories, and one member each from the ports in the Metropolitan Region, the Hamburg Chamber of Commerce and the Port of Hamburg Business Association, and currently consists of 15 people. The Representatives’ Meeting is composed of members drawn from various membership categories. Among its responsibilities are the election, the discharge and exoneration of the Supervisory Board, determination of membership fees and changes to the Articles of Association.

STAFF

On 31 December 2018, HHM employed a total of 40 staff: 24 at head office – including a student trainee – plus 16 in the representative offices.



YOUR BENEFITS AS A MEMBER



Port of Hamburg Marketing represents its members with targeted communication, project and marketing activities at its Hamburg base as well as in its main target markets. We do so in such a variety of ways that a complete presentation here would require excessive space. We therefore simply give an overview of the main services provided for your benefit as a member. For further details, see our website, or call in person.

MARKET RESEARCH

You regularly receive statistics and reports on the development of seaborne foreign trade as a whole and of hinterland transport. In addition, we brief you on current market trends and developments, using surveys and analyses.

MARKET DEVELOPMENT

Since HHM is present on important core markets in Germany and internationally, members profit from delegation tours, company visits and events, during which valuable market contacts are made. The focus is on the Baltic region, SE Europe and overseas countries.

TRADE FAIRS

Under the Port of Hamburg umbrella brand, we design and organize worldwide trade fair presences for our members. As a co-exhibitor on a joint stand, you profit from overall coordination, a comprehensive service package and especially favourable conditions – also covering targeted press activities.

MEMBER AND CUSTOMER EVENTS

In addition to worldwide networking and information events on current topics, we offer an excellent opportunity for forging and expanding valuable business contacts.

PROJECTS

Along with members, we join in tendering for projects enjoying EU and national backing. These consider current themes in transport policy, as well possibilities for optimizing transport and handling processes.

CONGRESSES AND SPECIAL EVENTS

Whether in introducing service providers, searching for suitable premises or publicizing a function, we support you in designing and holding your own events. We can also take over overall coordination of events.

TRADE VISITOR PROGRAMS

We develop individual visitors programs for delegations and groups from Germany and elsewhere – ranging from professionally escorted fact-finding trips to terminal tours and company inspections to expert lectures. We develop fascinating briefing programs for the upcoming logistics generation.

PUBLICATIONS

Numerous publications provide not only an overview of the performance and development of the Port of Hamburg, but also insights on projects and special topics. You also have the opportunity to make editorial contributions to the Port of Hamburg Magazine and to place ads to publicize your enterprise.

PRESS WORK

We regularly brief the media about topics related to Hamburg port business. We support press work by our members by circulating their bulletins and organizing press activities.

ONLINE MEDIA

We publish press releases from our members on www.hafen-hamburg.de. The site also includes contacts with port service providers, a database on direct liner connections via Hamburg, and a list of vessels expected in Hamburg. A Newsletter plus various social media channels complete the range.

COME ON BOARD
BY BECOMING A MEMBER OF PORT OF HAMBURG
MARKETING ASSOCIATION



Around

300 COMPANIES

are already committed to Port of Hamburg Marketing Association.

Become a member of our strong community!

Further details about the advantages and conditions of membership are available from:

Karin Lengenfelder

Tel.: 040 – 37709-113 • lengenfelder@hafen-hamburg.de

and on: <https://www.hafen-hamburg.de/de/hafen-hamburg-marketing>

REPORT BY THOMAS LÜTJE, SUPERVISORY BOARD CHAIRMAN



“Executive and Boards in open dialogue.”

**Ladies & Gentlemen,
Dear members,**

On behalf of the Supervisory Board, I wish to inform you about our work in 2018 as the year under review. In 2018 we performed the duties required of us as the Supervisory Board by the law and our Articles of Association with the utmost care. In close and trusting cooperation with the management of the Association, we regularly advised the Executive Board and continually monitored its conduct of business. The Supervisory Board gave comprehensive consideration to the Association’s operative and strategic development. In January 2018 a second joint strategy meeting was held. At the two-day session, we discussed marketing strategy for Hamburg as a port and logistics centre in the context of the competition and Port of Hamburg Marketing’s future activities in our core markets.

The Supervisory Board held five meetings in 2018, being one more than customary. Owing to the election of a new Supervisory Board, two meetings were held during the third quarter. The meetings were held in February, May, September and November. These Supervisory Board meetings and were notable for a frank and wide-ranging exchange. Wherever the law, Articles of Association and/or the agenda made the assent of the Supervisory Board essential for specific measures, an appropriate resolution was promulgated.

Members of the Supervisory Board regularly prepared themselves for decisions on Executive Board measures requiring its assent based on documents made available in advance by the

Executive Board. Apart from these meetings, as Supervisory Board Chairman I in addition remained in close personal dialogue with the Executive Board. Recurring topics in the regular meetings were the Executive Board report on the Association's financial position, as well as the situation on membership, and the current activities and projects of both the Head Office and the representative offices. The Executive Board furnished information on the current market and competitive situation.

At the meeting on 13 February 2018, the Executive Board reported at length on the activities and events planned for Hamburg and the representatives' areas. The year under review was primarily notable for the topic '50 Years of the Container in Hamburg'. In addition, from January 2018 onwards HHM's corporate design was revamped to match the latest used by the City of Hamburg.

The 15 May 2018 meeting focussed on the topics of working groups and projects. Many activities revolve around the port's hinterland infrastructure and the transfer of freight from the roads to inland waterway and rail. Also, much discussed was the Belt and Road Initiative – or New Silk Road. The Executive Board also tabled the 2017 Annual Report, which was unanimously approved.

The emphasis at the first meeting on 25 September was on the Executive Board's report on the Annual Financial Statement and Annual Report as at 31 December 2017. The Supervisory Board approved the reports submitted and granted the Executive Board exoneration for the year 2017. A further point on the agenda was the critical report by the Executive Board about Duisburg's marketing activities, which through aggressive 'Fake News' are receiving much attention. The main point criticized is the different count for container handling, which does not correspond to the seaports' standard method.

At the second meeting on 25 September, the existing chairman of the Supervisory Board was re-elected for the period 2018 to 2021. Nils Kahn and Jens Meier were elected as his deputies. All elections were unanimous and without any votes to the contrary. The Supervisory Board once again mandated ESC Wirtschaftsprüfung, Hamburg, to audit the Annual Financial Statement

and the proof of conduct of data communication and location marketing measures for 2018.

At the last meeting of the year on 20 November 2018, the Business Plan for 2019 was presented and explained in detail to the Supervisory Board. The Supervisory Board wishes to thank the Joint CEOs and all staff for their commitment and work performed. In addition, I also wish to thank the departing members of the Supervisory Board for their work on Port of Hamburg Marketing's Supervisory Board.

Hamburg, April 2019



Thomas Lütje
Chairman of the Supervisory Board

MEMBERS OF THE SUPERVISORY BOARD

For the period 2018 – 2021 (as at 31.12.2018)

Thomas Lütje
Chairman
HHLA Container Terminal Tollerort GmbH

Nils Kahn
Vice-Chairman
MSC Germany SA & Co. KG

Jens Meier
Vice-Chairman
HPA Hamburg Port Authority AöR

Christine Beine
Hamburg Chamber of Commerce

Thomas Brüggmann
GHB Gesamthafenbetriebs-Gesellschaft mbH

Dr. Dirk Claus
SEEHAFEN KIEL GmbH & Co. KG

Jan Holst
Ocean Network Express (Europe) Ltd.

Ina Luderer
Unternehmensverband Hafen Hamburg e. V.

Hubertus Ritzke
Wallmann & Co. (GmbH & Co. KG)

Frank Schnabel
Brunsbüttel Ports GmbH

Dr. Rolf Strittmatter
Hamburg Marketing GmbH

Ben Thurnwald
Hansaport Hafenbetriebsgesellschaft mbH

Jörg Ullrich
European Cargo Logistics GmbH

Ingo Witte
HHLA Container Terminal Altenwerder GmbH

Hartmut Wolberg
Hamburger Hafen und Logistik Aktiengesellschaft

WELCOME TO THE CLUB

OUR NEW MEMBERS

In 2018 Port of Hamburg Marketing welcomed 18 new members.



As a member of Port of Hamburg Marketing Association, CPL Competence in Ports and Logistics has its fingers right on the pulse.

CPL Competence in Ports and Logistics GmbH

Hamburg is close to our hearts as a base. We aim to further strengthen this in cooperation with HHM and play our part in the Port of Hamburg's growth.

UMT - United Logistics GmbH



18

new members



REPORT BY CHAIRMAN OF THE REPRESENTATIVES MEETING, RAINER FABIAN



“Port of Hamburg Marketing’s treatment of the topics ‘Innovations’ and ‘Digitalization’ has enjoyed very positive acceptance and support from member companies.”

**Ladies and Gentlemen,
Dear members,**

Almost 300 members constitute the broad basis for Hamburg as a port & logistics centre’s successful network. The trend in the membership total reflects members’ satisfaction with the work of Port of Hamburg Marketing: Despite strong tendencies towards consolidation in the entire maritime sector – and fewer potential members as a result – the network has been successfully expanded. Members appreciate the well-attended events that are used to cultivate customers but above all, to make fresh customer contacts.

In 2018 we had one Members’ Meeting and two for Representatives. Held on 27 March, the former elected the new Representatives Meeting. At its inaugural meeting on 26 June, Rainer Fabian and Hans-Jörg Harms were unanimously elected as Chairman and Deputy Chairman, respectively. The second session of the Representatives Meeting, whose duties include discussion of the Association’s activities, was held on 28 November.

After the joint promotion measure '50 Years of the Container in Hamburg' proved a good and unifying external presentation of the port in 2018, this will serve as a model for future joint presentations – at the 'transport logistic 2019' trade fair in Munich, for example. Among Port of Hamburg Marketing's broader range of topics for 2018 were innovations and digitalization, of which HHM's presentation was very positively accepted and supported by member companies.

As a successor event to the Seaport Congress, the very well attended 'North Germany as a Base for Innovation, Conference on the Future for Industry, Logistics and Ports' event was held in November. Development of the new format jointly with the co-organizers UMCO, IVH, AGA, egeb, Hamburg Chamber of Commerce, Hamburg Invest and the Municipality of Stade went very well.

The Hamburg Liaison Office (HLO) in Shanghai is one example of good cooperation among various Hamburg players abroad, where the city often has many different partners. HLO and HHM were active on the Silk Road front. Following the judgement on the adjustment of the navigation channel on the Outer and Lower Elbe in August 2018, the Port of Hamburg has already reported on the incipient measures and the advantages. Intensive marketing measures with firm arguments are not planned until following completion. Import Turn-over Tax is also an important topic. Hamburg has grasped the initiative and is fighting for alignment of the regulation.

On behalf of the Representatives' Meeting I thank the members of Port of Hamburg Marketing Association for the trust reposed in us, and the Joint CEOs, as well as all staff, for their commitment and hard work.

Hamburg, April 2019



Rainer Fabian
Chairman of the Representatives' Meeting

MEMBERS OF THE REPRESENTATIVES' MEETING

For the period 2018-2021 (As at 31.12.2018)

Rainer Fabian
Chairman
C. Steinweg (Süd-West Terminal) GmbH & Co. KG

Ortwin Harms
Vice-Chairman
Lübecker Hafen-Gesellschaft mbH

Lutz Birke
HPA Hamburg Port Authority AöR

Michael Bruhns
Werner Bruhns Lagereigesellschaft mbH

Benito di Racca
H.S.H. Schleppgesellschaft mbH

Sven Hargens
Brunsbüttel Ports GmbH

Hans-Jörg Heims
Hamburger Hafen und Logistik Aktiengesellschaft

Holger Heinzel
Hamburger Hafen und Logistik Aktiengesellschaft

Mark Hennings
GHB Gesamthafenbetriebs-Gesellschaft mbH

Björn Pistol
HPA Hamburg Port Authority AöR

Dr. Timo Rosenberg
Seehafen Kiel GmbH & Co.KG

Sabine Stüben
HPA Hamburg Port Authority AöR

Willem van der Schalk
a. hardrodt Deutschland (GmbH & Co) KG



IN FINE COMPANY

LIST OF MEMBERS

The Port of Hamburg owes its strength and competitiveness to the companies operating there in the port, transport, logistics and industrial sectors. Many of them belong to the Port of Hamburg Marketing Association:

A

a. hartrodt Deutschland (GmbH & Co) KG	www.hartrodt.com
ADM Hamburg Aktiengesellschaft	www.adm.com
Advanced World Transport a.s.	www.awt.eu
ajax Loktechnik GmbH & Co. KG	www.ajax-loktechnik.com
ALC Timber Worxx Packaging GmbH	www.timber-worxx.de
Alfons Köster & Co. GmbH	www.alfons-koester.de
AMD Transport Ltd	www.amdtransport.ru
Arnold Schwerlast GmbH & Co. KG	www.arivist.com
Arnold Koch jr. GmbH	www.arnold-koch.de
ATG Alster-Touristik GmbH	www.alstertouristik.de
Aurubis AG	www.aurubis.com
AVATAR Logistics AB	www.avatarlogistics.se

B

Baltic Rail Gate GmbH	www.baltic-rail-gate.de
Baltica-Trans	www.baltica-trans.ru
Barkassenbetrieb Bülow GmbH	www.barkassenvermietung-hamburg.com
Barkassen-Centrale Ehlers GmbH	www.barkassen-centrale.de
BEHALA Berliner Hafen- und Lagerhausgesellschaft mbH	www.behala.de
BFSV Verpackungsinstitut Hamburg GmbH	www.bfsv.de
BlueJay Solutions GmbH	www.blujaysolutions.com/de/
BOBE Speditions GmbH	www.bobe.de
Börde Container Feeder GmbH	www.boerde-container-feeder.de/
boxXpress.de GmbH	www.boxxpress.de
BREEZE Industrial Packing GmbH	www.breeze-packing.com
Brunsbüttel Ports GmbH	www.brunsbuettelports.de
BSPartner GmbH & Co. KG	www.bspartner.de
Bugsier- Reederei- und Bergungsges. mbH & Co.	www.bugsier.de
Buss Port Services GmbH	www.buss-ports.de

C

C. Steinweg (Süd-West Terminal) GmbH & Co. KG	hamburg.steinweg.com/de/
Captrain Deutschland GmbH	www.captrain.de
Carl Robert Eckelmann Transport und Logistik GmbH	www.eckelmannag.de
Carl Wolter GmbH	www.carl-wolter.de
CBT Logistics GmbH	www.cbtham.de
Česko-saské přístavy, s. r. o. Děčín	www.csp-labe.cz
CHS Container Handel GmbH	chs-containergroup.de
CIS-Cargo GmbH	www.cis-cargo.de
CLC China Logistic Center GmbH	www.china-logistic-center.de
CMA CGM (Germany) GmbH	www.cma-cgm.com
COLI Schifffahrt & Transport GmbH & Co. KG	www.coli-shipping.com
Color Line GmbH	www.colorline.de
CONDACO & KTD-M GmbH	www.condaco.de
CONICAL GmbH	www.conical.de
Contargo GmbH & Co. KG	www.contargo.net/de/terminals/mannheim

COSCO SHIPPING Lines (Germany) GmbH	www.coscoshipping.de
CPL Competence in Ports and Logistics GmbH	www.c-pl.de
CR Container Trading GmbH	www.cr-container.de
ČSPL a.s.	www.cspl.cz
CST Container-, Speditions- u. Transportges. mbH	www.cst-container.com
CTD Container-Transport-Dienst GmbH	www.ctd.de
CTS Container Terminal Salzburg GmbH	www.ct-sbg.at

D

DAKOSY AG	www.dakosy.de
DAL Schiffahrts-Agentur mbH & Co. KG	www.rantzau.de
DB Netz AG	www.dbnetze.com/fahrweg
DCP Dettmer Container Packing GmbH & Co. KG	www.dcp-hamburg.de
Delfs & Associates GmbH	www.delfs-associates.com
Deufol Hamburg GmbH	www.deufol.com
Deutsch-Chinesische Wirtschaftsvereinigung e.V.	www.dcw-ev.de
Deutsche Binnenreederei AG	www.binnenreederei.de
Deutscher Tarifeur-Verein e.V.	www.dtvev.de
Deutsch-Russischer Wirtschaftsbund e.V.	www.deutsch-russischer-wirtschaftsbund.de
DFDS Germany ApS & Co. KG	www.dfdsdisco.de
DHL Global Forwarding GmbH	www.dhl.de
Dolezych GmbH & Co. KG	www.dolezych.de
Dortmunder Hafen AG	www.dortmunder-hafen.de
DVWG Bezirksvereinigung Hamburg	www.dvwg.de

E

ECE Projektmanagement G.m.b.H. & Co. KG	www.ece.de
Eichholtz GmbH	www.eichholtz.de
Eimskip Deutschland	www.eimskip.com
Elbe Allianz e.V.	www.elbeallianz.org
ElbePort Wittenberge GmbH	www.elbeport.de
ELBREKLAME Marketing und Kommunikation EMK GmbH	www.elbreklame.de
Emons Air & Sea GmbH	www.emons.de
Emons Rail Cargo GmbH	www.emons.de
EMR European Metal Recycling GmbH	de.emrgroup.com
EPS ESTE PROJECT SERVICE GmbH	www.eps-hamburg.de
ERS Railways B.V.	www.ersrail.com
Eurofins Umwelt Nord GmbH	www.eurofins.de
EUROGATE Intermodal GmbH	www.egim.eu
European Cargo Logistics GmbH	www.ecl-online.de
European River-Sea-Transport Union e. V.	www.erstu.com
Eurosib SPb-Transportation Systems	www.eurosib.biz/ru
Evergreen Shipping Agency (Europe) GmbH	www.evergreen-line.com
Evropská vodní doprava-Sped. s. r. o.	www.evd.cz

F

Far East Land Bridge Ltd.	www.felb.world
FENIX LLC	www.port-bronka.ru
FILog Forschungsgemeinschaft Innovative Logistik e.V.	www.filog.org
Finnhub ry	www.finnhub.fi
FONTENAY Consulting & Assekuranz-Makler GmbH	www.fontenay-assekuranz.de
Forschungsgemeinschaft für Logistik e.V.	www.fglhamburg.de
Fr. Meyer's Sohn (GmbH & Co.) KG	www.fms-logistics.com
Fracht FWO Polska Sp. zo.o.	www.frachtfwo.pl
Fraunhofer-Institut für Fabrikbetrieb und -automatisierung	www.iff.fraunhofer.de
Friedrich A. Kruse jun. Internationale Spedition e.K.	www.spedition-kruse.de
FRIGO Coldstore Logistics GmbH & Co. KG	www.frigo-hamburg.de

G

G.T.H. Getreide Terminal Hamburg GmbH & Co. KG	www.getreide-terminal.de
GCD Glomb Container Dienst GmbH	www.glomb.com
Geodis Wilson Germany GmbH & Co. KG	www.geodiswilson.com
Gerd Buss Stevedoring GmbH	www.buss-ports.de
Gerlach Zolldienste GmbH	www.gerlachcs.com
Gesamtverband Schleswig-Holsteinischer Häfen e.V.	www.haefen-sh.de
GHB Gesamthafenbetriebs-Gesellschaft mbH	www.ghb.de
GLA German Liner Agencies GmbH	www.glagencies.de
Glückstadt Port GmbH & Co. KG	www.glueckstadtport.de
Grimaldi Germany GmbH	www.grimaldi-germany.de

H

H.D.Cotterell GmbH & Co. KG	www.cotterell.de
H.S.H. Schleppgesellschaft mbH	www.hsh-hamburg.de
HADAG Seetouristik und Fährdienst AG	www.hadag.de
Hafen Akademie Hamburg GmbH	www.hafenakademie.de
Hafen Hannover GmbH	www.hannover-hafen.de
Hafenbetrieb Aken GmbH	www.hafen-aken.de
Hafenbetriebsgesellschaft Braunschweig mbH	www.braunschweig-hafen.de
HafenCity Hamburg GmbH	www.hafencity.com
Hafenkultur e.V.	www.hafenkultur.eu
Hafenschiffsverkehrsverband Hamburg e.V.	www.uvh.de
Halifax Port Authority	www.portofhalifax.ca
Hamburg Cruise Net e.V.	www.hamburgcruise.net
Hamburg Marketing GmbH	www.marketing.hamburg.de
Hamburg Messe und Congress GmbH	www.hamburg-messe.de
Hamburg Südamerikanische Dampfschiffahrts-Gesellschaft ApS & Co KG	www.hamburgsud.com
Hamburger Hafen und Logistik Aktiengesellschaft	www.hhla.de
Hamburger Sparkasse AG	www.firmenkunden.haspa.de
Handelskammer Hamburg	www.hk24.de
Hansa Meyer Global Transport GmbH & Co. KG	
HANSAPORT HAFENBETRIEBSGESELLSCHAFT MBH	www.hansaport.de
Hanseatic Cruise Staff Service GmbH	www.hanseatic-cruise-staff.de
Hanseatic Tally Service GmbH	www.hanseatic-tally.de
Hapag-Lloyd AG	www.hapag-lloyd.de
HCCR Hamburger Container u. Chassis-Reparatur GmbH	www.hccr.de
Heinrich Osse Lagerhaus GmbH	www.osse-logistik.de
Heinrich Wegener & Sohn Bunkergesellschaft m.b.H.	www.wegener-bunker.de
HHLA Container Terminal Altenwerder GmbH	www.hhla-cta.de
HHLA Container Terminal Tollerort GmbH	www.hhla.de
HHLA Frucht- und Kühlzentrum GmbH	www.hhla.de
HLG Hamburger Lasch GmbH & Co. KG	www.hamburglasch.de
HLS Eurocustoms24 Zollservice GmbH & Co.KG	www.eurocustoms24.de
HMS Hanseatic Marine Services GmbH & Co. KG	www.hms-services.com
HÖEGH Autoliners GmbH	www.hoegh.com
HPA Hamburg Port Authority AöR	www.hamburg-port-authority.de
HPC Hamburg Port Consulting GmbH	www.hpc-hamburg.de
Hyundai Merchant Marine (Deutschland) GmbH	www.hmm21.com

I

iCON International Container Service GmbH	www.icon-container.com
Identec Solutions AG	www.identecsolutions.com
IFB International Freightbridge (Deutschland) GmbH	www.ifb-germany.de
IGS Schreiner GmbH	www.igs-logistics.com
IMPERIAL Shipping Services GmbH	www.imperial-baris.de

IMS CARGO Austria GmbH	www.imscargo.com
Initiative Kiel-Canal e.V.	www.initiative-kiel-canal.de
IP Zollspedition GmbH	www.ip-zollspedition.de
IPS International Packing Services GmbH	www.ips-hh.de

K

Karl Gross Internationale Spedition GmbH	www.karlgross.de
Konrad Zippel Spediteur GmbH & Co. KG	www.zippel24.com
KPMG AG Wirtschaftsprüfungsgesellschaft	www.kpmg.com
KRONE FLEET Deutschland GmbH	www.krone-fleet.com
Kuehne Logistics University	www.the-klu.org

L

LHG Service-Gesellschaft mbH	www.sg-luebeck.de
Lindner Fotografie	www.lindner-fotografie.de
Linz Service GmbH – Hafen Linz	www.hafenlinz.at
„K“ Line (Deutschland) GmbH	www.klineurope.com
Logistik-Initiative Hamburg e.V.	www.hamburg-logistik.net
LogistikNetz Berlin-Brandenburg e. V. an der TH Wildau	www.logistiknetz-bb.de
Louis Hagel GmbH & Co. KG	www.louis-hagel.com
Lübeck Distribution Gesellschaft mbH	www.ldg.de
Lübecker Hafen-Gesellschaft mbH	www.lhg.com
LÜHRS Schifffahrt GmbH & Co. KG	www.luehrs-schifffahrt.de

M

ma-co maritimes kompetenzzentrum GmbH	www.ma-co.de
MACS Linienagentur GmbH	www.macship.com
Maersk Deutschland A/S & Co. KG	www.maerskline.com
MARITIME Cargo Logistics GmbH	www.maritimegroup.de
Maritime Circle Line	www.maritime-circle-line.de
MARITIME LNG PLATTFORM e. V.	www.lng-info.de
Maritimes Cluster Norddeutschland	www.maritimes-cluster-nord.de
marketing solutions direkt	www.marketingsolutionsdirekt.de
Marlière & Gerstlauer executive search	www.marliere-gerstlauer.com
Mattson Containers GmbH	www.mccontainers.com
mdrk Trusted Advisers Group Sp. zo.o.	www.mdrk.eu
Menzell Döhle Shipping GmbH	www.menzelldoehle.de
METRANS a.s.	www.metrans.cz
Mindener Hafen GmbH	www.mindener-hafen.de
MSC Germany SA & Co. KG	www.msgermany.com
Multicont LTD	

N

Nauticor GmbH & Co. KG	www.nauticor.de
NAVIS Schifffahrts- und Speditions-Aktiengesellschaft	www.navis-ag.com
neska Intermodal GmbH	www.neska-intermodal.eu
Netzwerk Logistik Leipzig-Halle e. V.	www.logistik-leipzig-halle.net
Nippon Express (Deutschland) GmbH	www.nipponexpress.com
NORD EVENT GmbH	www.nordevent.de
Nordic Rail Service GmbH	www.nordic-rail-service.de
NORGATEC Handelsgesellschaft mbH	www.norgatec.de
Notariat Spitalerstrasse	www.notariatspitalerstrasse.de
NSA Schifffahrt und Transport GmbH	www.nsa-hamburg.de
NYK LINE (Deutschland) GmbH	www.nykeurope.com

O

Ocean Network Express (Europe) Ltd.	www.one-line.com
Oiltanking GmbH	www.oiltanking.com
ORCA Transport Agency GmbH	www.orca-transport.de
Osteuropaverein der deutschen Wirtschaft e.V.	www.osteuropaverein.org
OT Logistics S.A.	www.otlogistics.com.pl

P

Paul Grimm GmbH & Co. KG	www.paulgrimm.de
PCH Packing Center Hamburg GmbH	www.pchpacking.de
Peter W. Lampke GmbH & Co. KG	www.pwl.de
Petersen & Alpers GmbH & Co. KG	www.petersen-alpers.de
PHH Personaldienstleistung GmbH	www.phh24.de
planwerk elbe GmbH	www.planwerkelbe.de
POHL & CO. GmbH	www.pohlgruppe.de
Porath Customs Agents GmbH	www.porath.com
Port Logistics Ltd.	www.portvyb.ru
Port of Gothenburg AB	www.portofgothenburg.com
Přístav Pardubice, a.s.	www.pristav-pardubice.cz
PROLOGUE Solutions GmbH	www.prologue-solutions.com
PST CLC, a.s.	www.pst-clc.cz
PST Hungary Kft.	www.pst-hungary.hu

Q

Quast & Cons. GmbH & Co. KG	www.quast-cons.de
Quehenberger Air & Ocean GmbH	www.quehenberger.com

R

Rail Cargo Operator - CSKD s.r.o.	www.railcargo.com
RAINER ABICHT Elbrederei GmbH & Co.KG	www.abicht.de
REALOGIS Immobilien GmbH	www.realogis.de
Reederei Ed Line GmbH	www.ed-line.de
REMAIN GmbH Container-Depot and Repair	www.remain.de
Rendsburg Port Authority GmbH	www.rendsburg-port-authority.de
RENSBURG PORT GmbH	www.rendsburg-port.com
REPACK Industrie-Verpackungs GmbH	www.repack.de
Rhenus Midgard Hamburg GmbH	www.rhenus.com
Rickmers-Line GmbH & Co. KG	www.rickmers-linie.com
ROSTOCK PORT GMBH	www.rostock-port.de
Rostocker Fracht- und Fischereihafen GmbH	www.rfh.de

S

S&A Service und Anwendungstechnik GmbH	www.s-und-a.de
Sächsische Binnenhäfen Oberelbe GmbH	www.binnenhafen-sachsen.de
SACO Shipping GmbH	www.saco.de
SAMSKIP GmbH	www.samskip.com
Sandtorkai Handel Papenhagen KG	www.sandtorkai-handel.de
Sartori & Berger GmbH & Co. KG	www.sartori-berger.de
SCA Logistics GmbH	www.sca.com
Schiffsvermietung BARKASSEN-MEYER	
Touristik GmbH & Co.KG	www.barkassen-meyer.de
Schmidt-Ohm + Partner Werbeagentur GmbH	www.sop-hamburg.de
SCHRAMM Ports & Logistics Sweden AB	www.brunsbuettel-ports.de/schweden.html
Schwarze & Consort. GmbH	www.schwarze-cons.de
Sea Master Shipping GmbH	www.seamastershipping.de
Seaco International Leasing GmbH	www.seacoglobal.de
Seaexpress Logistics GmbH	www.seaexpress.de
SECURITAS GmbH Sicherheitsdienste	www.securitas.de
SEEHAFEN KIEL GMBH & CO. KG	www.portofkiel.com
Seehafen Stade e.V.	www.seehafen-stade.de

Seehafen Wismar GmbH	www.hafen-wismar.de
SGKV - Studiengesellschaft für den Kombinierten Verkehr e.V.	www.sgkv.de
SGS Germany GmbH	www.sgsgroup.de
Siemens AG	www.siemens.de
Silo P. Kruse Betriebs- GmbH & Co. KG	www.silo-p-kruse.de
SIS Internationale Speditions-GmbH	www.schaefer-sis.de
Skandic Service-Gesellschaft mbH	www.skandic-service.de
Softship AG	www.softship.com
STAQ Port Services GmbH & Co. KG	www.staq.de
STENA Line Scandinavia AB	www.stenalinefreight.com
STRABAG AG	www.strabag.de
SWOP Seaworthy Packing GmbH	www.swop.de

T

TB Logistik GmbH	www.tblogistik.com
TCI Transcontainer International Holding GmbH	www.mycigroup.com
TCO TRANSCARGO GmbH	www.tco-transcargode.de
TCU GmbH & Co. KG	www.tcu.de
TEAM LINES Deutschland GmbH & Co. KG	www.teamlines.de
TFG Transfracht Internationale Gesellschaft für kombinierten Güterverkehr mbH	www.transfracht.com
TRANSPORTWERK Magdeburger Hafen GmbH	www.magdeburg-hafen.de
TX Logistik AG	www.txlogistik.eu

U

UCA United Canal Agency GmbH	www.kiel-canal.de
UHH Umschlags- und Handelsgesellschaft Haldensleben mbH	www.uhh-haldensleben.de
UMCO GmbH	www.umco.de
UMT United Logistics GmbH	www.united-logistics.de
UniFeeder Germany - Branch of Unifeeder A/S	www.unifeeder.com
UNIKAI Lagerei- und Speditions-gesellschaft mbH	www.unikai.de
Universal Transport Michels GmbH & Co. KG	www.universal-transport.com
Unternehmensverband Hafen Hamburg e.V.	www.uvhh.de
USS United Shipping Services AB	www.uss.se

V

Vanguard Logistics Services Deutschland Schifffahrt und Transport GmbH	www.vls-global.com
Vattenfall Heizkraftwerk Moorburg GmbH	kraftwerk-moorburg.hamburg
Verein Hamburger Spediteure e.V.	www.vhsp.de
Verein Hamburgischer Quartiersleute von 1886 e.V.	www.uvhh.de
Vereinigung Hamburger Schiffsmakler und Schiffsagenten e.V.	www.vhss.de
vesseltracker.com GmbH	www.vesseltracker.com
Vollers Hamburg GmbH	www.vollers.com
Vopak Dupeg Terminal Hamburg GmbH	www.vopak.com

W

W.E.C. Deutschland GmbH	www.weclines.com
Wallmann & Co. (GmbH & Co. KG)	www.wallmann-hamburg.de
Walter Lauk Ewerföhreerei GmbH	www.walterlauk.de
Werner Bruhns Lagereigesellschaft mbH	www.wernerbruhns.de
Wiener Hafen, GmbH & Co KG	www.hafenwien.com
Willis Towers Watson Versicherungsmakler GmbH	www.willis.com
WPS s.r.o.	www.wpsczech.cz

Y

Yang Ming Shipping Europe GmbH	www.yangming.com
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Z

ZIM Germany GmbH & Co. KG	www.zim-germany.com
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THOROUGHLY AT HOME

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GERMANY

The Port of Hamburg as Gateway to the World offers not only more than 100 liner services for seaborne freight, but also its superb hinterland-connection. Inland waterway shipping and rail transport play an especially important and environment-friendly part in this.

EAST / DRESDEN REPRESENTATIVE OFFICE

Eastern Germany is notable for its heterogeneous economy. Apart from products of the chemical, mining, machinery, plant and automotive sectors, those of agriculture and forestry are also exported. Large groups are as active here as the numerous successful mid-size companies that make an important contribution to boosting economic strength. The region is also an important transit route for shipments to Eastern and S.E. Europe. Along with purely commercial activities, the work of HHM's Representative Office Dresden also includes a major element of transport-political activity at federal and national level. Held in Berlin, for around 20 years the Port Evening has been a popular rendezvous for logistics from the Eastern German Region. This enables port topics to be put over to national and provincial politicians and administrators.

The emphasis here is on the truly multi-location topic of inland waterway shipping. Once Stefan Kunze was appointed head of the 'Hamburg Inland Waterway Ship Working Group', this became an important forum for exchange and formation of opinions. The Elbe Allianz, also chaired by Stefan Kunze, offered an opportunity for direct action in a trade association. This currently consists of participation in the Gesamtkonzept – Integrated Project – Elbe currently in the form of membership of the Advisory Council on Implementation of the Scheme – but also on activities throughout the Elbe basin. For instance, active support was given to the building of the Lüneburg lock on the Elbe Lateral Canal and the upgrading of the Elbe-Lübeck Canal. To utilize synergies, competences on the various projects and/or working groups were pooled. For example, the lessons learned from the 'Elbe 4.0' project – a joint Hamburg/Saxony-Anhalt/Brandenburg project - were applied and approaches

to firm solutions initiated. In the course of his duties as a lecturer at the Vocational Academies in Glauchau in Saxony and Gera in Thuringia, Stefan Kunze introduced the up-and-coming logistics generation to the Hamburg Metropolitan Region. The activities of this Representative Office were rounded off by participation in industry sector events, lecturing, and cooperation on research projects.

SOUTH / MUNICH REPRESENTATIVE OFFICE

Such current topics in the logistics sector as infrastructure projects, expansion of the rail network, upgrading of existing multimodal handling facilities, terminal capacities and digitalization projects, along with Hamburg-specific topics as fairway adjustment, shaped the activities of the Representative Office for Southern Germany and Switzerland in Munich.

At the beginning of the year the HHM Representative Office headed by Jürgen Behrens hosted the traditional New Year's Receptions in Munich, Nuremberg and Stuttgart, each with 140 guests. Member companies are happy to use these functions to cultivate their customer contacts. They schedule their customer calls and discussions in Southern Germany around these New Year functions. The impact of these industry gatherings should not be under-estimated.

Handling a share of some 20 percent of the country's total export/import volume, the Port of Hamburg plays a significant economic role for Switzerland. Environment-friendly rail offers a fine link with the country. TFG Transfracht is one of the leading providers among the numerous operators of container train connections between Switzerland and the Port of Hamburg. The aim must be to consolidate and further boost the Port of Hamburg's importance as a hub for Switzerland's foreign trade. HHM's Munich Representative Office's participation in the Swiss Shippers Council's Sea Freight Conference in Interlaken was of immense importance. Lasting several days, the event was attended by Switzerland's top logistics companies and shippers.

In addition, a Port Evening was held in Basle, and Jürgen Behrens attended the first Rostock Port Evening in Munich. He was also present at numerous other functions – whether as organizer, participant or also as contributor. Apart from customer and member events, his activities also included lectures, for example at Mannheim’s Dual University.

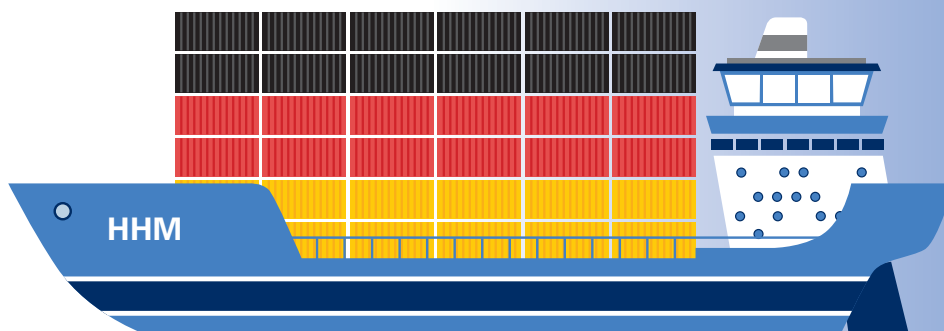
WEST / DORTMUND REPRESENTATIVE OFFICE

The Port of Hamburg fulfils a vital hub function for North Rhine-Westphalia’s seaborne foreign trade. Container transport alone reaches an annual volume of around 500,000 TEU - 20-ft standard containers. For Germany’s largest seaport, this makes North Rhine-Westphalia – NRW the second ranking region in its hinterland container transport. Freight flows between NRW and Hamburg are largely trucked by road, namely along autobahns A1 and A2/A7.

The cooperative project ‘Hamburg-NRWplus’ (www.hh-nrwplus.de) aims to prevent congestion caused by growing freight traffic and to relieve existing infrastructure. After almost twelve months, this was successfully concluded in October 2018. Along with partners from industry, Hamburg Marketing, was commissioned by the Hamburg Ministry of Economics, Transport and Innovation to investigate new ways of increasing the use of rail and inland waterways. It was joined in doing so by PLANCO Consulting, commissioned by NRW’s Ministry of Transport.

The result of the project is noteworthy: Rail freight traffic between Dortmund and Hamburg grew by twelve percent. Boxes previously trucked were now shifted by rail. Linked with Hamburg both by inland waterways and rail, Minden could also report an increase of 17 percent in rail services. Between Warstein and Hamburg, a 40 percent rise was reported. This will probably trigger an additional container train service. Additional container trains links are also being offered by such centres as Bönen, which had previously looked more towards the Western ports. The success of the ‘Hamburg-NRWplus’ project led to its resumption from December 2018 onwards.

Volker Hahn, Head of the Port of Hamburg Representative Office West in Dortmund, also hosted several events, including one held jointly with Dakosy on the topic ‘Digitalization in Deepsea Shipping’, as well as two Port Evenings that attracted over 400 sometimes high-ranking guests from the worlds of politics and business. He also participated in several professional functions and congresses. On account of the special situation and the heavy workload created by the ‘Hamburg-NRWplus’ project, during the year the Representative Office provided service for the states of Hessen and Rhineland-Palatinate only on request.



CENTRAL AND EASTERN EUROPE

Comprising Austria, Czechia, Slovakia and Hungary, the Central and Eastern European Region (MOER) is among the Port of Hamburg's most important markets. In containerized transport, shipments from/into the region prior to or following transport overseas are almost entirely by rail. To facilitate the highest possible utilization of transport systems, supra-national transport schemes for hinterland traffic are growing in importance. Port of Hamburg Marketing allows for this trend in its market coverage.

Staffed by the Budapest, Prague & Vienna Representative Offices, the MOER Working Group was set up back in 2015 to draw up supranational sales and marketing schemes. Alexander Till took over as head of the group in 2017. During the year under review, market, traffic and competition analyses were compiled, and statistics collated. This data furnished the basis for assessment of goods and traffic flows for the whole region. The activities of the Working Group are an additional module towards a further positive development of volume between the Port of Hamburg and the Central European hinterland.

CZECHIA, SLOVAKIA

Czechia and Slovakia are among the Port of Hamburg's most important hinterland markets, performing an important hub function. Over 470,000 containers were handled between the Port of Hamburg and Czechia and Slovakia in 2018. Over 120 scheduled container block train services between the multimodal terminals – hubs – in Czechia/Slovakia and the container terminals in the Port of Hamburg enabled almost 90 percent of these import/export containers to be handled by environment-friendly rail.

The still not sanctioned upgrading of the barrage near Děčín is impeding the use of the Elbe for freight transport by inland waterway craft. The aim is to secure constant, year-round availability of the navigation channel. The Czechian Ministry of Transport has prioritized this for the next few years, but nature conservation organisations are attacking this plan with various lawsuits. HHM supported its Czechian partners and member companies.

Headed by Vladimír Doboš, in 2018 the Port of Hamburg Representative Office in Prague played a part both in the working groups of the Prague-based Chamber of Foreign Trade – DTIHK – and Czech and Slovakian forwarders' associations, also supporting various conferences and events.

In addition, the Prague Representative Office is active in preparing and organizing group visits to the Port of Hamburg – some in support of the up-and-coming specialist generation. In cooperation with the Czech Forwarders' Association, for example, for 17 years now HHM's Representative Office has organized the annual study tour for young forwarders from Czechia and Slovakia, who are briefed in the Hamburg Metropolitan Region about logistics processes in the ports. In addition, Vladimír Doboš accompanies the delegations from forwarding companies and universities travelling to Hamburg with their staff and/or customers for company tours.

AUSTRIA

In Austria, cultivation and expansion of personal contacts are accorded special importance. In 2018 Port of Hamburg Marketing, represented by Alexander Till, head of its Representative Office for Austria, conveyed current data about its member companies in the course of around 200 discussion appointments with decision-makers in the Austrian transport industry.

In 2018 four information events in Vienna, Anif and Linz gave representatives of the Austrian transport and logistics industry an opportunity to forge new contacts with member companies in the Port of Hamburg as well as to expand existing business relations. The Port of Vienna, Container Terminal Salzburg and the Port of Linz cooperated in running these events. The Vienna Representative Office also supported HHM members from Hamburg on their tours for visiting customers in Austria.

Alexander Till is very active in the transport policy field. He also supports the up-and-coming logistics generation in Austria: during 2018 he delivered lectures and speeches at the university

run by the Vocational Training Institute – BFI – Vienna, Steyr Technical University and the Vienna Vocational School. This commitment was rounded off by the organization of study tours to Hamburg for students of BFI Vienna’s Technical University.

HUNGARY

In Hungary, the superb connection for its hinterland traffic plus well established logistics chains make the Port of Hamburg an attractive market partner. With 4.9 percent growth, in 2018 the Hungarian economy again remained set for an advance. As a result, the Port of Hamburg could book an increase in throughput of containerized freight to and from Hungary.



To reinforce this positive trend, Krisztina Kovacs, Head of the Port of Hamburg Marketing Representative Office in Budapest, intensively cultivated the Hungarian market, which on account of its geographical location is subject to hot competition from Southern ports. Among other activities, the work involves the continuous build-up and expansion of contacts with numerous com-

panies in trade and industry as well as transport & logistics, along with trade associations and political decision-makers.

In April, numerous interested experts from forwarding and shipping companies were invited to Slovakia for the MOER event held jointly with Metrans at Dunajska Streda to celebrate the 50th anniversary of the first containership call in the Port of Hamburg.

In 2018 the Representative Office succeeded in inviting a small delegation from Hungary to the port anniversary. This included the directors of the three largest forwarders. The management of Multicont subsequently opted to take out membership of HHM.

Krisztina Kovacs attended transport and logistics conferences during the year, as well as several special forums, along with customer briefing events by competing ports. In this way, she successfully expanded her network. In October she was a member of the German Logistics Alliance delegation in Budapest, headed by Steffen Bilger, Parliamentary Under-Secretary.

Port of Hamburg Marketing promotes the up-and-coming generation in Hungary’s transport and logistics industry with study trips and lectures, as well as providing teaching material for the Budapest University of Economics. In October, Krisztina Kovacs once again organized a study tour of Hamburg and the Metropolitan Region for young trainees.

BALTIC REGION

The Baltic region and Eastern Europe are seen as the Port of Hamburg's natural hinterland. Yet the combination of such factors as container-ship over-capacities, unfavourable trading policy conditions, and also the efforts by some Baltic ports to acquire more direct links with East Asia and America, represent fresh challenges for the Port of Hamburg, for 25 years now a central transshipment hub in the Baltic trades.

It is all the more essential that the Port of Hamburg is active in these markets. With events initiated jointly with selected partners or by HHM itself, along with participation in trade fairs and delegation trips, in 2018 the port's flag was actively kept aloft in important Baltic and Eastern European markets.

Just how closely linked the German economy is allied with the Baltic state of Latvia was shown by an event in Liepja that was initiated by Port of Hamburg Marketing along with the ports of Lübeck and Liepja as well as Stena Line. Representatives of business and politics there aimed to boost existing connections and to pave the way for more far-reaching developments between the ports and their business partners.

The Chinese Belt and Road Initiative is also a strategic topic for the Baltic and Eastern Europe. To position itself in this region, in 2018 HHM signed a Memorandum of Understanding with Lithuania Rail. This agreement provides for the expansion of rail links from Hamburg into Eastern Europe, combined with additional partnerships along the New Silk Road.

POLAND

In 2018 a total of 205,000 TEU were transported by sea between Hamburg and Poland. Poland therefore occupies ninth place among Hamburg's top trading partners in container transport. A further 196,000 TEU were shifted between the Port of Hamburg and Poland by land, 66,000 of these by rail. In addition, 27,000 to 30,000 TEU were transported between China and Hamburg via Poland. Volumes via the North Range ports may have been under pressure in 2018 from direct calls elsewhere, but in the course of the

year a stabilization of the volume trend became apparent in Hamburg. There are prospects of a further improvement in 2019 thanks to the offer of additional Baltic feeders via Hamburg.

To boost Hamburg's good position in this significant market, the Warsaw Representative Office headed by Maciej Brzozowski organized a number of events, alone or in cooperation with partners. The two most important were the Port Evening and the TransLogistica 2018 trade fair – both in Warsaw. TransLogistica emerged as the most important exhibition for the transport & logistics sector in Poland. The Warsaw Representative Office accepted and exercised its growing role by serving Polish customers on the spot with a joint venture stand of five companies. Digitalization and cooperation were the leitmotifs of several events.

In cooperation with Logistics Alliance Germany, the Representative Office in Warsaw organized a Logistics Forum in Wrocław. For forwarders, carriers and logistics companies in the Gdansk Metropolitan Region, the office organized a customer event. Much discussion took place there of intelligent processes and IT solutions, as well as rail connections.

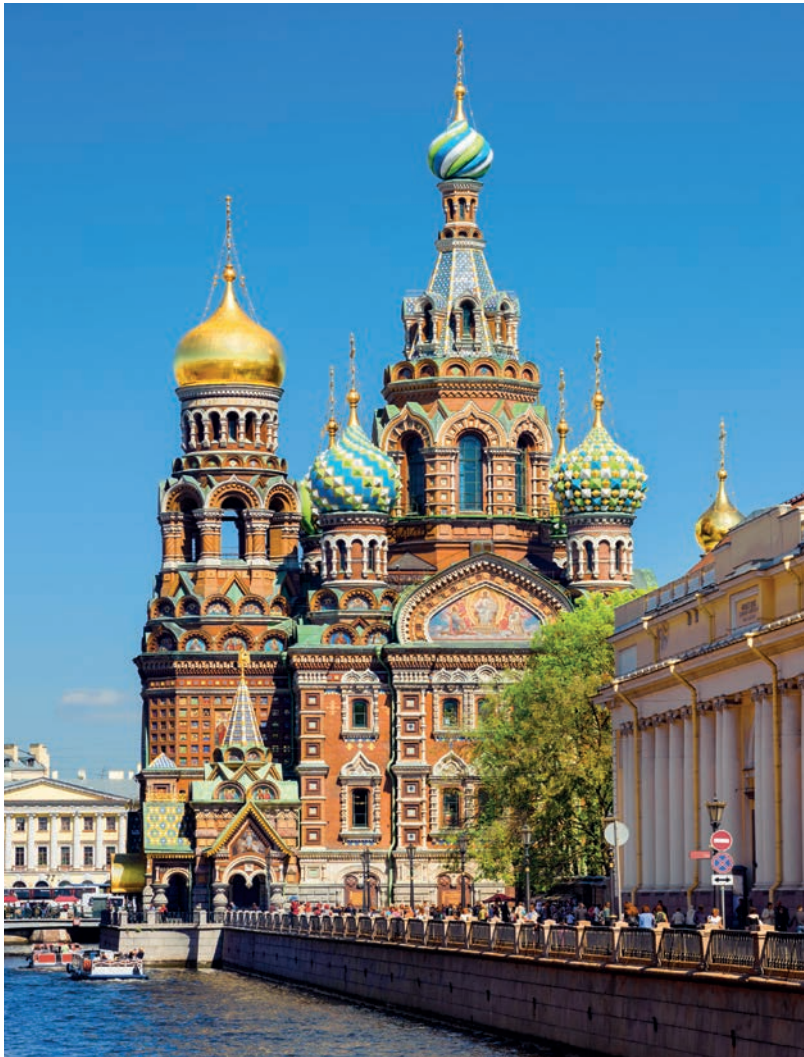
Altogether, the Representative Office actively participated in twelve outside conferences and workshops: with six lectures, including one at a meeting of a parliamentary committee in the Senate; two platform discussions; and four lectures for students.

RUSSIA

In 2018 container traffic between Hamburg and the Russian Federation reached a total of 349,000 TEU. That put Russia in first place among Hamburg's European trade routes. Worldwide, Russia occupies third place among Hamburg's top trading partners in container transport. Taking seaborne traffic as a whole, i.e. including bulk and general cargoes, on provisional data Russia with some 12 million tons is after China the Port of Hamburg's second strongest trading partner. HHM's Representative Office under Natalia Kapkajewa continuously maintains contact with all port-relevant enterprises, ranging from shippers

and forwarders via transport companies to liner operators and Customs agents. She offers members regular appointments and annually organizes several events in Russia.

this remains the most important logistics trade fair for Russia and Eastern Europe. Brunsbüttel Ports, HHLA, Lübecker Hafengesellschaft, SAMSKIP and Seehafen Kiel showcased on the Port of Hamburg joint venture stand organized by HHM.



In April 2018 a high-ranking delegation from Hamburg visited Moscow and St Petersburg. This included representatives of the Ministry of Economics, Transport and Innovation (BWVI), Hamburg Port Authority (HPA), Hamburg Invest, the East Committee - East European Association of German Business (OAOEV), and Port of Hamburg Marketing. From the start, the visit to the 'TransRussia 2018' logistics trade fair in Moscow brought many new contacts and useful discussions with Russian companies. Despite the persisting difficult political situation,

St Petersburg, the second port of call on the trip, also offered participants numerous points of contact with Russian company and port representatives. In the course of the traditional German Week in St. Petersburg, on 20 April 2018 the Senate of the Free and Hanseatic City joined HHM in offering a workshop on the topic of the port, logistics and digitalization, and entitled 'New Developments in German-Russian Logistics'. The subsequent visit to the Port of Bronka supplied many impressions of the current status on the expansion of this only recently constructed Baltic port on the outskirts of St. Petersburg.

Responding to an invitation from the Maritime College department of the Admiral Makarov State Maritime Academy, Natalia Kapkajewa gave students a presentation about Port of Hamburg Marketing and current developments in Germany's largest universal port. In addition, she gave several lectures, for example at the Customs Conference on the topic 'The Port Community'.

ASIA

CHINA WITH HONG KONG, JAPAN, SOUTH KOREA

The Asia trade traditionally tops the throughput statistics for the Port of Hamburg. Accounting for 54 percent of total container handling, it did so again in 2018. Similarly, Hamburg's strongest trading partner by a wide margin in direct seaborne container transport is the **People's Republic of China**. In 2018, at 2.6 million TEU the total transported between Hamburg and the Middle Kingdom all but reached the previous year's figure, meaning that China – including Hong Kong – accounted for around 30 percent of total container throughput in the Port of Hamburg.

In 2018 container traffic between Hamburg and Japan rose by 0.9 percent to 132,000 TEU, putting **Japan** in 19th place and halting a six-year downward trend. The main element of the total was produced by volume routed via Tokyo, Kobe, Nagoya and Shimizu. For the future, a further rise in demand for container shipments seems to be a possibility. The Free Trade Agreement between the European Union and Japan - JEFTA, for example, has provisionally been in force since 1 February 2019.

As in the previous year, **South Korea** was the Port of Hamburg's seventh largest trading partner, with 242,000 TEU. However, volume in this trade improved by 6.3 percent on the previous year. After a three-year of a downward trend, a growth path was attained once again. The additional connection since April 2018 with the South Korean port of Busan through the AEX service (Hyundai), new to Hamburg, must have played its part.

SHANGHAI REPRESENTATIVE OFFICE

2018 brought a stimulating exchange between Hamburg and China serviced by HHM's Representative Office in Shanghai, headed by Lars Anke and his successor Pan Hua. In the spring, a delegation visited Zhengzhou – an important rail hub on the New Silk Road. Among its other destinations were Shanghai and Hangzhou, where members visited Chinese eCommerce giant Alibaba's logistics company.

In April a commercial delegation from China briefed itself in Hamburg about the Hanseatic City's positioning as a logistics hub for Europe. In addition, various other commercial, political and research delegations visited Hamburg to gain information about the opportunities that the port offers.

The First Eurasian Connectivity and Industrial Cooperation Forum was held in Zhengzhou in June 2018. Pan Hua gave a lecture about Hamburg as the largest intermodal port. In the same month, a delegation of e-port companies and representatives of state bodies in the province of Jiangsu visited Hamburg. In July the Henan-Hamburg Economic Conference was held there.

Port of Hamburg Marketing, along with HHLA, participated for the first time in the new China International Import Expo (CIIE) in Shanghai, which received strong political backing.

In 2018 the Belt and Road Initiative – BRI picked up speed, and playing a leading role in the work of the Representative Office in Shanghai: China has signed Memoranda of Understanding with 122 countries and 29 international organisations, while investments totalling 15.6 billion US dollars have been made 56 countries, and 6,300 block trains connect 59 Chinese cities with 49 in 15 different European countries, and air freight links are also increasing.

The intensifying situation on competition between Chinese ports is leading to far-reaching re-structuring in the country that is being closely monitored by HHM's Representative Office.

HONG KONG REPRESENTATIVE OFFICE

Headed by Anne Thiesen, the Hong Kong Representative Office covers the Hong Kong, South China and SE Asia markets. The work of the office traditionally focuses on Hong Kong and Southern China with the metropolises of Shenzhen and Guangzhou.

Greater Bay Area Trends

To the fore was the Greater Bay Area, called 'Guangdong-Hong Kong-Macau Greater Bay

Area' in full – or 'GBA' for short. The GBA's physical integration was achieved with the completion and entry into service of the Hong Kong-Macau-Zuhai Bridge. This sea bridge is one of the world's longest. The tunnel section makes possible the continuation of unrestricted ship traffic.

The High Speed Rail Link between Hong Kong and Guangzhou is a further major infrastructure project in support of GBA integration. Trains reach speeds of over 300 kilometres per hour and connect Hong Kong with the Chinese high-speed rail system, with its 44 stations in mainland China. As a further project, a third runway is now being built at Hong Kong International Airport. These mega projects show that from the point of view of the central government in Beijing, Hong Kong enjoys a status comparable to its sister metropolises of Shenzhen and Guangzhou.

Terminal cooperation in Hong Kong

Three of the four terminal operators, HIT, MTL and COSCO/HIT, have announced a joint venture that is still subject to an official go-ahead. Its declared objectives are boosts to efficiency, cost reductions, improvement of service quality and recapture of throughput volumes. Once operations by the joint venture commence, it is anticipated that the fourth operator, DP World, will join.

Throughout the year, the Representative Office in Hong Kong acted for HHM with numerous individual measures and functions in cooperation with company representatives from Germany, Hong Kong and Southern China, politicians from Germany, and staff of GBA governments and administrations. The Belt and Road Summit in Hong Kong was used to showcase Hamburg's advantages vis-à-vis the initiative. In November a delegation of port representatives travelled to the Greater Bay Area to brief themselves on current construction and logistics projects.

The year saw the Port of Hamburg exhibiting at the China Shenzhen International Logistics and Transportation Fair (CILF) for the twelfth time.

MUMBAI REPRESENTATIVE OFFICE

Headed by Peter Deubet, last year the Hamburg Representative Office in Mumbai was against available to HHM members as a local contact to approach. Apart from answering customary business questions and making market data available, the service range includes such administrative steps as assistance with visa matters.

Apart from its function as the initial contact point on the spot in an extremely complex market, above all the Representative Office concentrates on networking with Indian stakeholders in the shipping & logistics sector and on marketing the Port of Hamburg. The focus here was not simply on a general presence and boosting awareness of the Port of Hamburg, but on actively communicating and publicizing current initiatives and projects in the port as well as developments on the fairway adjustment, in particular.

The Representative Office networked with local stakeholders at trade fairs, conferences and events. Among the highlights last year were the '10th Cargo Transport Logistics and Break Bulk, Heavy Lifting and Forwarding (CLT-BHP) 2018' show, the HHM stand at the Annual General Meeting of the German-Indian Chamber of Commerce – AHK as well as attendance at functions run by the German Shipbuilding & Maritime Delegation 2018.

In addition, the Representative Office supports trips to the Port of Hamburg by Indian delegations. On the 'Green Ports' theme, a visit from an Indian government delegation to the 'WindEnergy' trade fair is being prepared.

ACTIVITIES

WITH US IT'S ALL
SYSTEMS GO



EVENTS

Port of Hamburg Marketing, or HHM, uses a variety of event formats to position the port in Germany and internationally, and to promote its image. In Hamburg and the Metropolitan Region, HHM runs conventions, congresses and workshops as well as networking events. It offers both its partners and member companies a variety of support on event management, ranging from individual services to the full package.

In addition, HHM uses selected trade fairs to present the Port of Hamburg along with new offers and innovations – gladly also jointly with member companies under the Port of Hamburg umbrella. With Breakbulk Europe being held in Bremen for the first time in 2018, the Port of Hamburg’s joint venture stand reported a rush of joint exhibitors. At this trade fair, our 20-ft event container was for the first time used as part of the stand.

Jointly with the Representative Offices, and frequently in combination with delegation trips, HHM organizes showcasing and attendance at fairs in leading core markets as well as region as offering high potential growth. In whatever form, all events offer both relevant data on Hamburg’s port and logistics sector and a splendid networking platform.

HHM organizes a members’ gathering once a year as a boost for the association network. And all members are invited to bring along their partners to the Maritime Christmas Market.

HAMBURG PORT EVENINGS HOSTED BY REPRESENTATIVE OFFICES

Hamburg’s Port Evenings are not confined to the Hanseatic City. The traditional Port Evening in Prague saw around 220 guests discussing the latest developments in the logistics and transport sector. With over 250 guests, the Port Evening in Vienna is the maritime industry’s biggest event in Austria. In Budapest, the Port Evening is the Hungarian logistics industry’s most important and best attended event.

The Port Evening in Poland is also a firm fixture in the calendar of sea transport events, and invariably well attended. In St. Petersburg, Dr. Torsten Sevecke, Under-Secretary of State in the City of Hamburg’s Ministry of Economics, Transport and Innovation, was one of 270 guests at the traditional Port Evening.

In Hong Kong, the Port of Hamburg was once again an official partner in the Maritime Week, with its Port Evening as an official program item. More about the Representative Offices’ port evenings will be found in their reports above (from page 26 onwards).



PRESS, PUBLICATIONS, WORLD-WIDE IMAGE PROMOTION

Port of Hamburg Marketing uses the whole range of opportunities for Press and PR work to position Hamburg as a port & logistics hub with German and international media.

PRESS ACTIVITIES

Held annually in February and with an attendance of more than 90 attendees from print, radio and TV media and representatives of the Free and Hanseatic City of Hamburg and the Hamburg port industry / Port of Hamburg, the Annual Press Conference is the year's biggest event for the press. Along with Frank Horch, Minister of Economics, and Jens Meier, CEO of Hamburg Port Authority (HPA), Port of Hamburg Marketing's Joint CEOs Axel Mattern and Ingo Egloff presented the 2017 figures for seaborne cargo handling. Additional press conferences and discussions were held in October and December on the topics 'Digitalization in the Port of Hamburg' and 'Traffic management on the Elbe'.

A special highlight of the year under review was the press trip to mark the first call by the 'CMA CGM Antoine de Saint-Exupery'. This was jointly hosted by HHM along with the CMA CGM shipping company, Hamburger Hafen und Logistik AG (HHLA), operators of the handling terminal, and Hamburg Port Authority (HPA), and also marked the 50th anniversary of container handling in Hamburg.

The Internet platform www.hafen-hamburg.de daily enables interested callers to see the latest news from the Port of Hamburg and its partner ports in the region.

WORLDWIDE IMAGE PROMOTION

In 2018 Port of Hamburg Marketing placed advertisements in around 70 leading German and international print and online media. Our media planning pays special attention to trade publications in core markets relevant for the Port of Hamburg. The motifs in these advertisements also publicize the HHM website.

PUBLICATIONS

The publications produced and released by Port of Hamburg Marketing are addressed primarily to the port's customers and partners. Among those appearing regularly are the Port of Hamburg Magazine, Connection Compass as a listing of liner sailings, Data & Facts, and 'Rail-it-via-Hamburg' leaflets. 'Hamburg - Gateway to the New Silk Road' was an additional flyer in 2018. The keynote topics for the quarterly Port of Hamburg Magazine were '50 Years of the Container', 'Green Port', 'The Hinterland' and 'Cargo Services'. In the media library at www.hafen-hamburg.de, the magazine is also available to readers as an e-paper in German and English.

CORPORATE DESIGN

Port of Hamburg Marketing further developed its corporate design during the year. In conceiving and implementing this, HHM responded to all manner of requests and suggestions. The special challenge was to develop an independent presence that could also readily be combined with the City of Hamburg's image.





2018

Der Hamburger Hafen
DATEN UND FAKTEN

50 JAHRE CONTAINER IN HAMBURG

Port of Hamburg

KENNZAHLEN	
Im Durchschnitt laufen den Hamburger Hafen jährlich	Der Hamburger Hafen ist megaship-ready für
18.000	20.000
See- und Binnenschiffe an	Containerschiffe
Der Hafen sichert	Wöchentlich ab/an
156.000	> 2.000
Arbeitsplätze in der Metropolregion Hamburg	Containerzuverbindungen
Versorgung des europäischen Binnenlands mit	Nordsee- und Ostseeverbindungen
500 Mio.	150
Konsumenten	Liniensverbindungen im Seeverkehr



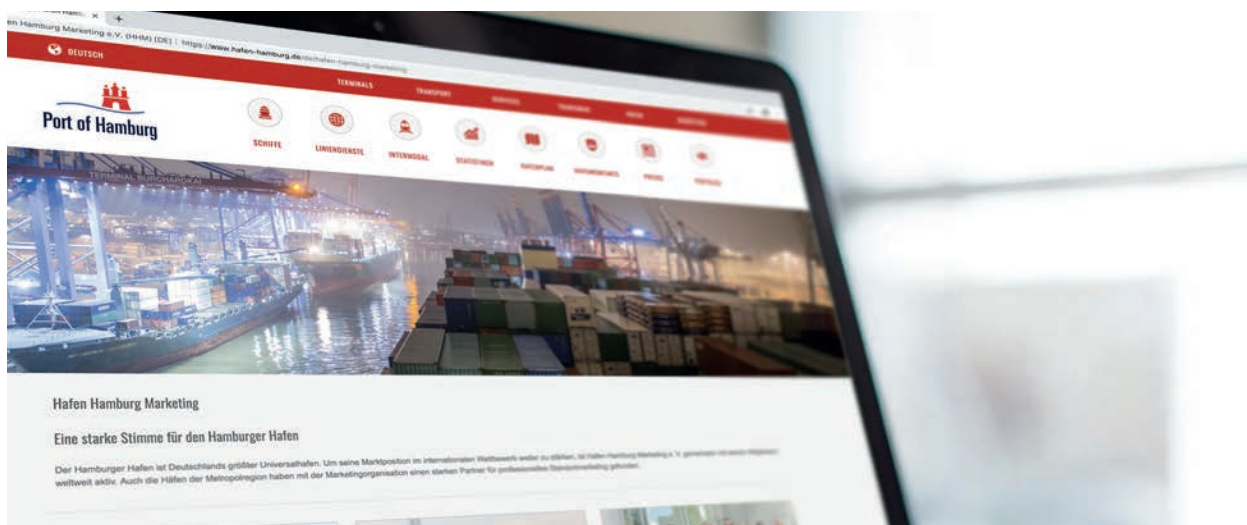
EXTRACTS FROM GERMAN AND INTERNATIONAL MEDIA WITH WHICH PORT OF



HAMBURG MARKETING IS IN REGULAR CONTACT



ONLINE MEDIA



Along with its Internet presence, Port of Hamburg Marketing's varied online range includes a Newsletter, a search engine for warehousing and logistics services, and various social media channels. In 2018, 1.5 million visitors called at the Port of Hamburg's official page: www.hafen-hamburg.de There were about four million clicks, a six percent advance on the previous year. A special website was created for the '50 Years of the Container in Hamburg' anniversary: www.hamburg-container.com

HOME PAGE

With texts, diagrams, photos and videos, specials on important topics offer comprehensive background data on the Port of Hamburg. In the year under review our coverage of 'Hamburg and the New Silk Road' was both attractive and informative. Further specials posted online covered the port anniversary, fairway adjustment, HHM press conferences and other highlights.

Delivery of data from the Automatic Identification System (AIS) enabled ship arrivals and sailings, including crossings of the port boundary, to be reported and shown on our Internet page. That makes ships visible online on the port map. Every ship transmitting an AIS signal on arrival or departure is recorded automatically at the port boundary and displayed on the HHM website under vessel reports.

In the restricted PORTblog area, members find data on the subject of events and can register directly. During the year under review, HHM once again supported member companies and their partners in the design, content and maintenance of their company websites.

ONLINE NEWSLETTER

19 German and 12 English issues of the HHM information bulletin PORTnews were issued in 2018. This digital newsletter provided subscribers with data on port and logistics topics, briefing them on economic background factors and their repercussions for the Port of Hamburg. In addition, HHM notified them on current developments on liner and intermodal services via Hamburg, as well as events in the market regions. PORTnews is at present sent in German to around 3,600 subscribers and in English to some 500.

SOCIAL MEDIA

HHM runs four social media channels: Apart from the official HHM channel on Twitter @PortofHamburg and on Facebook @hafen-hamburg, on Facebook there's one for the port mascot Peter Pickhuben @ppickhuben. In addition, vessel reports, also ship arrivals and departures at the Port of Hamburg, have their own Twitter account: @Port_traffic

MARKET RESEARCH

Port of Hamburg Marketing continuously collects, analyzes and interprets data on seaborne freight throughput on both liner and hinterland services, providing its members with exclusive data and evaluations. These supply the basis for corporate activities and decisions. In addition, internal HHM market research is the basis for many of its project and marketing activities.

The wide-ranging body of data stretches right along the transport chain – from the sea side via the Port of Hamburg and into the hinterland. Apart from databases that are revised monthly, HHM knowhow is enriched by, and linked to, specialist literature, market surveys, statistics and industry publications, as well as regional, national/international trade journals, and press and expert interviews. Especially on the hinterland area, expert knowledge from the Representative Offices strengthens the database. All this data permits analysis and assessment of freight and traffic flows, as well as a placing for the port in the context of the competition from others.

MARKET DATA AND ANALYSES

In 2018 members of HHM received four quarterly reports, eight 'SeegüterrePORTs' on seaborne freight, one six-monthly and one annual report – these two in English as well. These reports contained detailed data and background information on the trend in seaborne cargo handling in the Port of Hamburg and competing ports. This includes monitoring and analysis of developments in liner and seaport-hinterland services. Since 2016 HHM's SeegüterrePORTs have covered additional business and trade trends and analysed market potentials in special country assessments. For analyse of seaborne cargo and container throughput, use can be made of several of HHM's own databases, and freight groups and container volumes evaluated in detail for up to 250 trade routes.

New HHM foreign trade databases with facilities for detailed evaluation offer targeted market analyses for the identification of potentials. In the liner shipping area, trade route analyses and service profiles for container and general cargo

shipping, as well as fleet and order book trends, are prepared quarterly or at specific points in time. Announcements of current changes in liner shipping – of new services, ships or routes, for instance – reinforce the portfolio.

In addition to its periodical reports, Port of Hamburg Marketing has undertaken a host of projects and surveys, as well as cargo, carrier and trade route investigations commissioned by members. Apart from separate enquiries on specific topics, HHM offers market research with its 'HHM quickfire statistics' and also – on subscription – data that covers individual trade routes. The data supplied facilitates precise realtime monitoring, even on a monthly basis, of individual trades via the Port of Hamburg.

HHM market research also produces the base material for publications and presentations. These take the form of evaluations, editorial contributions and diagrams. So the evaluation and analysis of seaborne cargo throughput data and changes in liner services supply the foundation for press events with a public impact.

PORT OF HAMBURG CONNECTION COMPASS

In 2018 the 'Port of Hamburg Connection Compass' directory of the port's liner services was expanded. Along with direct liner services links by sea, this publication now lists container train services plus those along inland waterways in Germany and inland Europe. HHM liner sailing and intermodal databases on the Internet supplement this range with additional data and functions. For port customers in Germany and internationally, both the online database and the print edition are an eagerly-sought source of data. 7,000 copies of the print edition are distributed and every month more than 30,000 users consult the databases on the Internet.

PROJECTS

National and international transport and logistics projects play a major part in any efforts to boost Hamburg as a port / logistics centre against all its international competitors. Market presence through events and announcement of project results impacts positively on the Port of Hamburg's image.



The TENTacle, NSB CoRe and EMMA projects are shortly coming to an end. Along with member companies, new applications for funding have been drafted and submitted to potential sponsors at the same time. The TENTacle project has investigated the potential impact of the Fehmarnbelt Link on Northern Germany's logistic regions: Under the heading "What will the future tunnel mean for seaport-hinterland services in the Metropolitan Region and are new logistics projects necessary?", extracts from the analysis of a potential transfer of traffic flows were presented at the Fehmarnbelt Days in Malmo in May. Experts from the worlds of politics, regional development and the transport sector discussed the topic "Future transport and logistics in the Fehmarnbelt Region – How to be prepared for changing cargo flows?" in front of an international audience. With HHM heading up project partners ISL, Rostock Port and Guldborgsund Council, the project homepage "How to use the Fehmarnbelt Fixed Link as impulse for regional growth" was released in October (www.tentacle.eu).

Entitled 'North Sea Baltic – Connector of Regions', the NSB CoRe project focuses on realizing the future Rail Baltica and branding it in the logistics market. Improved and sustained railborne accessibility from Germany for Poland and the Baltic countries is also in the interests of HHM members. HHM accordingly offered its members a platform for exchange of interests. This also involved participation by representatives of EU institutions, including corridor coordinators and a transport policy adviser. Other

HHM measures were the inclusion in surveys of user requests, a workshop at Transport Logistics in Munich, the annual project conference, and the Ambassadors' Lunch in Berlin.

Run by HHM, the EMMA project – www.project-emma.eu – serves to boost inland and coastal shipping. With EMMA, HHM was able to launch and pursue numerous implementation and marketing activities for carriers. These were backed by member companies, alliances, trade associations and the Directorate-General of Waterways & Shipping – GDWS. Among significant successes were the launch of the River Information Services – RIS – working group at HHM with representatives of German national politics and the waterways administration, as well as the bringing forward of expansion of AIS shore infrastructure along the Elbe as far as Czechia.

With the TENTacle, NSB CoRe and EMMA projects being concluded in spring 2019, the year 2018 was notable for the drafting of fresh funding applications to give sustained support to the improvements in the transport sector achieved jointly with members. Applications for BSR Access, Hamburg-NRWplus (extension, see also p. 27), COMBINE and Smooth Port have already been authorized.

BSR Access: 10/2018 – 09/2021

Hamburg-NRWplus: 03/2018 – 08/2019

COMBINE 01/2019 – 06/2021

Smooth Port: 07/2019 – 12/2021



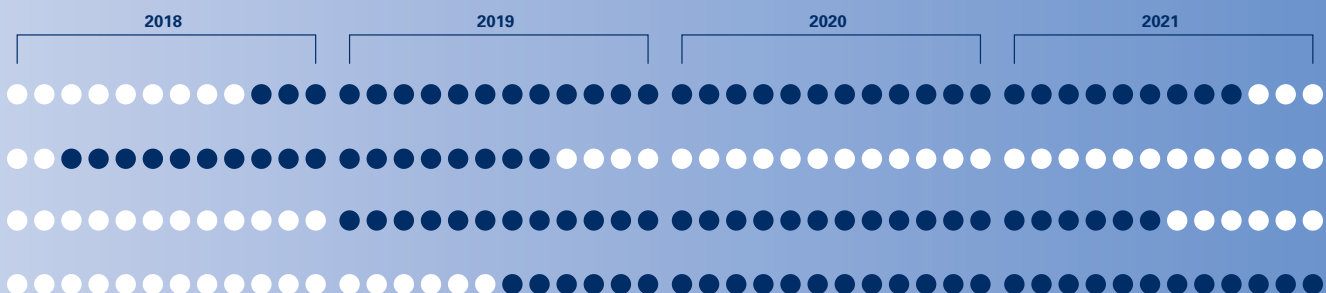
BSR Access is a platform project, for which the project managers of existing transport projects in the Baltic region have come together with the aim of presenting their findings to a reach a larger audience. This platform project also serves EU institutions as input used in drafting the new sponsorship funding framework 2021-2027. HHM is represented by the EMMA project.



COMBINE stands for strengthening combined transport in the Baltic region. The project's main supporters are the Study Group for Combined Transport – SGKV - and the International Association for Combined Rail-Road Transport – UIRR - as project partners, and in view of the European Trilog negotiations on the revision of 'Council Directive 92/106/EEC on Combined Transport (CT)' is appearing at the right time.

Smooth Port aims to improve regulatory measures connected with the reduction in road traffic. Traffic avoidance/transfer potential in the port area is being investigated, with Hamburg Ministry of Economics, Transport & Innovation – BWVI – as project manager. HHM will be acting as communications manager.

TERMS OF THE PROJECTS



TRANSPORT POLICY LOBBYING

In 2018 Port of Hamburg Marketing was once again very active vis-à-vis trade associations and political circles in order to position essential North German transport projects in Berlin. HHM relied here on an open and transparent exchange to discuss new transport routes and schemes with all those involved. The focus was on events plus personal contacts.

Along with trade associations and institutions, in 2018 Port of Hamburg Marketing once again hosted 'Port Breakfasts' for members of parliament and ministry staffers in Berlin. On five dates, those attending briefed themselves at the State of Hamburg's Berlin office on current topics of importance for Hamburg's sea transport sector. The lengthy process of forming a government meant that in 2018 this well-accepted format only came into play from 25 April onwards. About a dozen parliamentarians were present that day. They included the new Maritime Coordinator, Norbert Brackmann, along with additional staff from MPs' offices and the administration.

The Port Breakfasts in May and June were very well attended, especially by members of parliament from hinterland locations. The significance of seaports for the entire

German economy was stressed at these functions. Topics included Import Turnover Tax (VAT) as well as the situation of pilots in the German Bight and on the Elbe. The emphasis at the Port Breakfast in September was on the repercussions of Brexit on European short-sea services. The final Port Breakfast of the year in November was mainly concerned with water pollution control, transport infrastructure and the EU Water Framework Directive.

The Schleswig-Holstein mission in Berlin was the venue for a joint event hosted by the Lübeck and Lüneburg Chambers of Industry & Commerce, Hamburg Chamber of Commerce and HHM on the subject of the Elbe Lateral and Elbe-Lü-

beck Canals in April. Among the guests were numerous members of parliament from Schleswig-Holstein and Lower Saxony. Throughout the year HHM's Joint CEOs took up appointments for lobbying members of the Lower House. They also attended such networking functions on transport policy as Parliamentary Evenings. In addition, HHM accompanied political delegations as well as trade associations and institutions on their visits to Hamburg.

ACTIVE REPRESENTATIVE OFFICES

Similarly, other Representative Offices engage in active lobbying on transport policy. Alexander Till, for instance, not only heads the Representative Office in Austria, but is also an Executive Board member of the Logistics Network Association. The Representative Office in Vienna possesses close contacts with the Austrian Ministry of Transport, Innovation and Technology – BMVIT, is a brand multiplier for Austrian Logistics, and a member of both the Austrian Society for Traffic and Transportation Sciences – ÖVG and the Austrian Logistics Federation – BVL.

Stefan Kunze, Head of the Representative Office East, belongs to the transport minister's Logistics Advisory Council in Saxony-Anhalt, putting over Hamburg Metropolitan Region's interests in the hinterland. Membership of the Central German and Berlin-Brandenburg logistics networks, and other bodies serves the same end. Regular contact, involving joint functions, exists with the region's chambers of industry and commerce – along with the Elbe-Oder Union of Chambers.

In addition, the 'Hamburg-NRWplus' project accounts for a large part of HHM's lobbying activities. This has brought good further progress on relations with the NRW Ministry of Transport.



SPECIALIST VISITOR GROUPS

Port of Hamburg Marketing creates individual visitor programs in Hamburg and the Metropolitan Region for interested delegations and groups from Germany and other countries. Professionally guided information tours, terminal visits, company inspection tours and expert lectures all form part of the range.

In 2018 Port of Hamburg Marketing organized various programs for specialist German and international delegations and visitor groups. These included shippers, customers, port/state delegations, media representatives and trade association and institutional groups.

In organizing and looking after visitor groups, as representative of the Hamburg port industry HHM keeps an eye out for specialist economic and political delegations, as well as the upcoming port & transport generation. Business in the port, as well as importing/exporting companies, trading concerns and the transport industry, all benefit from the visits and the resulting contacts.

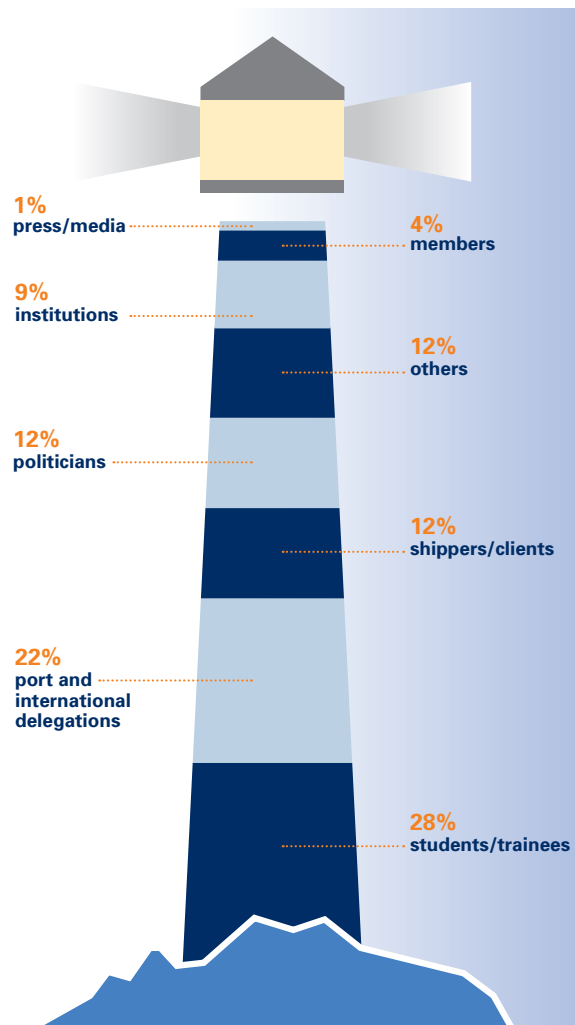
On an international country comparison, Austria, the Netherlands and China headed visitor group statistics, followed by Russia. Specialist visitor groups totalled 70, sixty percent of these being from around 30 different countries. Any trade visitor groups that HHM was unable to look after were provided with contacts to suppliers of special port tours, port shipping and the maritime museums.

COMPANIES IN THE PORT THROW OPEN THEIR PREMISES TO PRIVATE INDIVIDUALS

In 2018 Port of Hamburg Marketing once again organized tours of inspection for private individuals as part of the port's anniversary celebrations. The five tours compiled with the aid of companies in the port provided close-up impressions of seaborne cargo handling, thanks to a glimpse behind the scenes that is not otherwise available. In addition, Hamburg Port Authority (HPA) offered two trips aboard the historic Fridolin railway. All these tours were rounded off with a visit to the Port of Hamburg Museum. Around 200 private individuals

taking part received valuable insights and truly experienced the Port of Hamburg at close quarters.

VISITOR GROUPS CATEGORIES



MAKING CONTACT

HOW TO
REACH US



HEAD OFFICE IN HAMBURG

HERE YOU WILL FIND PEOPLE EAGER TO ASSIST YOU

As a member of Port of Hamburg Marketing you are part of a strong community and profit from numerous advantages. Together we are an effective voice for the Port of Hamburg enabling individual companies to network effectively.

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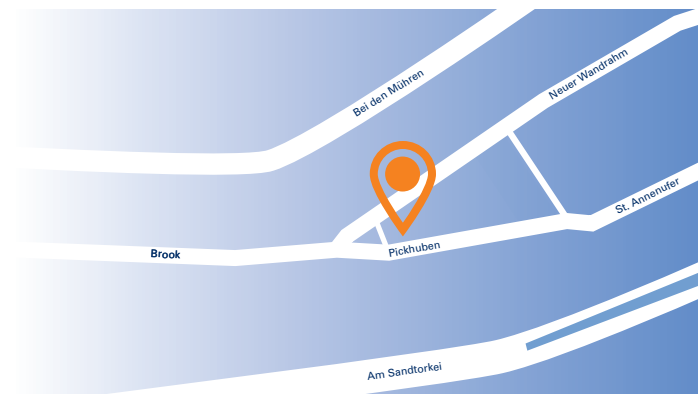
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