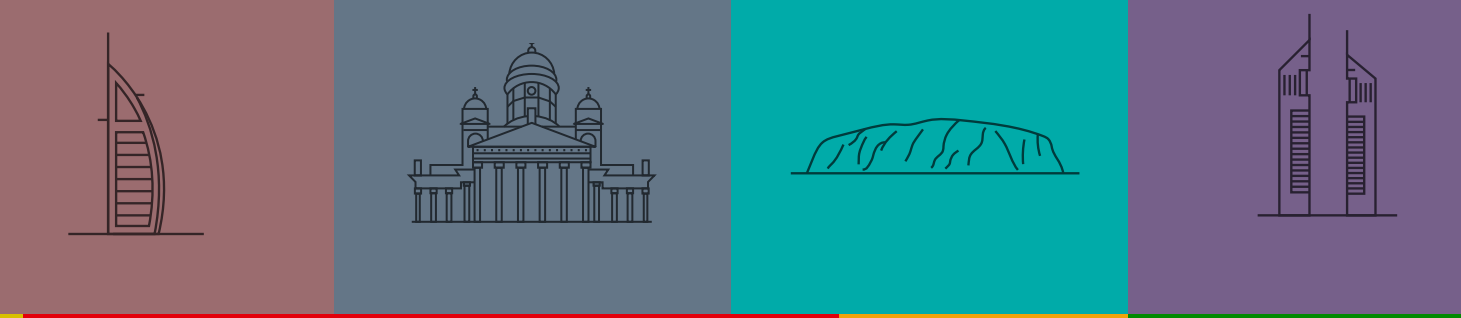
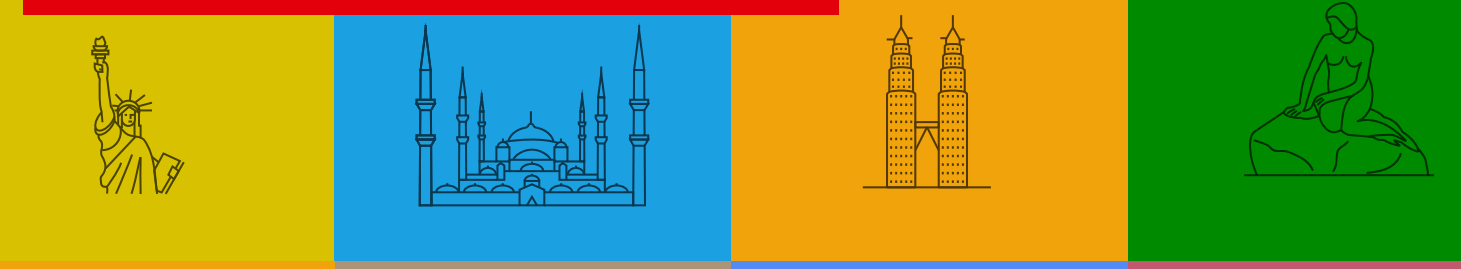
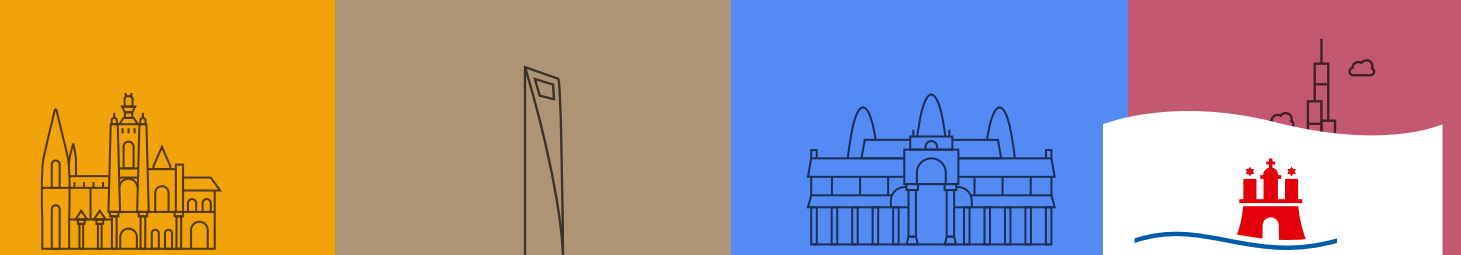
THE OFFICIAL MAGAZINE OF THE PORT OF HAMBURG
SEPTEMBER | 2019

HAMBURG'S MARKETS

PORT OF HAMBURG MAGAZINE







Port of Hamburg

Dear Readers,

HHM / Achim Multhaupt

With numerous liner services connecting the Port of Hamburg with all economically significant regions worldwide, 'Hamburg's markets' cover a far-flung area. Excellent rail, road and inland waterway connections to the hinterland, plus a tight network of feeder services, link Hamburg and its universal port with vital markets. This issue covers European and overseas market regions that are frequently overshadowed by Chinese dominance, the country being the Port of Hamburg's leading trade partner by a wide margin. Who could better report on these regions than our knowledgeable colleagues in HHM's representative Offices, who cultivate 'their' markets on the spot? Market assessments by our eleven Representatives in offices far away from Hamburg are supplemented by others from staff busily developing and researching markets at our head office in Hamburg. We enquire how the Port of Hamburg can currently score points in the region, how they judge the market going forward, and what challenges the Port of Hamburg faces.

In addition, we give some companies a chance to discuss their markets – whether the worldwide coffee market, the RoRo trade, or the various customs questions of relevance for different markets, to name just a few. What is the status quo when viewed in regard to economic developments? Rounding off these expert views are assessments from the ifo Institute and a personal commentary in a new column, the 'Viewpoint'.
We wish you an enjoyable read.

Sincerely yours, Axel Mattern and Ingo Egloff
Joint CEO's Port of Hamburg Marketing

PS: Our new **Port of Hamburg App** enables you to read up-to-the minute data – or our Magazine – while you are on the move, for instance on your Smartphone or tablet. For further details, see page 42.

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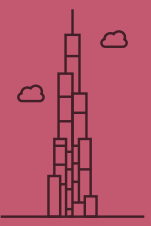

BURJ KHALIFA

ANGKOR WAT

SHANHAI WORLD FINANCIAL CENTER

PRAGUE CASTLE

LOTUS TEMPLE

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FORBIDDEN CITY

ST. BASIL'S CATHEDRAL

CHICHÉN ITZÁ

GOLDEN GATE BRIDGE

EIFFEL TOWER

MACHU PICCHU

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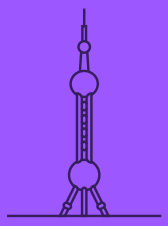

ORIENTAL PEARL TOWER

CHRIST THE REDEEMER

TOWER BRIDGE

ACROPOLIS

GATEWAY OF INDIA

BURJ OF AL ARAB HOTEL

HELSINKI CATHEDRAL

AYERS ROCK

EMIRATES TOWERS

STATUE OF LIBERTY

BLUE MOSQUE

PETRONAS TWIN TOWERS

LITTLE MERMAID

MARKET EXPERTS PROVIDE INSIGHTS ON HOW THE PORT OF HAMBURG CAN CURRENTLY SCORE POINTS IN ITS MARKETS AND WHICH CHALLENGES IT IS FACING

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THE EXPERTS ANTICIPATE DISTINCTLY WEAKER GROWTH IN WORLD TRADE

World economic climate deteriorates

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In its World Economic Survey, published in August, Munich-based ifo Institute reported a worsening of the world economic climate. In the third quarter, the index fell from –2.4 to –10.1 points. A marked deterioration occurred in both the assessment of the situation and expectations for the future. Intensification of the trade conflict is considerably affecting the world economy.

The economic climate worsened in all regions. In advanced national economies and Asian threshold/developing countries, experts revised both their evaluation of the situation and expectations downwards. In Latin America, the Community of Independent States – CIS, the Middle East and North Africa, by contrast, it was simply the current assessment that was less favourable, while evaluations of the next few months remained roughly unchanged.

The experts anticipate distinctly weaker growth in world trade. Expectations on trade are at their lowest level since the outbreak of the trade conflict last year. Those questioned also expect weaker private consumption, less investment activity, and falling short-term and long-term interest rates.

ifo chart on the world economic situation

Quarter/year	III/2017	IV/2017	I/2018	II/2018	III/2018	IV/2018	I/2019	II/2019	III/2019
Climate	13.2	17.1	26.0	16.5	2.9	–2.2	–13.1	–2.4	–10.1
Situation	12.5	17.2	28.3	27.4	17.5	12.2	2.6	1.4	–5.4
Expectations	14.0	16.9	23.9	6.1	–10.6	–15.7	–27.7	–6.1	–14.7

Source: ifo World Economic Survey III/2019

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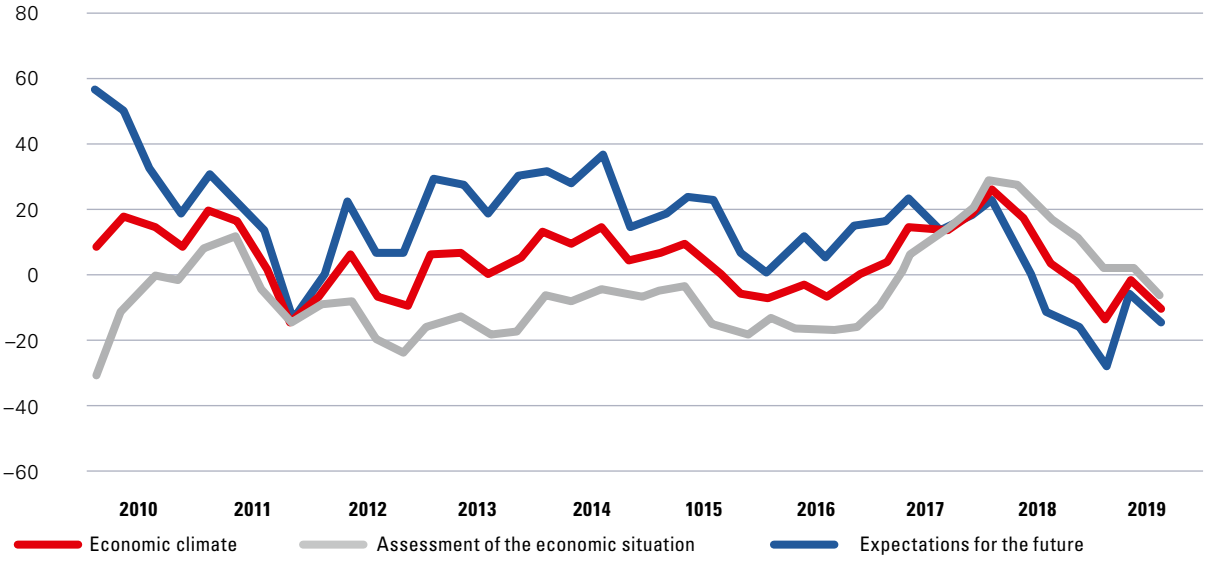
ifo World Economic Climate



Source: ifo World Economic Survey (WES) III/2019

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VIEWPOINT

The world economy and development of markets – Infrastructure and planning

Every day, the international headlines about development of the world economy change. No-deal Brexit, trade war between China and USA, the danger in the Middle East posed by Iranian Revolutionary Guards' attacks on tankers in international waters, a critical situation in Hong Kong with threats from China, the US threatening an embargo on account of Nord Stream 2, the government crisis in Italy and its repercussions on the Eurozone; all these events happened during a period of just two weeks. No business can react as fast as such a rapid sequence or simultaneous eruption of developments can occur.

This makes it so difficult to make long-term forecasts on market trends that can be described as solid and reliable. Nevertheless, the international port industry and shipping need to plan, and for the long term. Investments previously made for 30 years, and therefore depreciable in the long term, nowadays often prove obsolete within a few years, being overtaken by the onrush of the market. If you also consider the periods required for planning in our Western democracies, then it becomes clear just how difficult it now is to make decisions for the future.

All the same, we must adapt as rapidly as possible to developments on the market, or attempt as far as possible to anticipate these. Let's take a few examples. Container Terminal Altenwerder was built 15 years ago as the world's foremost state-of-the-art facility, but nobody could imagine then that the Köhlbrand Bridge with a clearance height of 54 metres would be too low for the containerships that are now in service and have problems with the height of the bridge. Is this terminal now no longer fit for the market? What has happened has shown that this is not the case, but also that in the past, specific parameters were correctly set without addressing short-term market fluctuations. Altenwerder has been further modernized, and the container rail terminal expanded to become Europe's largest. This plus the fact that Hapag-Lloyd decided many years ago to acquire a stake in the terminal has meant that Altenwerder has not lost its attractiveness and has stayed in business. THE Alliance consisting of Hapag-Lloyd and ONE has concentrated its North America services there because the hinterland connections and rail capacities for its main markets are so excellent. A year before, Hamburg had lost 150,000 TEU of this business to Bremen, then the market suddenly decided exactly the reverse, and triple that volume is now being handled in Hamburg. This development in the market was not predictable, since the conditions for it had already existed.

Investments previously made for 30 years, and therefore depreciable in the long term, nowadays often prove obsolete within a few years, being overtaken by the onrush of the market.

In the Port of Hamburg business with China is paramount. For many companies, China is the country to which they are transferring production, because here well-trained staff coincide with low salaries, and the development of Chinese society makes the country with the world's largest population interesting of itself as a market. What should the Port of Hamburg be doing in the light of headlines such as 'Escape from the Chinese workbench' ('Handelsblatt', 12 Aug. 2019), 'Peking's new timidity' ('Handelblatt', 13 Aug. 2019)? These articles report how China is losing shares of production to other Asian countries because wages have become too high, and China is no longer investing to the same extent – abroad, but also in China itself. And this even though last year brought fears of a sell-out of the German economy to China.

Naturally the trend needs to be monitored, and of course contact must be made in good time with countries such as Vietnam, Myanmar, the Philippines and Indonesia, which could emerge as successors for types of production, and different trade routes adopted. Above all, however, one needs to at-

INGO EGLOFF, CEO PORT OF HAMBURG MARKETING

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tempt long-term commitment. That also applies to the Chinese market. Reliability and continuity pay off. For a people, like the Chinese, which acts in the long term will try to defend its position and remain successful on the markets. After all, its Silk Road policy is designed for the long term.

Looking at numerous economic forecasts, one reads on the German economy ('Wirtschaftsdienst 2019' – 'Economic Bulletin', page 443): 'In the absence of adverse factors, the moderate economic upswing could continue in 2020. […] The main stimulus remains the domestic economy, all the more so as the industrial situation may stabilize. In addition, foreign trade – provided that current political uncertainties do not get worse and the global economy recovers somewhat – will also contribute to growth.' Yet in the light of many uncertainties internationally, one has to doubt whether conditions will remain like that.

All the same, the economy is reacting more to fresh challenges, and more flexibly than people suppose. 'Uncertainty shocks' such as those triggered by the decision for Brexit, 9/11 or other occurrences, led to uncertainties on decisions. This has been shown by international research (see 'Wirtschaftdienst 2019' – 'Economic Bulletin', p. 520). Findings such as those in the IFO Index of Business Climate are no more than snapshots, unsuitable as a basis for long-term planning.

Port development and assessments of the market must therefore always keep long-term trends in view. One should not lightly decide to join in every trend. Long-term and continuous development of the strengths of a site, such as hinterland rail infrastructure and customer relations, are crucial weapons in cultivating markets that pay off in the long term. ■

Ship size alone is no longer crucial

Interview with Dr. Maximilian Rothkopf of Hapag-Lloyd's Executive Board on the current situation and the challenges in shipping

Port of Hamburg Magazine: What does Hamburg as your home port mean to you?
Rothkopf: Hamburg is our home port and will therefore always be special for us. The port offers superb infrastructure and excellent hinterland links – whether through a unique rail network or excellent access to the European autobahn system. The start signal for the adjustment of the Elbe fairway was an important milestone for us: On completion of the work, even the world's largest containerships will be able to reach Hamburg with virtually no restrictions. Owing to the inadequate height of the Köhlbrand Bridge, however, Container Terminal Altenwerder – CTA, the main one for us, still remains inaccessible for mega vessels. Here what we require from the Hamburg Senate is clarification soon on the future of the Köhlbrand crossing. Access to the Port of Hamburg's most advanced terminal plays a vital role in Hamburg's ability to compete against its European competitors, some of these extremely innovative.

Which are your core markets? Where are you heading?
As a globally active shipping company with 118 services, Hapag-Lloyd is actually at home all over the world. Our highest transport volumes are in the Latin America, East Asia and Atlantic sea trades. We invariably see growth potential wherever shifts occur in cargo flows and our customers' demand for container transport increases. Africa, the Middle East, and most especially India, for example, are vital growth markets for us. In future we shall be more heavily committed in these.

How is the current situation in shipping? What are the trendy topics?
In recent years a distinct matching has occurred between available capacity and demand. That has had a positive impact on our industry's profitability. Yet we shall always be moving in a volatile market environment, that's in the nature of container shipping. After a consolidation phase, the industry has markedly altered – Hapag-Lloyd's transport capacity, for instance, is now more than twice as large as in 2014. At the same time, further consolidation in the industry has become less likely on account of declining economies of scale. Size is no longer crucial, but instead our focus on customer requirements. Additional subjects prompting us are developments in world trade, restrictions on trading and political conflicts. In addition, from 1 January 2020 onwards, ships worldwide will only be able to use fuels with sulphur content of 0.5 percent – until now the permitted upper limit has been 3.5 percent. The operative switch to these new fuels is currently occupying all shipowners around the world – and naturally us too. We shall be bunkering our vessels with the new fuels from the fourth quarter, so that we shall be fulfilling the new regulations punctually from the turn of the year.

What does your 'Strategy 2023' cover and where must you improve?
With our 'Strategy 2023', we are focussing on container shipping. At the same time, we aim to be No. 1 for quality for our customers, and with this undertaking, to lift ourselves distinctly above our rivals. In doing so, we want to profit from global growth opportunities and to be profitable right down the line. Naturally one can always improve – whether on reducing costs, customer orientation or of course, operational processes.

Just recently you have introduced realtime reefer container monitoring. Why is this essential?
Our new product Hapag-Lloyd LIVE is one example of how we are creating added value for our clients. Hapag-Lloyd LIVE offers realtime GPS tracking of containers, data on temperature inside containers and warnings of shutdowns – and these are just some of the functions. Our customers receive a high degree of transparency on their cargo. We shall initially equip our entire reefer fleet of around 100,000 containers with this, then join our customers in developing additional product characteristics tailored precisely to their requirements. This product is important in that it enables our customers to monitor their refrigerated goods – whether exotic fruits, blood substitutes or sensitive pharmaceuticals – during the entire transport chain.

How does it look otherwise with digitalization?

Digitalization is an integral part of our strategic agenda. Firstly, in that we automate processes and can become more efficient. Secondly, in offering our customers new services and added value. To take one example, our online quotations 'Quick Quotes' supplies price checks for container transport within a matter of seconds. We launched Quick Quotes at the beginning of last year and about eight percent of all bookings worldwide are now already running through this channel – and we aim to considerably boost that figure as part of our Strategy 2023.

Is business with reefer containers growing? You recently ordered 13,420 reefer boxes.

Another module in our Strategy 2023 is further growth in such niche areas as transport of very large or very bulky or out-of-gauge, hazardous or reefer cargoes. We are seeing growing demand here among our clients. We have accordingly ordered a record number of reefer containers. We shall further boost our position in this market with these.

Are new services also planned?

We regularly launch new services for our customers or adapt existing ones to changed demand or alterations in demand and cargo flows. In October, for example, we shall be starting our new IEX service, our first direct link between SE India and Europe. Hamburg is the port of call for this new IEX service. Starting at the same time will be our new MIAX service, with which we shall be further expanding our Africa sea trade by offering our customers even faster and more flexible direct connections between the Arabian Gulf, India, Sri Lanka, Réunion, South and West Africa.

How does it look with the development of your fleet?

Hapag-Lloyd possesses a comparatively new and efficient fleet of 237 modern containerships. With its total transport capacity of 1.7 million TEU, it is one of the world's leading liner shipping companies. We very regularly invest in the efficiency of our fleet. In doing so, we have continuously reduced specific fuel consumption – by 39 percent over the past ten years alone. As part of a pilot project we shall be equipping one of our 15,000-TEU vessels, the 'Sajir', to use LNG – Liquefied Natural Gas. Should the operation be successful, we could imagine converting further mega-vessels to LNG.

DR. MAXIMILIAN ROTHKOPF, CHIEF OPERATING OFFICER OF HAPAG-LLOYD AG

Dr. Maximilian Rothkopf, born in 1980, graduated from Ludwig Maximilian University Munich (LMU) as an MBA, later receiving a PhD in business studies from the European Business School, Oestrich-Winkel.

He commenced his career in 2005 with consultants McKinsey & Company, becoming a member of its global Travel, Transport and Logistics (TTL) management team, and being made a partner in 2014.

On 1 May 2019 Dr. Maximilian Rothkopf was appointed to the Executive Board of Hapag-Lloyd. From 1 July, he accepted operational responsibility for its worldwide shipping business as Chief Operating Officer – COO.

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INSPECTING GOODS FOR CUSTOMS CLEARANCE

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Imports, exports and Co. – Changes at customs

The customs landscape is changing, and not solely due to the looming Brexit. Joanna Porath, Business Development Manager for customs specialists Porath Customs Agents, explains the repercussions of altered import and export regulations, new rules and punitive tariffs will have for business and what could potentialy ensue.

Just now it looks as if the United Kingdom will no longer be a member of the Customs Union after 31 October 2019 – with all the advantages and disadvantages. In future the lack of free movement for goods – without a customs tariff in the form of TARIC – will lead to fresh challenges at borders. Daily checks of documents and customs will be re-introduced, and likewise phytopathological and veterinary checks. Nor will areas such as patents, licences, trademarks and copyright remain unaffected. Products themselves will require fresh market clearance, since EU standards will no longer apply in the United Kingdom.

The European Council agreed on a date of resignation of 31 October 2019 at the latest. However, withdrawal may take place earlier or, according to the current situation, later if an agreement is reached. In any case, the transport and logistics sector will then have a lot to do in setting up the new post-Brexit logistics chain. Resistance from Scotland and Wales is also making itself felt – these two countries wish to remain in the EU single market.

THE CUSTOMS MARKET IRRESPECTIVE OF BREXIT

The United Kingdom is not the only challenge. The market is in a phase of unrelenting change – from foreign trade control methods, such as anti-dumping measures and customs quotas, to new bilateral agreements that simplify and favour cooperation between countries.

Among the first group are all conceivable forms of customs: To support specific developing countries, concessions on imported quantities, or import totals

in the form of a customs quota, may be granted. Within the EU, these enable companies to import goods with customs duty reduced, or even completely duty-free. Most product groups qualifying for customs quotas consist of agricultural products such as grain – barley, durum wheat or millet – or cassava starch, but also include various chemical products like fertilizers and dyes, as well as building materials, bicycle frames and technical equipment including electric motors and fibre-optical cable.

With countries such as the USA, by contrast, punitive tariffs will be imposed on steel and aluminium products, peanut butter and motor-cycles. For instance, duty on the popular Harley Davidson is being raised by 25 percent. The results of the political conflict are already noticeable for all companies operating internationally.

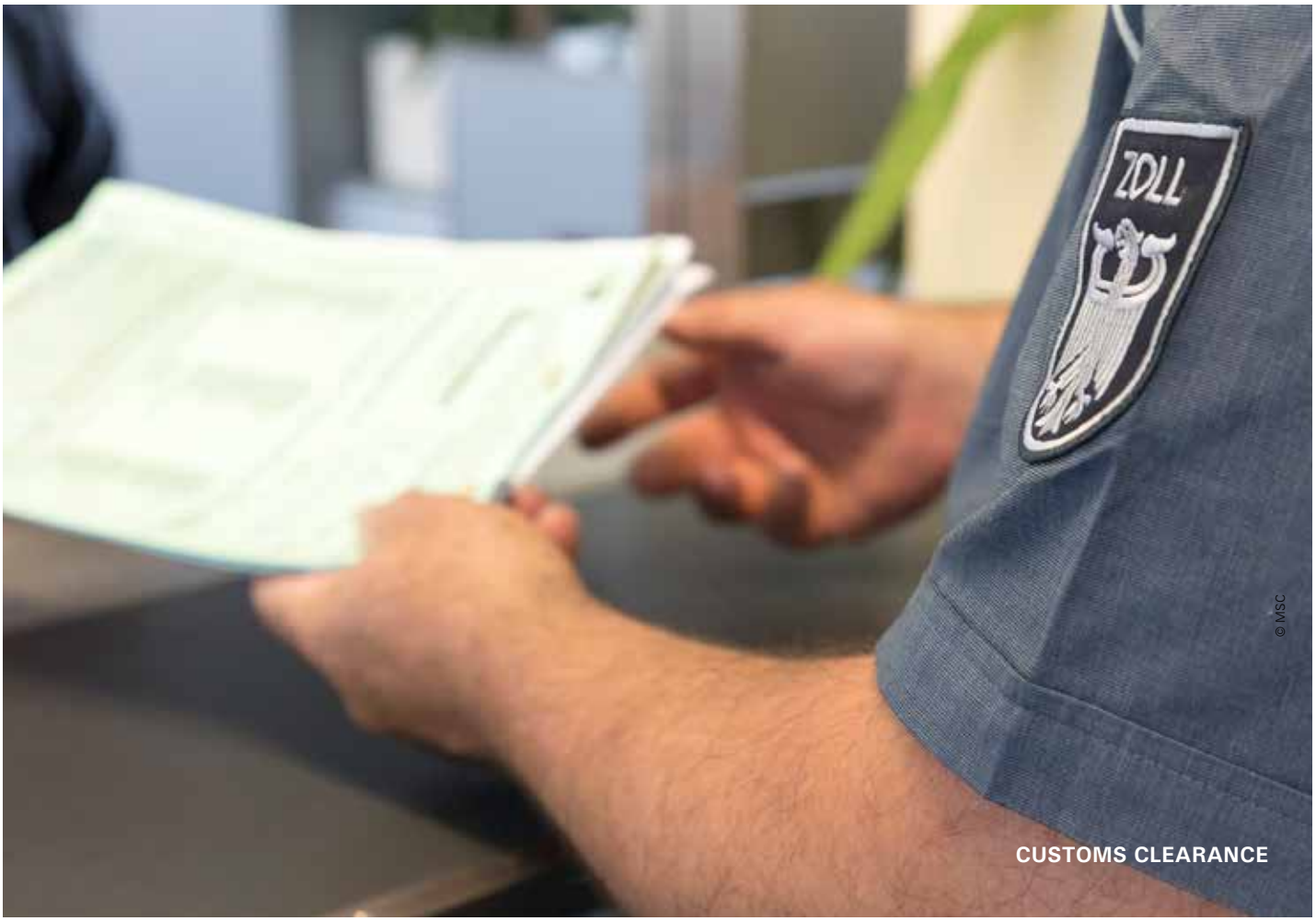
OPPORTUNITIES AND CHANCES

To be able to continue trading rationally, companies must search for new opportunities and transform risks into chances. That can also result in the opening up of new markets and gaining new contractual partners. For decades, the continent of Africa has been a strategic investment and business environment for the EU. Since September 2017, firms have been permitted to apply the advantages of the CETA Trading Agreement.

It is especially important that exports to Canada should be boosted thanks to the abolition of customs duties. Other development possibilities include simplifications in the food and beverage sector. The free trade agreement between the EU and Japan – the EPA Economic Partnership Agreement – or JEFTA – Japan-EU Free Trade Agreement – has been described by Japan's Prime Minister Shinzō Abe as 'the birth of the world's largest economic zone'. The pact enables many goods to be imported duty-free. For others such as fishery or automotive industry products, plans for abolition are being pursued.

Negotiations for a free trade agreement between the European Union and the Mercosur countries – Brazil, Argentina, Paraguay and Uruguay – have been under way since 1999. Following assent from all EU member states and also the European Parliament, this will lead to creation of the world's largest free trade area. The pact provides for abolition of customs duties on imports of fruit, beverages and coffee from South America, as well as considerable simplifications in importing meat – mainly beef – and sugar.

What becomes more complicated, on the one hand, is on the other compensated for by new trade agreements. The challenge is to find your bearings with your own business in the new scenario.



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CUSTOMS CLEARANCE

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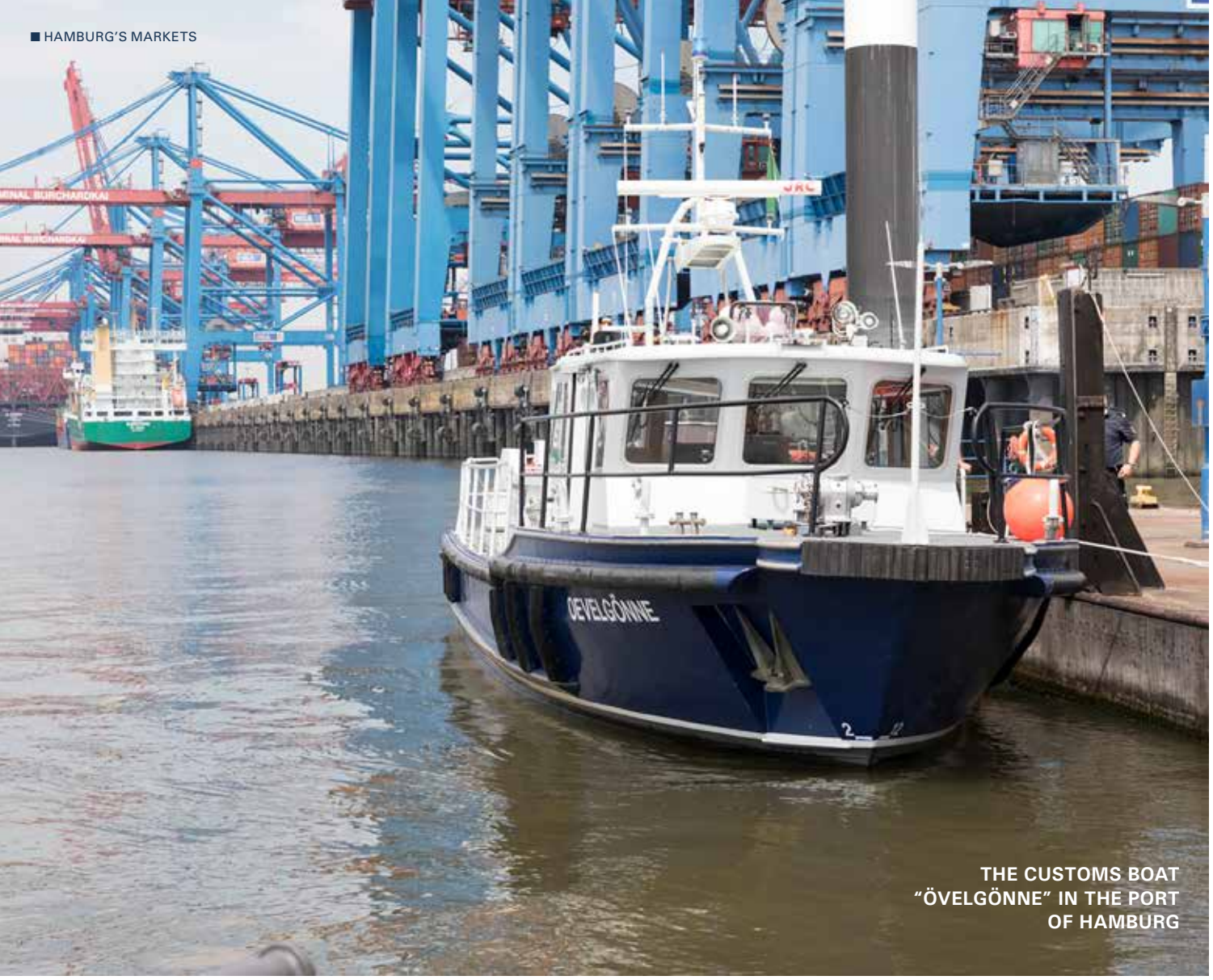

THE CUSTOMS BOAT "ÖVELGÖNNE" IN THE PORT OF HAMBURG

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INNOVATIONS IN CUSTOMS LAW

Numerous changes are currently occurring in Germany and neighbouring markets.

Simply taking customs clearance, since 1 May 2019 (end of the transitional period) all companies involved in foreign trade have had to fulfil the new provisions of the Union Customs Code or UCC. These range from the additional sureties that they need to furnish, through new assessment of all licences in customs law, to new guidelines for establishing the customs value.

The new customs regime offers companies a host of simplifications in their customs procedures. The basis for this is the status of Authorized Economic Operator AEO C/S. An application for authorization demands a high degree of accountability from management, also self-control and stability on finances. The expectations of AEO-certified companies are reflected in an extremely heavy administrative effort: Authorizations must be checked and updated and constantly maintained in a 'Target state' by means of audits. These tasks are not just time-consuming, but also require highly trained staff.

Combined with national taxation law and national interpretations, the new UCC regulations also lead to many challenges for current business: Porath Customs Agents is active here, operating its own customs offices in Poland, Germany and the Netherlands and is also preparing to open an office in the UK. What may be standard in one country may not be feasible at all in another.

CONSEQUENCES OF CHANGED SITUATION

Solely on account of the new regulations, much has changed. Anybody not wishing to invest the time has decided to wholly or partly outsource customs processes. Porath Customs Agents are at present seeing a trend towards utilizing the advantages of outsourcing. Added value – except for immediately apparent alterations in cost structure – is what forwarding and logistics enterprises may truly concentrate on, through what they can do best – namely logistics processes.

Outsourcing of customs processes guarantees a great deal of benefit operationally: enhanced efficiency in clearance, improved and – if desired –

centralized communication and simplification of own customs processes and documentation. In addition, most staff are glad to face fewer formalities, since along with professional advice they also receive support on this.
With the economy in Germany now weaker, we are noticing some companies are less willing to invest proactively; these are concentrating on optimizing their processes and costs.

DIFFERENCES IN THE INTERPRETATION OF THE UCC

Such differences are caused by national regulations and in addition, by operative processes that differ in every country. One example is consultation with different authorities on delivery of a container. Coordination of different appointments is extremely difficult. To collect a box punctually, conduct an examination, meet a recipient's schedules and finally, return it within a specific time window, is anything but simple. ■

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Joanna Porath
Business Development Manager at the customs brokerage
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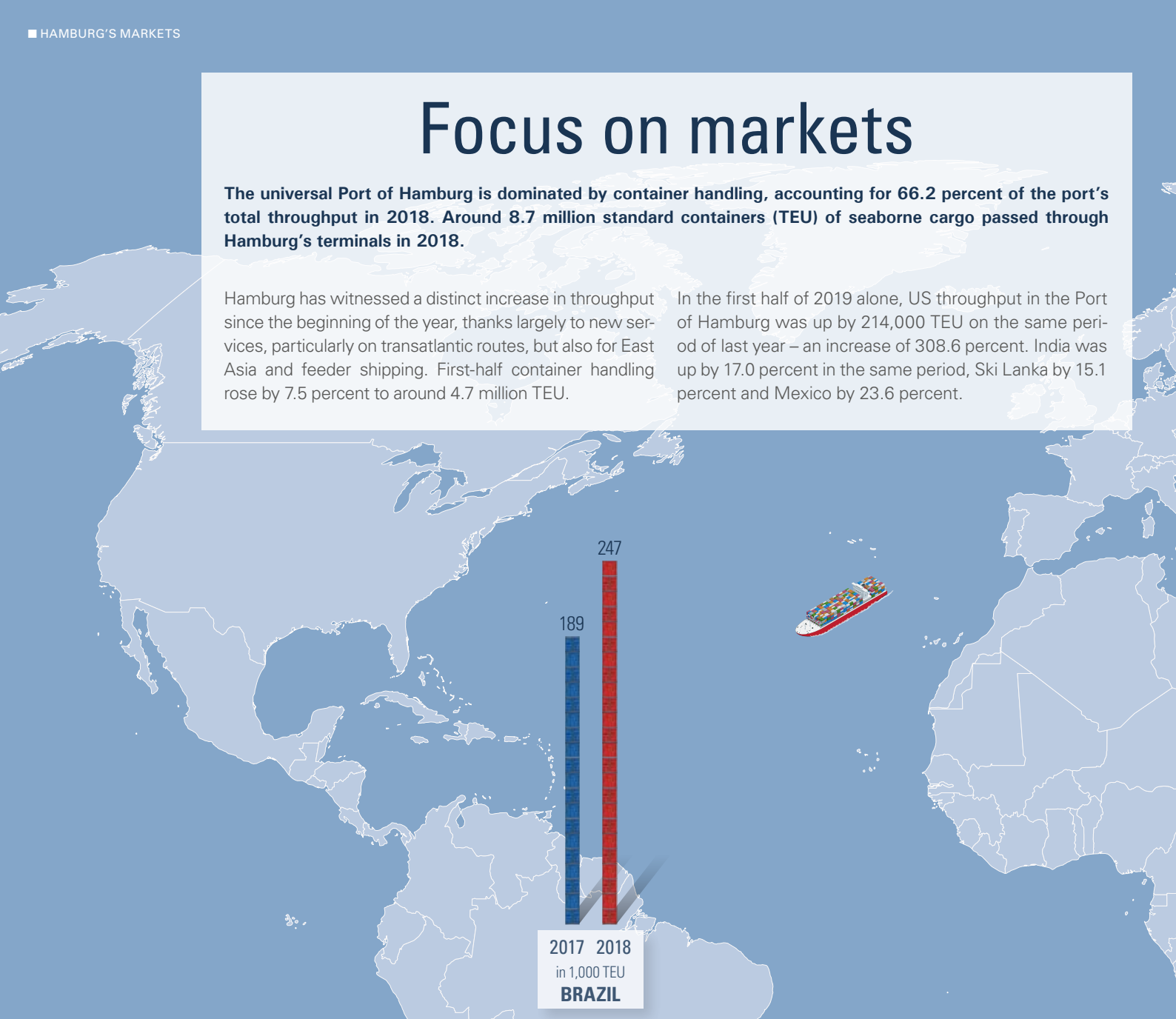
Focus on markets

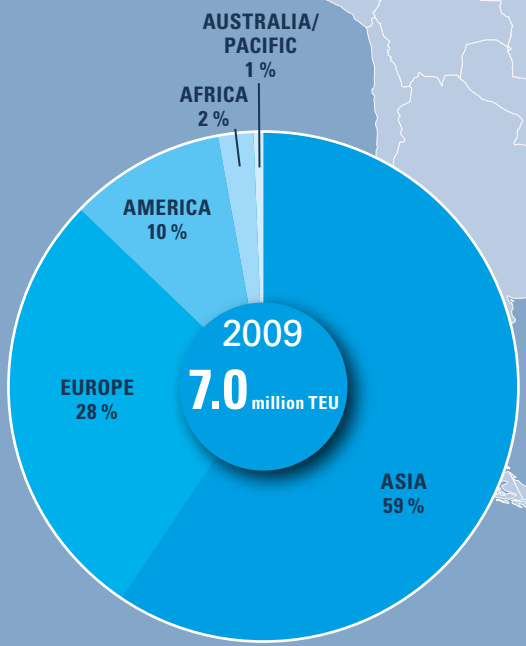
The universal Port of Hamburg is dominated by container handling, accounting for 66.2 percent of the port's total throughput in 2018. Around 8.7 million standard containers (TEU) of seaborne cargo passed through Hamburg's terminals in 2018.

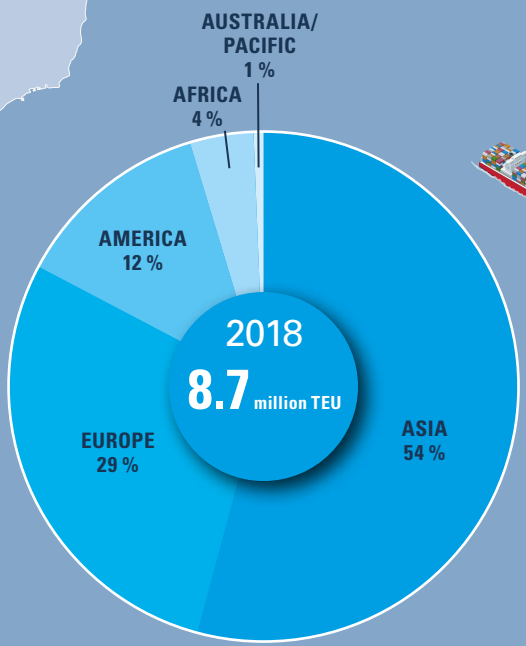
Hamburg has witnessed a distinct increase in throughput since the beginning of the year, thanks largely to new services, particularly on transatlantic routes, but also for East Asia and feeder shipping. First-half container handling rose by 7.5 percent to around 4.7 million TEU.

In the first half of 2019 alone, US throughput in the Port of Hamburg was up by 214,000 TEU on the same period of last year – an increase of 308.6 percent. India was up by 17.0 percent in the same period, Ski Lanka by 15.1 percent and Mexico by 23.6 percent.

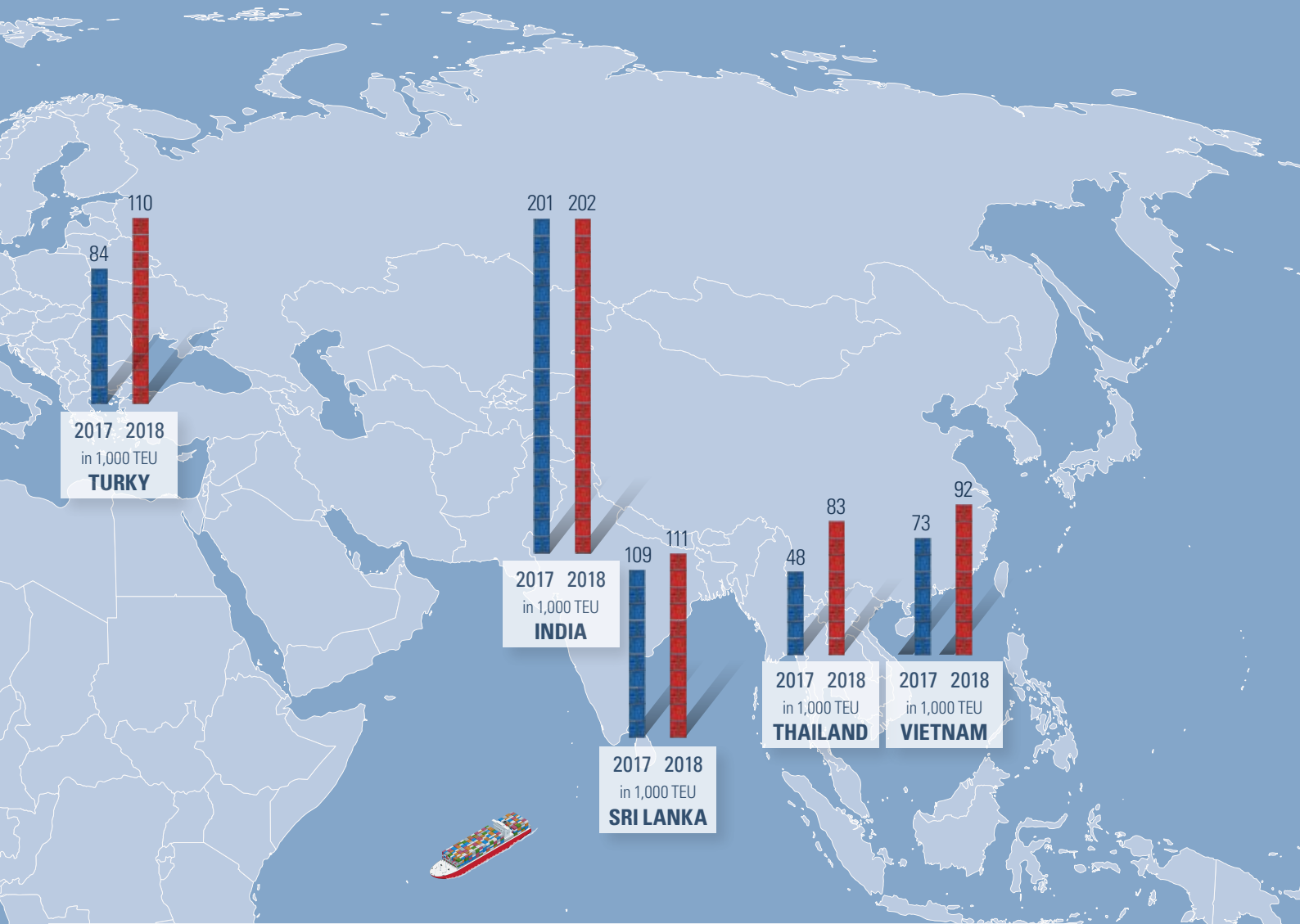


Seaborne container shipping via the Port of Hamburg – Shares by continent

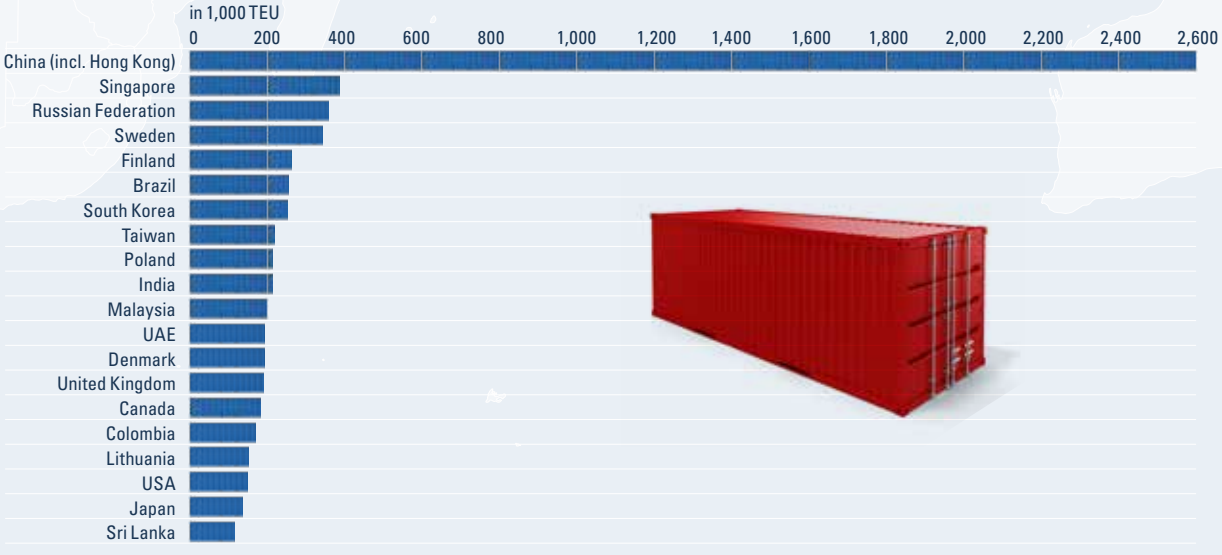




Countries with growth in container handling 2018



Top 20 – Port of Hamburg's trading partners for direct seaborne container services (2018)



© Elbreklame / Jan Klaas Mahler

N.B.: The diagram shows throughput in seaborne traffic, with the quantities counted as the vessel cross the border at sea, in the accepted international manner. The sea trades feature direct services between Hamburg and the world's ports. The final destination of a container already re-routed by transhipment is not included.

Hamburg integrates markets

More than 100 liner services connect Hamburg with the great majority of more than 1,000 seaports – plus others via transhipment – worldwide. With throughput of 9.9 million tons in 2018, Hamburg is also Germany's second largest inland port.

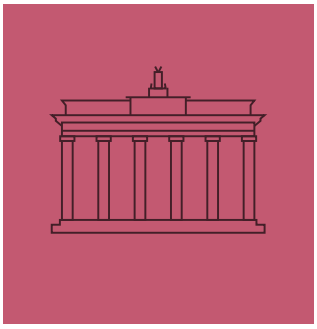
Asia tops the Port of Hamburg's liner service listings. Hamburg is called by 19 weekly Asia services. In addition, there are 18 to Africa, 14 to South America, 13 with India/Pakistan, 12 to North America, two with Australia/Oceania and various direct links in such additional sea trades as the Red Sea /Arabian Gulf and Central America/Caribbean.

Hamburg remains the most important feeder port in Northern Europe for the entire Baltic. An average of 40 feeder services provide more than 70 departures per week to serve the North Sea and Baltic Sea regions. The destinations are Scandinavia, Finland, Russia, the Baltic States and Poland, but also the United Kingdom.
For shipping traffic with the Baltic region, the Kiel Canal offers a considerable saving in distance and shorter voyage times. This is a significant advantage for Hamburg in competition with ports farther west.
This universal port handles RoRo, project and other special cargoes, as well as numerous container services.

Almost 80 shipping companies and agents in Hamburg ensure that shipping lines operate as close to capacity as possible. In addition, a large number of Non-Vessel-Operating-Common-Carriers – NVOCCs – operate on the market.

EXPERTS, MARKETS AND FORECASTS

Port of Hamburg Marketing's worldwide network forms the basis for successful marketing and positioning of the Port of Hamburg umbrella brand internationally. In addition to the headquarters in Hamburg, there are Representative Offices at eleven locations worldwide where staff further the interests of the port businesses, especially HHM's member companies. Port of Hamburg Magazine asked its representatives and market development experts how the Port of Hamburg can currently score points in their respective regions, for an assessment of their market in future, and which challenges confront the Port of Hamburg there.



GERMANY

Germany – West

Port of Hamburg Representative Office: Dortmund
Representative: Markus Heinen
Assistant: Lena Püttschneider

It is its tremendous number of liner services that makes a persuasive case for Hamburg as a seaport in HHM's Region West, consisting of North Rhine-Westphalia plus the states of Lower Saxony, Hesse, Rhineland-Palatinate and the Saar. Both its comprehensive seaborne services and heavily used hinterland infrastructure score points here. The customers appreciate growing numbers of sailings and more terminals for multi-modal transport.
Our market region is notable for its manufacturing sector and a large number of major shippers, also for 'hidden champions' promising increasing volumes for the future. Along with chemicals, pharmaceuticals and consumer goods, the plant and machinery sector constitutes a core market. With their strong value chains, out-of gauge and project shipments are an exciting area for the port industry.
One of the main challenges is optimization of the modal split inland. Growing quantities of goods call for greater use of rail and inland waterway transport. Here the West German canal network requires upgrading, while the topic of 'Standard authorizations for heavy shipments on specific roads' needs to be further pursued.

Germany – South

Port of Hamburg Representative Office: Munich
Representative: Jürgen Behrens
Assistant: Tony Michaela Mark

For the Free State of Bavaria and Baden-Württemberg, the Port of Hamburg is their foremost logistics hub for overseas imports and exports. The reasons are geographical proximity, excellent infrastructure by road and rail, and not least the sailings offered to all the world's important centres of economic activity. In recent years, the network of multimodal terminals in both Bavaria and Baden-Württemberg has been continuously expanded to cater for growing demand.

With almost 50 percent of its output being sent abroad, industry in Southern Germany and Switzerland is very export-oriented. Current forecasts indicate no change there. This applies to machinery/plant builders, chemicals and pharmaceuticals.

From Munich we also serve the Swiss import/export market to/from Hamburg, primarily catered for by rail. This puts us in competition with southern and western ports, which are connected by inland waterway services along the Rhine as well as by rail. Hamburg's objective must be to boost its strength in rail traffic even further, which already handles 70 percent of container transport in this region.

Germany – East

Port of Hamburg Representative Office: Dresden
Representative: Stefan Kunze
Assistant: Antje Dathan

Hamburg is regarded in this region as the most important gateway and natural point of access to world markets. Along with its favourable location, excellent rail and road infrastructures, plus its link with Central Germany via the Elbe and the canal system, play a major role. Regular container liner services by rail and inland waterway craft run from numerous multi-modal terminals. The high quality of service from Hamburg's logistics industry is especially appreciated.
Central Germany and Berlin-Brandenburg are regions enjoying good economic development. One hot spot is Greater Leipzig with very strong growth. Changes among suppliers can be expected with the switch from internal combustion to electric motors. The forthcoming exit from coal mining will bring fresh opportunities for industrial development.
Improvement of the infrastructure to and from the Port of Hamburg remains essential. Significant projects here are closure of the gap on the A 14 highway at the Schwerin/Magdeburg intersection, completion of German Rail's eastern main line, as well as the new Dresden-Prague line under construction to cater for North-South services. For the link by inland waterway craft, the Elbe requires upgrading, whereby such influences on the water level as spells of low water could certainly lead to shifts of shipments and/or manufacturers. Opportunities, but also risks, lie in the improvement of East-West links between Saxony and Poland, which could certainly result in transfers to Baltic ports. The same applies to plans to increase navigation on the Oder River.

Central and Eastern Europe

Czechia, Slovakia

Port of Hamburg Representative Office:
Prague
Representative: Vladimír Doboš
Assistants: Nikola Košvancová, Renata Černá

For the Czech Republic, the Port of Hamburg is traditionally the Gateway to the World, occupying top position among its European competitors. Thanks to its geographical location, quantity of liner sailings and hinterland infrastructure, the Port of Hamburg handles more than half of all Czech foreign trade.
The Czech economy is in a growth phase. For both this year and next, a forecast by the Finance Ministry puts growth at 2.4 percent. Of most significance for the Czech economy and its potential for future development are the automotive industry, electrical engineering, electronic manufacturing and sophisticated engineering. The Czech automobile industry is one of the best developed in Central and Eastern Europe, accounting for more than 20 percent of both Czech manufacturing output and Czech exports.
In Central European markets, Hamburg finds itself in competition with other ports. Hamburg is relying here on a further expansion of rail services. The Czech Republic, for instance, has 11 multimodal terminals (Slovakian Republic: 9), daily train services and an annual rail throughput of 440,000 TEU.

Austria

Port of Hamburg Representative Office:
Vienna
Representative: Alexander Till
Assistant: Claudia Kohlros

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Hamburg has been Austria's top port in the field of containerized cargo for decades. Continuous investment in such infrastructure projects as the Port Railway, but also in terminals, has met good acceptance from customers. The start of the fairway adjustment is also seen as a promising measure for the future.
Austria takes fourth place in an EU comparison of GDP per capita and is one of the world's most prosperous countries. Of relevance for the port industry is the national economy's unusually high proportion of exports, with stable volumes being handled via the Port of Hamburg for decades now. Forecasts for the Austrian economy for the next few years are very positive.
Its geographical location puts the Austrian market in the sights of ports on the Northern Adriatic. With a high frequency of pre- and post-carriage departures by rail, as well as a large number of direct services by ships, however, Hamburg succeeds in playing a leading role for the Austrian economy. New services to the USA and Asia are being added.

Hungary

Port of Hamburg Representative Office: Budapest
Representative: Krisztina Kovács
Assistant: Zsuzsanna Lőrincz

Again sailing via Hamburg, the North Atlantic services of THE Alliance are producing additional volumes for Hungarian freight traffic. In 2018 the country's per capita GDP rose by 4.8 percent to 15,925 US dollars.
The driving force for the Hungarian economy is the automobile industry plus its suppliers. More and more foreign suppliers are setting up in Hungary. Yet for the car indus-

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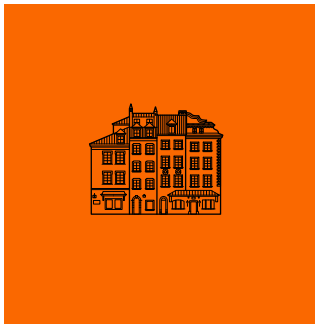
try, punitive tariffs by the USA could have repercussions for the domestic market.
The electronics sector is still growing too. Completion of the first phase of construction of the test route for autonomous driving in Zalaegerszeg is one sign of that. It is assumed that this will also bring in new companies. The building industry is flourishing thanks to numerous public sector orders and support for private building. In addition, the state is also subsidizing private consumption.
In Hungary we are in competition with other ports, with Budapest well positioned thanks to a new rail terminal for container trains. Hamburg is relying here on further expansion by German Rail.

Baltic Sea region

Head of market development: Marina Basso Michael

After China, the Baltic Sea region and Eastern Europe are the Port of Hamburg's second most important market region, with the potential to develop into one of Europe's most innovative and competitive. Around 145 million people live in the eight European countries with direct access to the Baltic. Also to be included here are Russia and Belarus with around 150 million inhabitants.
With stable GDP growth rates of up to three percent, the Baltic region and many Eastern European countries will also remain attractive in future for the Port of Hamburg and its logistics sector. Such major infrastructure projects as Rail Baltica will ensure the integration of the Baltic region into the European rail network and provide more intermodal linkups as far as Scandinavia. Construction of the Fehmarn Belt tunnel between the islands of Fehmarn in Germany and Lolland in Denmark aims to further strengthen the link with Scandinavia. On the current state of planning, the first trains and vehicles should be able to cross the Belt through the 18-kilometre tunnel in 2028.
Its far-flung feeder network and excellent hinterland infrastructure make the Port of Hamburg their overseas port for most countries on the Baltic. In Eastern Europe too, in Russia or Belarus, for example, the Port of Hamburg fulfils an important role as an export port. The Port of Hamburg's significance in the Baltic region, including the Baltic Sea and Scandinavia, is underlined by the fact that six countries from the region are among its Top Twenty trading partners on seaward container services.
Despite numerous political and economic discrepancies, all nine countries on the Baltic are closely tied up with one another. Those in the West, Finland, Sweden, Denmark and Norway, are progressive industrial na-

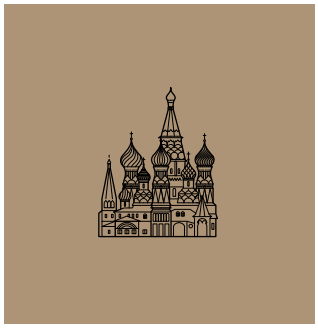
tions of great importance, not only for the economy of Northern Germany, but also for states in Central Germany and their economically powerful counterparts in the South. Reporting stable growth rates, the Baltic States of Estonia, Latvia, Lithuania and Poland have been on an upward curve for years.



Poland

Port of Hamburg Representative Office: Warsaw
Representative: Maceij Brzozowski
Assistant: Emilia Przybył

The Polish economy is notable for growing consumer demand. Recently, investments have been propelling strong growth, which is reflected in rising employment rates and foreign trade. Exports and imports are not being affected in 2019 by the cooling off in the world economy. Apart from EU countries, China and the USA are among Poland's Top Ten trading partners. The top export products are automotive parts and furniture, as well as foodstuffs – with fruit exports in reefer containers making good progress over roughly the last three years. In Poland the Port of Hamburg is seen as a hub, both by sea – especially for containers to Gdynia and Szczecin – and overland by road and rail. The Hanseatic port is of special interest for exports to the USA and the Middle East, where transit times are important. The new services to the USA and China offer additional advantages. For importers, uncomplicated customs clearance is significant.
One challenge in the region for Hamburg is the role of Gdansk: liner services calling there directly are in competition with Hamburg as a feeder hub.



Russia

Port of Hamburg Representative Office: St. Petersburg
Representative: Natalia Kapkajewa
Assistant: Olga Starodubtseva

Relations between Germany and Russia are traditional and of long standing. The Port of Hamburg is linked with St Petersburg and Kaliningrad by several liner services.
Products and services 'Made in Germany' enjoy a fine reputation and great respect in the Russian Federation. Germany is one of its largest trading partners in the EU.
The bulk of goods exported from Russia consist of oil and oil products, including those supplied through pipelines.

ST. PETERSBURG

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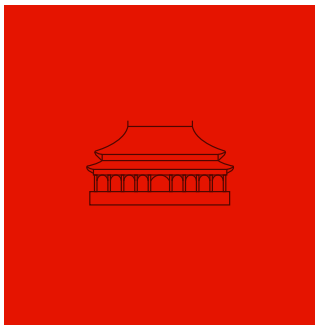
Despite existing trade sanctions, container handling in Russian ports is growing. Russia fills fourth place among the Port of Hamburg's leading trade partners.
The Russian Federation adopted plans for import substitution that offer German companies great opportunities for expanding their production base on the territory of the federation. That will also contribute to an increase in imports and exports of goods. Alternative transport corridors like the Northern Route and the New Silk Road bring new challenges. The port needs to commit itself to exploiting such opportunities and successfully confirming its place on the market. This also applies to new technologies.

Asia

Head of market development: Mathias Schulz



China and Hong Kong

Port of Hamburg Representative Office: Shanghai
Representative: Pan Hua
Assistant: Michael Wunderlich

Port of Hamburg Representative Office: Hong Kong
Representative: Anne Thiesen

The Port of Hamburg, like the Hanseatic City generally, is highly esteemed in China, Hong Kong, Korea, Taiwan, Malaysia and Vietnam and traditionally profits from this good reputation. The port offers shippers a broad range of services, including overseas, feeder and intermodal links.
China's economic significance will continue to be crucial for international trade. Despite current slight falls, its growth figures remain above those of other trading nations. In answer to the still unresolved trade conflict between China and the USA, some production is being transferred to other Asian countries.
In certain key industries such as the hi-tech sector, China is strengthening its position.
The topic of the fairway adjustment on the Lower and Outer Elbe has been followed with interest in China and Hong Kong in recent years. This will bring higher capacity for especially large ships and simplification of inbound and outbound traffic control for Germany's largest universal port.
Despite existing navigational restrictions on the Elbe, Hamburg is attractive for shippers from China owing to its short hinterland links that save them time and money.

India, Sri Lanka

Port of Hamburg Representative Office: Mumbai
Representative: Peter Deubet
Assistant: Lea Miram

For the Indian economy, the Port of Hamburg is its most important EU trading partner and at tenth place on a worldwide comparison. In 2018 bilateral trade between India and Germany totalled around 18 billion euros. Ten liner services connect the Port of Hamburg with India. The port not only plays a decisive part in German-Indian trade, but serves many Indian exporters as their link with Scandinavia as well as the North Sea/Baltic region.

India is notable for its enormous market and high economic growth. We assume that with the re-election of the Prime Minister, continuation of reforms to simplify many economic and logistics processes can be expected. Essential elements of this are investments in infrastructure plus a new national logistics policy. India is and will remain a market very sensitive on prices, with personal contacts, as well as linguistic and cultural differences, continuing to be of fundamental importance. ■

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GRIMALDI and UNIKAI – Behind a successful RoRo partnership

© HHM / Nicole de Jong

Interview with Dirk Peters, CEO of shipowner GRIMALDI Germany, and Hartmut Wolberg, Managing Director of UNIKAI Lagerei- und Speditionsgesellschaft – Warehousing and Storage

PoHM: Dirk Peters, shipowner Grimaldi Germany holds a 49 percent stake in the Unikai Terminal in the Port of Hamburg, where your ships are handled. How important is RoRo business for you?
Peters: RoRo services are very important indeed for Grimaldi Group. They are one of the pillars of our freight transport activities. All our vessels are designed to handle these cargoes. Along with PCTCs – Pure Car and Truck Carriers – and ferries, Grimaldi Group's fleet of over 120 vessels also contains ConRo ships that are suitable for containers plus wheeled cargo. Besides containers – ConRo – and general cargo, we therefore transport everything that can be rolled, from cars, trucks and agricultural machines to cranes.

Statistics suggest that RoRo business in the Port of Hamburg is declining – for you as well?
Peters: No, but shifts in cargo flows are always occurring, for instance when manufacturers of new vehicles transfer their production sites. A few years ago, we still had a lot of RoRo imports from South America, which are now declining. Instead, we have gained Mexico. We also ship used vehicles, and that makes us commercially more independent.

How often do Grimaldi vessels call at Unikai Terminal and how important is Hamburg for you?
Peters: We make more than 200 calls per year – so with a ship on pretty well every working day. Hamburg

HARTMUT WOLBERG (R) AND DIRK PETERS WITH VIEW ON THE 'GRANDE BENIN'. THIS GRIMALDI CONRO SHIP CAN ACCOMMODATE 1,300 STANDARD CONTAINERS AND 2,500 VEHICLES

is obviously Grimaldi's home port in Germany, not least for that reason we are part-owners of Unikai Terminal.

Mr Wolberg, what does Unikai offer its customer and stakeholder Grimaldi?
Wolberg: Basically, everything that they either desire or need. The core business is naturally loading and discharging their ships. For that we commission a stevedoring company, whose staff drive vehicles on and off and secure them for transport on the high seas. The vessel needs to be sensibly trimmed, or in other words, a precise calculation is made of how mobile weights – or cargo, bunkers, inventory and the crew – can be evenly distributed on board to bring the ship into a reasonable trim. We plan and stow cargo accordingly. We also provide seaworthy packing for cargo that does not fit into standard containers so that it is well lashed and can then be rolled or dragged into the vessel on roll-trailers.

Which of your services are especially important for Grimaldi?
Wolberg: That we are also do work for the line's clients. We look after brand-new vehicles here, preparing these for the subsequent sea voyage. Or our specially trained employees dismantle out-of-gauge agricultural machines, since these may not move by road even with special authorization.

How do you see the future of RoRo business?
Peters: We cannot simply assume that for the next 30 years all vehicles will be shipped to South America from Hamburg. Yet we remain positive that even going forward, there will be global demand for shipping vehicles, or naturally in combination with containers. We and our partner Unikai are very flexible.

Wolberg: Something that will help is the recently concluded free trade pact between Europe and the Mercosur countries, i.e., the South American free market. This will come into force shortly. All cars that are exported from Europe to Brazil, for example, currently carry 35 percent duty. This will then be dropped and for a start, we reckon with growth in RoRo business.

GRIMALDI'S RO-RO-SHIPS AT TERMINAL O´SWALDKAI (UNIKAI)

© Unikai

COMPOUND FEED AND
ITS RAW MATERIALS

© Neovia

ADM – Worldwide networking for worldwide foodstuff and feedstuff production

Archer Daniels Midland Company (ADM) is a US group based in Chicago, Illinois, producing foodstuffs, animal feedstuffs, their ingredients, biofuels and other products worldwide. These are further processed for the production of a wide variety of food, care and other products for millions of consumers.

ADM has a global added-value chain with 450 procurement offices and 330 foodstuff/feedstuff processing sites, 62 innovation centers and a unique worldwide transport network.

EUROPE'S LARGEST OIL MILL STANDS IN THE PORT OF HAMBURG

With a workforce of around 40,000, ADM supplies customers in almost 200 countries. ADM currently employs over 2,500 staff in Germany, 850 of them in Hamburg. With several handling and production facilities, including Europe's largest oil mill, the world's leading processor of agricultural products has been operating from a base in Hamburg for more than a century. Apart from Hamburg, facilities at Spyck, Mainz and Straubing also handle oilseeds.

AMBITIOUS TEAMS WITH A WIDE SPECTRUM OF OCCUPATIONS

Every day, ADM's employees are presented with fresh challenges that they master with a high degree of flexibility. Apart from conducting automated, digital processes, its teams analyze data for optimal production processes that offer lower emissions, costs, and improved load.

The diversified portfolio requires a team of staff covering a wide variety of very different occupations. ADM's workforce ranges from trainees in different commercial, industrial and laboratory sectors to scientists with PhDs in its innovation centers. Not least, acquisition of the WILD Group has widened the range of staff qualifications in the food sector. Aromas, concentrates, blends, colourings and further ingredients for the food and beverage industry are produced at three sites, in Heidelberg, Berlin, and Nauen. This year, the Erich Ziegler Company has joined the group family as its latest member. With Ziegler and Florida Chemicals, ADM became the world's leading company for natural citrus ingredients, with a complete range of innovative citrus formulae and systems for customers from the food, beverage and fragrance areas.

THE IMPORTANCE OF OILSEEDS FOR GERMANY

For oilseeds, Germany is the largest market in the EU, consuming around six million tons of oil and at least nine million tons of grist a year. Yet Germany depends heavily on imports here. In addition, nine million tons of oilseeds are imported annually, then processed into feedstuffs and oils. Regional agriculture profits from investments in the processing of GMO-free soya beans at Straubing and Spyck. Farmers accordingly find outlets for new native cultures, which bind nitrogen in the soil and frequently also enhance rapid crop rotation.

A VARIED BREAKFAST – OFTEN CEREALS BELONG TO IT

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WHEAT FOR THE MIDDLE EAST AND THE CONTINENT OF AFRICA

A significant role falls to ADM in the added-value chains of the foodstuff and animal feed industry: Germany exports an average of 12.3 million tons of grain per year, including 9.1 million tons of wheat. ADM transports immense quantities of these from Germany's North Sea and Baltic ports to the Middle East and Africa, where these play a crucial role in supplying the population with basic foodstuffs.

SITES IN GERMANY: POPULARITY OF TRANSPORT BY INLAND WATERWAY CRAFT

Apart from deepsea shipping, trucking as well as rail and inland shipping are of great importance for transport. Inland waterway craft are especially suitable for the transport of bulk cargo, and require dependable water levels for smooth operation. All sites are therefore connected to Germany's main waterways, the Rhine, Main, Danube and Elbe. ADM operates handling facilities for the import/export of bulk agricultural products in the ports of Hamburg and Rostock. The navigability and expansion of waterways are not simply essential for environment-friendly transport of large quantities, but also for functioning international trade in agricultural commodities to the benefit of local agriculture. The Hamburg and Rostock sites participate in this handling. ■

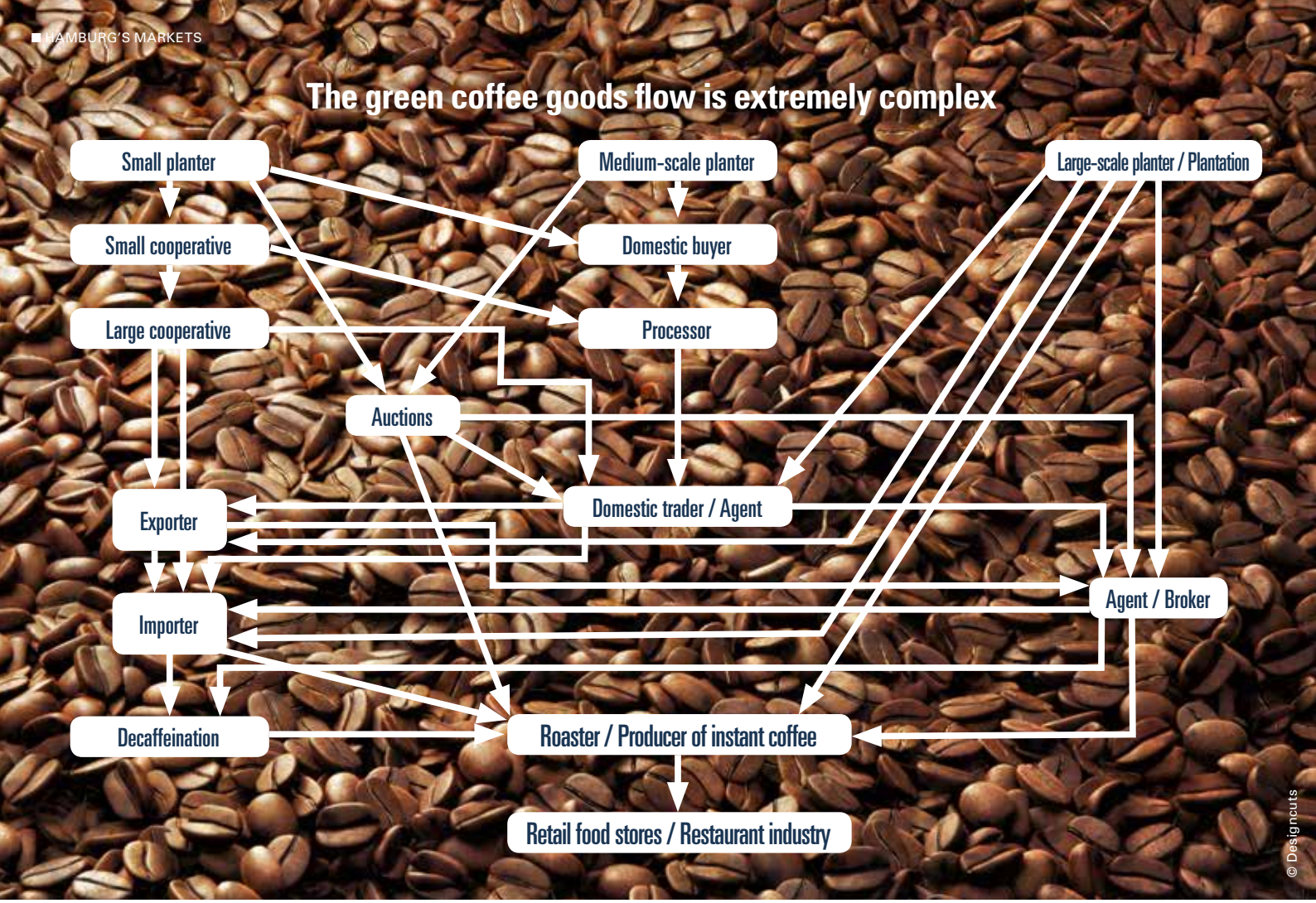
ADM OPERATES TRANSHIPMENT FACILITIES IN THE PORT OF HAMBURG FOR THE IMPORT AND EXPORT OF AGRICULTURAL BULK CARGO

© HHM / Michael Lindner

Coffee – one of the world's most traded commodities

Whether for breakfast in the morning or as a quick pull on the way to work, after lunch at mid-day or to relax in the evening – more than 57 percent of Germans reach for a cup of their favourite hot drink several times a day.

Consumption totals 162 litres of coffee per head per year, making Germany the world's third largest consumer market for coffee. The annual world harvest averages around 150 million 60-kilogram sacks of coffee beans. Brazil is the largest grower and consumer of coffee. Internationally, Hamburg is the leading port for green coffee imports. Around 700,000 tons of green, as yet un-roasted beans are handled annually in the Port of Hamburg. After interim warehousing and some processing by specialist companies, every year around 400,000 tons of green coffee go for export via Hamburg. Coffee is not simply transhipped and stored there, but also traded and roasted. Renowned companies such as Darboven and Tchibo have their headquarters in the Hanseatic City.



Neumann Kaffee Group (NKG) runs its worldwide operations from Hamburg. With 49 companies and over 2,000 employees in 27 countries, NKG is the world's leading green coffee service group. NKG's main competences lie in trading commercial and classified coffee blends, coffee specialities and soluble products. The group offers around 40 different services along the worldwide value-added chain. For instance, NKG companies operate in the areas of coffee growing and farm management, creating quality and added value in steaming, vaporization and blending. In vaporization, a refining process, steam is used to swell the green coffee beans. As a result, the pores of the bean are opened and acid matter removed. In addition, NKG supplies services for classification, exporting and importing, specialities, instant coffee, logistics, risk management and financing. As market leader – in trading certified and sustainable green coffee too – NKG therefore covers the entire green coffee added value chain. As part of its all-encompassing range of services, clients and partners receive specialized market data from a subsidiary company set up in London to supply this. NKG is also heavily involved in development projects related to sustainability. For the promotion of a growth-oriented and sustainable coffee industry, in coffee-growing countries NKG joins GO and NGO agencies in supporting numerous projects. International demand for coffee knowhow from Hamburg is heavy. ■

© NKG

Supposedly the world's largest coffee bean! This adorns the Coffee Plaza in front of the headquarter of NKG in HafenCity

Industrial Projects – GEODIS on course for further growth

Despite global economic uncertainties, leading logistics service providers view the market environment for project logistics and heavy-lift cargo positively.

This is also the assessment of Peter Anetsberger, Director Industrial Projects Germany, who manages GEODIS' German industrial project business from Hamburg. He explains market developments from his perspective below. The Industrial Projects Division of GEODIS specializes in heavy-lift and out of gauge movements, serving multiple sectors, such as oil and gas, mining, infrastructure, renewable energy, power, nuclear, and rail.

At GEODIS, we see potential for new business for the Industrial Projects division in addition to ongoing contracts, for example in the oil and gas sector, where many existing plants are currently being expanded or rebuilt and where new facilities are planned as in the LNG sector. The decommissioning of coal and nuclear power plants also requires project specialists who have many years of experience in this very complex area.

TAILOR-MADE SOLUTIONS VIA HAMBURG

With a competent team of more than 650 dedicated Industrial Projects specialists worldwide, GEODIS is well positioned. As part of the GEODIS global network, which is currently present in over 60 countries; 38 of these are well equipped with Industrial Projects capabilities. These teams develop innovative solutions for its numerous international project cargo customers.

This broad coverage allows GEODIS to offer services that range from carrying out complete time-definite projects to complex spot moves, all over the world. In Germany, all industrial project operations are centralized in Hamburg where with 19 experienced staff, we serve customers from a wide variety of industries. These include projects in the infrastructure sector, for example cement plants and tunnelling equipment, and in the energy sector, hydro and gas power plants. The service also covers upstream and downstream services to the oil and gas industry, as well as door-to-door movements of oversized steel constructions in the mining sector or rail services (rolling stock), including the shipment of Metro coaches on our own railed Mafi trailers.

Large-scale plant-related projects usually have a long planning lead time. That is why our teams set out at a very early stage to prepare road surveys and feasibility studies, calculate pre-carriage, ocean/air transportation and inland haulage rates. We set up an operational project team in Germany and at the receiving country. All information is bundled in a comprehensive package tailored to the individual requirements of each customer.

WORLDWIDE ACTIVITIES

Project logistics and heavy-lift cargo are global businesses and therefore subject to regional market variations. In Europe, GEODIS's Industrial Projects activities focus on countries such as Germany, France, Spain, Italy, Norway, the Netherlands, and Belgium. Middle Eastern countries, such as the United Arab Emirates, Qatar, and Bahrain,

These teams develop innovative solutions for its numerous international project cargo customers.

Peter Anetsberger
Director Industrial Projects Germany

with their oil and gas reserves and major infrastructure projects, remain an important market for us, along with the Americas, including USA, Brazil, Mexico, Colombia, Argentina, Chile, and Peru. The African continent also offers interesting growth potential, where for example investments are made in wind power and other renewable energies, in addition to oil and gas, while mining continues to play an

LOADING OF PLANT COMPONENTS WITH EXCESS LENGTH. RELOADING WITH ON-BOARD CRANES FROM SEAGOING VESSELS TO SPECIAL TRAILERS FOR ROAD TRAFFIC

© GEODIS

important role in the South. As a result of these positive developments, we have a strong presence in countries such as Egypt, Algeria, Morocco, Tunisia, Chad, Cameroon, Ghana, and South Africa.

Due to global sourcing and the shift to less wage-intensive production countries, new markets in Asia, such as Vietnam, are also coming into focus. In addition to Singapore, Malaysia, and Indonesia, we see rising demand in China, India, and Australia. Whether growth will slow down in view of the threat of trade restrictions remains to be seen. We remain committed to grow with our customers and support them wherever they need us.

As far as further development is concerned, our company looks into the future with confidence. In view of the steady growth in our annual chartered tonnage activity and successful acquisition of new customers, we are optimistic that this positive trend will continue in the coming years. With this as part of our "Ambition 2023" strategy, all signs point to further expansion.

In Hamburg, we are strengthening our Industrial Projects team with additional specialists. As part of our training initiative, we also offer young professionals interesting training courses and careers. Our long-standing business partners play a key role in managing our customers' project supply chains, successfully ensuring smooth operations from door to door. Taking advantage of the Port of Hamburg as the "Gateway to the World" with its port management, the associated terminals, stevedores, packing companies, warehouse operators, trucking companies, and its excellent connections to the European hinterland, GEODIS has a reliable partner at its side. ■

We remain committed to grow with our customers and support them wherever they need us.

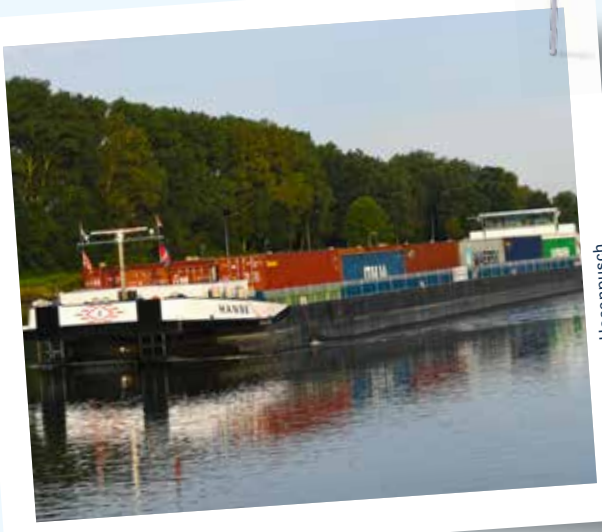
Write to me at: facebook.com/ppickhuben

PETER PICKHUBEN'S PINBOARD

An inland market: Double-digit growth for transport of containers and bulk cargoes by inland waterway craft

Hamburg is Germany's largest universal port and with a throughput of 99 million tons in 2018, is its second biggest inland port. Handling 34,640 TEU – 20-ft standard containers, the first quarter of 2019, the latter booked a 20 percent plus on the same period of the previous year.
At 2.57 million tons in the first three months of 2019, the total volume of freight transported between the Port of Hamburg and inland destinations showed double-digit growth at a rate of 12.1 percent.

This year from May onwards, one factor putting a brake on further volume increase for inland shipping was the low water that made the River Elbe barely navigable.
The expected increase in seaport–hinterland transports in the coming years provides Hamburg with good prospects for more transports by barge in the Elbe basin. However, it is necessary that the infrastructure be better adapted to fit the requirements of inland shipping.



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By the way,

... you can also find my favourite port on social media. Take a look:

- HAFENHAMBURG
- PPICKHUBEN
- PORTOFHAMBURG
- PORTOFHAMBURG
- PORT OF HAMBURG
- HAFEN HAMBURG MARKETING E.V.

Or download the Port of Hamburg app in your app store.

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FROM FIVE O'CLOCK EVERY SUNDAY MORNING:

HAMBURG'S FISH MARKET – IDEAL FOR VISITORS FROM ELSEWHERE

Now primarily a tourist attraction but also highly popular with local night owls, Hamburg's Fish Market is traditionally a mart for wares of all sorts from all over the world. Most of these will have reached the city through the Port of Hamburg: Fish, vegetables, garments, plants, live poultry, and above all, bananas. The rule here is: The later you surface, the better the chances of bargaining. Alongside the fish auction hall, the fish market has thrived for over 300 years, now luring up to 70,000 visitors every Sunday morning from five o'clock onwards… In winter, it starts two hours later.

The Hamburg cruise market

Cruise holidays, growing for years, are another important market for the Port of Hamburg. In 2018 Cruise Gate Hamburg – CGH – reported 220 calls and 915,000 passengers, after 198 / 813,000 in 2017. Looking at the trend between 2015 and 2018, growth totalled 76 percent.

Progress handsomely outpaces the norm elsewhere on the European market. In the world rankings, Hamburg belongs to the Top Twenty, with growth figures above those of Sydney and Miami. The city regards ecologically sustainable growth as essential, since Hamburg aims to be a green port. One milestone here is environment-friendly energy supply at all cruise terminals.

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Always well connected with Connection Compass

Offering 2,100 rail services per week, Hamburg is Europe's leading rail port. Over 150 rail operators plus various booking agencies offer container and multimodal links with the whole of Europe and beyond.

Apart from China, top destinations served outside Germany include Austria, Czechia, Hungary, Italy, Poland, Slovakia and Switzerland.

The leading German states for seaport-hinterland rail services are Bavaria, Baden-Württemberg, North Rhine-Westphalia, Hesse and Saxony. The wide range of services by truck and inland waterway craft guarantees a multimodal choice.

Details of all the Port of Hamburg's intercontinental seaborne liner services, European feeder and short-sea services, all inland container block-train services with terminals in Germany and the rest of Europe, as well the regular services by inland waterway craft on the German river/canal system, are available online at hafen-hamburg.de/de/linerservices and hafen-hamburg.de/de/intermodal. They can also be found in Port of Hamburg Marketing's CONNECTION COMPASS brochure.

‘Always APP-to-date in the Port of Hamburg’

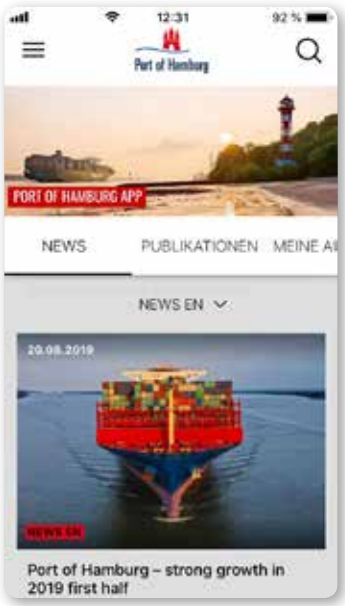
This is one of a number of snappy catchphrases currently being used by Port of Hamburg Marketing to draw attention to the new Port of Hamburg App. Since the end of August it has been online and can be downloaded free in the Google and Apple app stores.

What does the app offer? Port of Hamburg Magazine readers know the problem: Between your many appointments there’s a short break when you could usefully read something – of course, preferably about the Port of Hamburg. But then, the Magazine is not always on hand.

With the new Port of Hamburg app, the users have the Port of Hamburg directly in their pocket so they are always ‘app-to-date’, even when on the road. Apart from the reader-friendly version of Port of Hamburg Magazine for the Smartphone, the app has clearly presented information ‘hot off the press’ straight from Germany’s biggest universal port, namely ‘Portnews to go’.

The Magazine, brochures and flyer can be found under the ‘Publication’ tab. Under this you will find a menu that also leads to English language publications. Valuable additional information is to be found via links leading you, for example, to maps, pictures and films, facilitating a multi-media reading experience. Apart from the current edition, the entire archive is at your disposal. With the search function you can browse both in the current and archived editions. When an edition is clicked on, it lands automatically under the ‘My selection’ tab, so that it can then, for example, be read in case of missing network connection. Moreover, bookmarks can be inserted. Under the ‘News’ tab, the ‘Online News’ can equally be sorted into German and English language contributions.

On a purely optical note, among the app’s highlights are banners featuring pictures drawing your attention to the title, topic and events, including those with or run by members. Topping this, you can be updated on new releases and events by using the ‘push messenger’. ■



Google play

Laden im App Store

Imprint

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Port of Hamburg MARKETING

Versicherungsexperten für Transport seit 1987

Die wichtigsten Versicherungsangebote:

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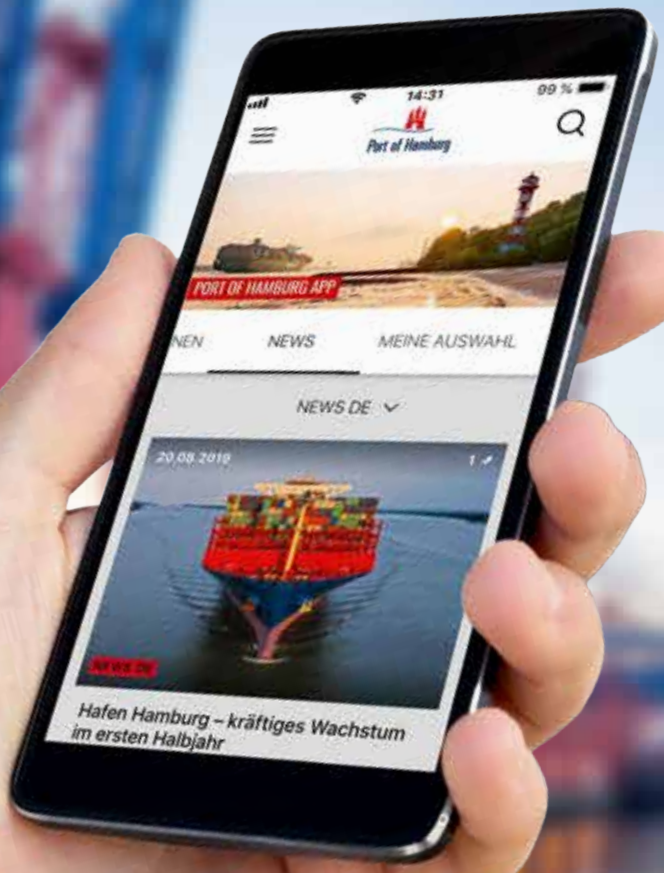
PORTNEWS TO GO

MIT DER NEUEN PORT OF HAMBURG APP!



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ANDROID APP ON Google play

Port of Hamburg