



# PORT OF HAMBURG MARKETING — A STRONG VOICE FOR THE PORT

**ANNUAL REPORT 2019**

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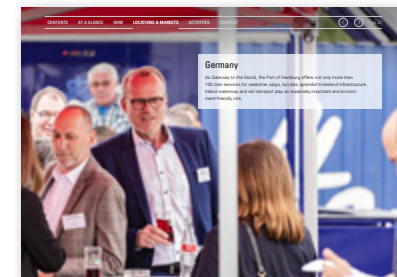
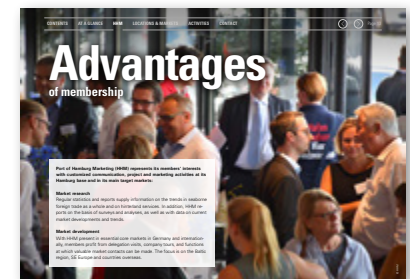
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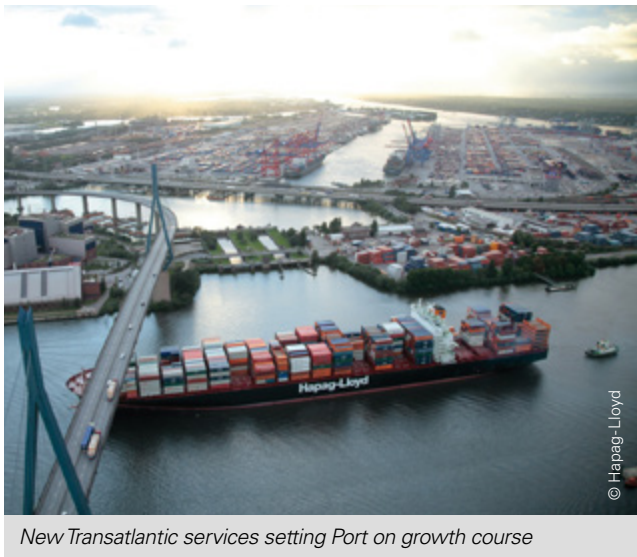
- 50 Your contact to us



## Events with an impact throughout the year

### In brief: Transatlantic services

Germany's largest universal port achieved a distinct advance in the first quarter of 2019. The satisfactory rise in container handling is primarily attributable to four liner services new to Hamburg, linking the Hanseatic port with others in the USA, Canada and Mexico. Volume transported on the USA-Hamburg route rose almost fourfold, giving the USA second place – behind China – in the ranking of Hamburg's top trading partners in seaborne container traffic. In the previous year, it had been ranked 18th.



*New Transatlantic services setting Port on growth course*

### In brief: Brexit

The subject of Brexit occupied the Port of Hamburg for the whole year. It was obvious that should the European Commission accept Brexit – with or without

an agreement – then sooner or later, all participants in the transport and logistics chain would have to develop new post-Brexit chains. However, Hamburg and the port have prepared well for Brexit. Against a background of various scenarios, many questions needed to be answered. Port of Hamburg Marketing did so with the latest releases on its homepage, market research analyses, articles in Port of Hamburg Magazine and events such as the press conference primarily concentrating on 'The Customs and Brexit', jointly organized with Hamburg Customs and service provider Porath Customs Agents.

### In brief: Fairway adjustment

Adjustment of the Elbe fairway officially commenced in July 2019. Among those giving the starting signal was Andreas Scheuer, Federal Minister of Transport. The fairway, or area of the Elbe used by shipping, is being deepened between Hamburg and the Elbe estuary, and in some places widened. The adjustment aims to make the Port of Hamburg more accessible. In future containerships with a draft of up to 13.50 metres can reach the Port of Hamburg irrespective of high tide, while at that stage those with a draft of up to 14.5 metres can do so. Unlike previous deepening's of the navigation channel, this one includes a comprehensive hydrological scheme to modify tidal energy, preventing major changes in currents and water levels. Repercussions on the environment are being compensated by extensive measures. Fairway adjustment is a joint project by



*Start for fairway adjustment on the River Elbe*

Hamburg Port Authority (HPA) and the Federal Waterways and Shipping Administration.

### In brief: Port Railway

In the seaport-hinterland transport sector so essential for the Port of Hamburg, environment-friendly railborne container transport achieved double-digit growth. In 2019 a total of 2.7 million TEU were transported between terminals in the Port of Hamburg and those inland. That is a jump of 10.4 percent and a fresh record for Hamburg Port Railway. Around 62,000 freight trains with about 1.7 million freight cars used its network in 2019, when a total of 48.2 million tons of freight – up by 3.0 percent – was transported.

# 143

events

# 10.500

visitors

# 103

expert groups

# 2.026

visiting professionals

# 19

event formats

## Facts & Figures 2019

- Almost 150 functions by and/or with Port of Hamburg Marketing
- Over 90 events in Germany, Austria and Switzerland, more than 35 in Eastern Europe, over ten in Asia
- A range of event formats – from working groups, delegation visits and port evenings to trade fairs, platform debates, press conferences, symposiums and workshops
- Over 10,500 visitors – excl. trade fairs, congresses and port anniversary
- Over 100 expert groups from 33 different countries on visits to the Port of Hamburg

## Foreword by Joint CEOs

*Dear Readers,*

2019 was a successful year for the Port of Hamburg: Seaborne cargo throughput rose to 136.6 million tons and container handling at 9.3 million TEU achieved strong growth of 6.1 percent. Up by over ten percent, transport of 2.7 million TEU by rail set a fresh record.

Yet however favourable this sounds, any retrospect as we publish the Annual Report of Port of Hamburg Marketing – HHM is problematical. This year 2020 is currently so strongly impacted by the coronavirus and its consequences that even when looking at last year, it is impossible to ignore these. Instead of making it complete, comprehensive and accurately detailed account, we should like to use it to trigger hope by showing what HHM stands for in the first place, namely togetherness and mutual support.

It is especially because we are currently having to forego events of particular importance for our work that we have deliberately selected this keynote topic. Instead, we shall seek to flesh out new ways of togetherness and mutual support, remaining very creative in doing so. For instance, we are communicating more online so as to continue to let members have data and to conduct an interchange with them. For some time, digitalization has been a major topic in the Port of Hamburg. We were already expanding our online activities last year, filling new channels

with interesting content. We receive the substance of this partly from our members, who profit from its dissemination via our platforms.

We have listed the additional advantages of membership of Port of Hamburg Marketing in this Annual Report. These are very far-reaching and so of interest, not just to potential and new members, but also for existing ones.

In looking back on numerous superb events held last year, we aim to remember these but also to give you encouragement, because times like these will come again. Apart from the largest event in 2019, the *transport logistic trade fair* in Munich, there were many other, also extremely successful events facilitating making and maintaining contacts, as well as exchanging expertise. Last year's topics were varied. These ranged from the [New Silk Road](#) and the start of work on the [fairway adjustment on the Lower and Outer Elbe](#), to [Brexit](#) and digitalization, to topics such as the [hinterland](#) and [sustainability](#), and far beyond. The present report aims to provide you with a picture – in the truest sense of the word – of all this.

As mentioned above, 2019 was a successful year for the Port of Hamburg. Several factors contributed, first and foremost the work of our members. Together, we surmounted many challenges. Here again, we should like to mention togetherness as a factor.

**»» Instead of making it complete, comprehensive and accurately detailed account, we should like to use it to trigger hope by showing what HHM stands for in the first place, namely togetherness and mutual support. ««**

The basis of this is [the superb network offered by Port of Hamburg Marketing](#). Particularly in rough times, its value should not be under-estimated. 2019 demonstrated everything that is feasible in and with the Port of Hamburg. We would like to join you in continuing this process – even if a crisis first needs to be overcome. Here we can rely on our experience and yours, lessons learned during 35 years of the Association’s activities, and fresh ideas plus creativity. So we are optimistic and looking forward to our future cooperation and also new members.



*Ingo Egloff, Axel Mattern*

*Joint CEOs, Port of Hamburg Marketing*



## Report by the Supervisory Board Chairman

*Ladies and Gentlemen,  
Dear Members,*

On behalf of the Supervisory Board of Port of Hamburg Marketing – HHM, I wish to inform you about our work in 2019 as the year under review. We performed with the utmost care the duties required of us as [the Supervisory Board](#) by law and our Articles of Association. 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 also gave comprehensive consideration to the Association's operative and strategic development. We identified joint showcasing at the *transport logistic -tl* – trade fair in Munich, the Chinese government's Belt and Road Initiative or BRI, hinterland services and the adjustment of the Elbe fairway as the main factors influencing our strategic approach. HHM organized a meeting with all its fellow-exhibitors prior to joint showcasing at tl in Munich. [The BRI, or New Silk Road](#), was one of the keynote topics at HHM's internal strategy meeting held in Hamburg at the end of January 2019.

The Supervisory Board held four meetings in 2019. These took place in February, May, September and November and were notable for a frank and intensive exchange of views between the Executive and Supervisory Boards. 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 passed.

Members of the Supervisory Board regularly prepared themselves for decisions on Executive Board measures requiring its assent on the basis of documents made available in advance by the Executive Board. Apart from these meetings, I as Supervisory Board Chairman also 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, 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 12 February 2019, the Executive Board reported at length on the activities and events planned for Hamburg and the representatives' regions. The meeting on 14 May 2019 focussed on the new rail service from Cologne to Hamburg. Many of HHM's activities concern the hinterland links and transfer of freight from roads to waterways and rail. [The BRI – New Silk Road](#) – was also discussed. In addition, the Executive Board presented the 2018 Annual Report, which was unanimously endorsed.



*Thomas Lütje  
Chairman of the Supervisory Board*

The main topic at the meeting on 17. September 2019 was the Executive Board's report on the audit of the Annual Financial Statement and Annual Report as of 31 December 2018. The Supervisory Board approved the reports submitted and granted the Executive Board exoneration for the year 2018. The Annual Financial Statement and the evidence supplied of performance of measures on port communication and location marketing for 2019 were approved. An additional topic at this meeting was the excellent cooperation with Hamburg Marketing/ Hamburg Invest.

Since auditors need to be changed every five years, a new invitation to tender was issued in 2019. Warth and Klein Grant Thornton were unanimously selected as auditors for the year 2019.

At the last meeting of the year on 18 November 2019, the Business Plan for 2020 was presented and explained in detail to the Supervisory Board, which approved it. On behalf of the entire Supervisory Board, I should like to thank all HHM's members for the trust reposed in it. My thanks are also due to the Joint CEOs and all staff for their commitment and work performed. In addition, I also wish to thank the departed members of the Supervisory Board for their work for Port of Hamburg Marketing.

For the year 2020, currently involving numerous changes on account of coronavirus, I wish all the members and staff of HHM health, strength and staying power.

Hamburg, April 2020



Thomas Lütje  
Chairman of the Supervisory Board

### Members of the Supervisory Board

For the period 2018-2021 (as at 31.12.2019)

**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

**Thomas Brüggemann**  
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



## Port of Hamburg Marketing – A strong voice for the port

The Port of Hamburg is Germany's largest universal port. Along with its members, Port of Hamburg Marketing – HHM is active worldwide to further strengthen its market position in worldwide competition. Founded in 1985, for thirty-five years the Association has campaigned with great success for Hamburg as a port and logistics region. The Port of Hamburg now enjoys a positive image all over the world, standing for professionalism, efficiency and innovation.

HHM is soundly based both nationally and internationally. At a total of twelve locations, the staff at headquarters and the representative offices champion the interests of Hamburg and the region's seaport industry. Experts in the market regions cultivate excellent contacts with numerous companies in trade and industry, the transport and logistics sector, trade associations and political decision-makers.

HHM offers skilled support for terminal operators, shipping companies and liner agents, transport providers, warehousing, logistics and packaging companies, Customs experts, vocational and in-service training institutions, along with numerous other companies and organizations. This is facilitated by customized communication, project and marketing activities at its Hamburg base as well as in the Port of Hamburg's core markets. All activities are neutral vis-à-vis companies and competition.

### Organs of the Association

The Supervisory Board advises 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 its main tasks and guidelines on basics.

The Supervisory Board comprises members from different membership categories as well as one member each from the Hamburg Chamber of Commerce, the ports in the Metropolitan Region and the Port of Hamburg Business Association.

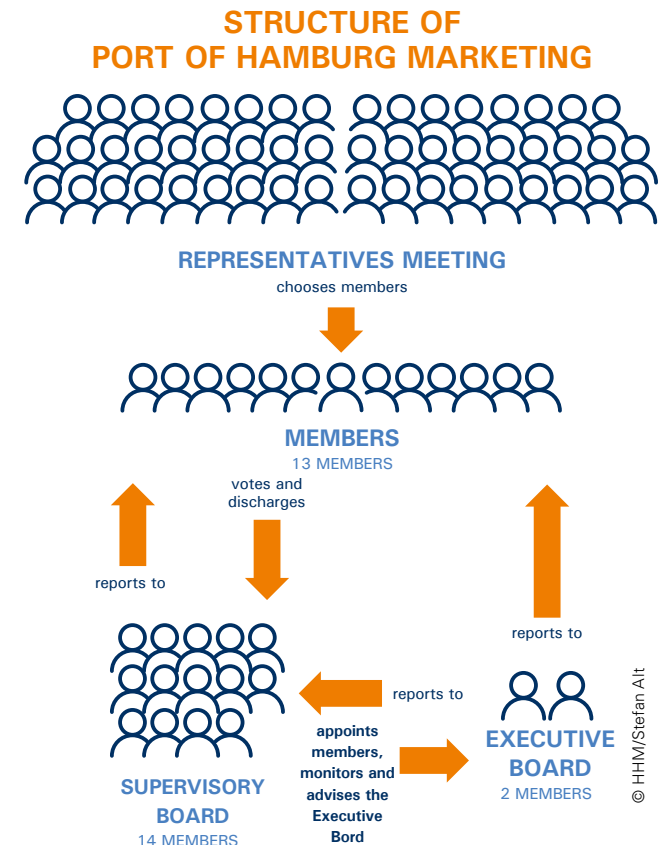
The Representatives' Assembly comprises members drawn from the different membership categories and its responsibilities include the election, removal and exoneration of Supervisory Board members, setting of membership dues and changes to the Articles of Association.

### Staff

As at 31 December 2019, a total of 41 staff (m/f) were employed at HHM: 24 in head office – including three trainees and working student – plus 17 in the representative offices.

### Appointments

Werner Knoll has retired after supporting HHM's Project Department until 2019. He remains available for questions requiring special expertise.



Succeeding Volker Hahn, Markus Heinen took over as head of the Representative Office for Western Germany on 1 January 2019. He is supported by Lena Püttchneider, who took over from Kerstin Hahn in May.

Since 1 July 2019, Catharina Pape has completed the Communication and Information team, which she already knew from her spell as a trainee. On the press and PR side, she is especially responsible for social media marketing and looking after trade visitors.

A mandatory traineeship between May and September enabled Birte Hirsch to familiarize herself with the many challenges of press and PR work. She was replaced by Anna-Lena Büttner, who has since reinforced the department. Lea Mentzel worked in the PR area as a part-time student, being especially responsible for social media channels and looking after trade visitors. The online media department continues to be reinforced by part-time student Pauline Graf. She is mainly involved in the development/design of new websites. During his time as a trainee with HHM, Tim Reincke has passed through several departments and is now primarily working in the projects area. HHM does not normally offer work experience for students still at school. As an exception, in 2019 three school students – one as part of refugee aid – did a short traineeship.



*Port of Hamburg Marketing team*

## Report of the Chairman of the Representatives Assembly

*Ladies and Gentlemen,  
Dear members,*

Nearly 300 satisfied member companies of Port of Hamburg Marketing – HHM form a broad basis for the Association's successful activities. Yet it is not the number of members that is crucial, but their close ties with the Port of Hamburg and its functioning logistics network.

The meeting of the Representatives Assembly took place on 26 November. An increase in the membership fees was agreed. That constituted a strong endorsement of the Association from its members.

Of the 2019 activities, pride of place belongs to the 'Gateway Hamburg' joint venture stand at *transport logistic* in Munich. This gave member companies the opportunity of showcasing at what is undoubtedly the premier trade fair for the German logistics market, and receiving comprehensive support from HHM in doing so.

The focus was also naturally on the numerous functions and Port Evenings in Vienna, St Petersburg, Düsseldorf and Prague, to mention just a few centres. Exclusively for its members, at these HHM creates the right conditions, combined and



Rainer Fabian  
Chairman of the Representatives' Meeting

targeted, for forging new contacts and cultivating existing ones in the Port of Hamburg and Metropolitan Region's essential target markets.

Discussion of the Association's activities is among the tasks of the Representatives Assembly. Revision of its publications, as well as its public appearances, was unanimously approved. HHM also supports its members on current topics. With projects, discussion events and lectures, they are briefed on these and given an opportunity for dialogue. The topics here are very varied, ranging from Hamburg's involvement in [the New Silk Road](#), new rail terminals in North Rhine-Westphalia, the decision on Import VAT, and the possibilities for reducing CO2.

HHM offers its members a forum for discussions and briefings. The outlook for 2020 is downbeat, since the Annual Report is being written in the middle of the challenging stage of the corona pandemic. HHM can be described as the reverse of social distancing; the Association lives from personal dialogue and brings people together. Just now, we are addressing ourselves even more to digital opportunities for communication. While some of these will certainly also be maintained in the post-corona period, they will not replace personal contact and discussions.

On behalf of the Representatives' Assembly, I thank the members of HHM for the trust displayed, and the Joint CEOs and all its staff for their excellent work.

Rainer Fabian

Chairman of the Representatives' Assembly

#### Members of the representatives' meeting For the period 2018-2021 (as at 31.12.2019)

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

**Ortwin Harms**, Vice-Chairman  
Lübecker Hafen-Gesellschaft mbH

**Michael Bruhns**  
Werner Bruhns Lagereigesellschaft mbH

**Benito di Racca**  
H.S.H. Schleppgesellschaft mbH

**Jannes Elfgen**  
HPA Hamburg Port Authority AöR

**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

**Iris Scheel**  
HPA Hamburg Port Authority AöR

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

# Advantages

## of membership

**Port of Hamburg Marketing – HHM represents its members' interests with customized communication, project and marketing activities at its Hamburg base and in its main target markets:**

### **Market research**

Regular statistics and reports supply information on the trends in seaborne foreign trade as a whole and on hinterland services. In addition, HHM reports on the basis of surveys and analyses, as well as with data on current market developments and trends.

### **Market development**

With HHM present in essential core markets in Germany and internationally, members profit from delegation visits, company tours, and functions at which valuable market contacts can be made. The focus is on the Baltic region, SE Europe and countries overseas.

## Advantages of membership

### Projects

Along with members, HHM participates in responding to calls to tender for EU and nationally promoted projects that deal with current transport policy topics as well as opportunities for optimizing transport and freight handling processes.

### Member and customer events

With its worldwide networking and briefing events on current topics, HHM offers an excellent opportunity for building up and strengthening high-grade business relationships.

### Trade fairs

Under the Port of Hamburg umbrella brand, HHM plans and organizes worldwide trade fair showcasing. Its fellow-exhibitors on a joint stand benefit from overall coordination, a comprehensive service package and especially favourable conditions – including backing with targeted press activities.

### Congresses and specialist events

HHM supports its members in planning and holding their own events – whether by introducing service providers, searching for suitable premises or announcing an event. It can also take over overall coordination of events.

### Trade visitor programs

HHM creates individual visit programs for delegations and groups from Germany and elsewhere.

These can be expertly guided information tours, terminal visits, company inspections or specialized lectures. HHM also creates fascinating programs for the new generation in logistics.

### Publications

Numerous publications in German and English supply not only an overview of the efficient performance and development of the Port of Hamburg, but also insights into projects and special topics. In addition, members may contribute their own editorial matter for the Port of Hamburg Magazine and promote their companies with advertisements. These publications also feature in the Port of Hamburg App.

### Press activities

HHM regularly briefs the media on Port of Hamburg business topics, also supporting the press activities of its members by distributing their press releases and assisting in the organization of press activities.

### Online media

HHM also publishes its members' press releases on [www.hafen-hamburg.de](http://www.hafen-hamburg.de) and in the Port of Hamburg App. In addition, our Internet page features contacts with port service providers, a database of direct liner services via Hamburg and an overview of vessels expected in Hamburg. Newsletters in German and English as well as various social media channels round off its range.

### Become a member of Port of Hamburg Marketing

Around 300 companies are already involved in Port of Hamburg Marketing. Become part of our powerful community! Further details on the advantages and details of membership are available from:



**Katja Höltkemeier**

phone: +49 40 37709 115  
hoeltkemeier@hafen-hamburg.de



**Heike Wegner**

phone: +49 40 37709 123  
wegner@hafen-hamburg.de



Membership matters are being handled by **Karin Lengenfelder** until October 2020

You can also reach us at:

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

# Some comments

## from new members

**»As a rail company, for over 25 years evb has been running services to the Port of Hamburg. Membership of Port of Hamburg Marketing gives us valuable data from hinterland markets and makes us part of a strong network.«**

*Sebastian Doderer*

*Head of Logistics, Rail and Transport Operations*

*Elbe-Weser GmbH (evb)*

**»Port of Hamburg Marketing is a significant platform for Hamburg as a port and logistics region. As a project developer for the commercial and logistics real estate that are urgently needed in Hamburg too, dialogue with companies and politicians is of great importance for us. We thus profit to a special extent from the Association's numerous activities.«**

*Sönke Ingwersen*

*Senior Director Marketing & Communications*

*FOUR PARX*

**»Its large network and high-quality events have persuaded us to become a member of Port of Hamburg Marketing.«**

*Sebastian Poser*

*Managing Director*

*B. Dettmer Reederei – Shipping Company*

## New members

Port of Hamburg Marketing welcomed 13 new members in 2019:





## Member companies of Port of Hamburg Marketing

This list covers those companies who were members on 31 December 2019.

<b>A</b>	
a. hartrodt Deutschland (GmbH & Co) KG	<a href="http://www.hartrodt.com">www.hartrodt.com</a>
ADECON Sp. z o.o. Sp.K.	<a href="http://www.adecon.pl">www.adecon.pl</a>
ADM Hamburg Aktiengesellschaft	<a href="http://www.adm.com">www.adm.com</a>
ajax Loktechnik GmbH & Co. KG	<a href="http://www.ajax-loktechnik.com">www.ajax-loktechnik.com</a>
ALC Timber Worxx Packaging GmbH	<a href="http://www.timber-worxx.de">www.timber-worxx.de</a>
Alfons Köster & Co. GmbH	<a href="http://www.alfons-koester.de">www.alfons-koester.de</a>
Arnold Koch jr. GmbH	<a href="http://www.arnold-koch.de">www.arnold-koch.de</a>
Arnold Schwerlast GmbH & Co. KG	<a href="http://www.arnold-schwerlast.de">www.arnold-schwerlast.de</a>
ATG Alster-Touristik GmbH	<a href="http://www.alstertouristik.de">www.alstertouristik.de</a>
Aurubis AG	<a href="http://www.aurubis.com">www.aurubis.com</a>
AVATAR Logistics AB	<a href="http://www.avatarlogistics.se">www.avatarlogistics.se</a>
<b>B</b>	
B. Dettmer Reederei GmbH & Co. KG	<a href="http://www.dettmer-reederei.de">www.dettmer-reederei.de</a>
Baltic Rail Gate GmbH	<a href="http://www.baltic-rail-gate.de">www.baltic-rail-gate.de</a>
Baltica-Trans	<a href="http://www.baltica-trans.ru">www.baltica-trans.ru</a>
Barkassenbetrieb Bülow GmbH	<a href="http://www.barkassenvermietung-hamburg.com">www.barkassenvermietung-hamburg.com</a>
Barkassen-Centrale Ehlers GmbH	<a href="http://www.barkassen-centrale.de">www.barkassen-centrale.de</a>
BEHALA Berliner Hafen- und Lagerhausgesellschaft mbH	<a href="http://www.behala.de">www.behala.de</a>
BFSV Verpackungsinstitut Hamburg GmbH	<a href="http://www.bfsv.de">www.bfsv.de</a>
BluJay Solutions GmbH	<a href="http://www.blujaysolutions.com">www.blujaysolutions.com</a>
BOBE Speditions GmbH	<a href="http://www.bobe.de">www.bobe.de</a>
boxXpress.de GmbH	<a href="http://www.boxxpress.de">www.boxxpress.de</a>
BREEZE Industrial Packing GmbH	<a href="http://www.breeze-packing.com">www.breeze-packing.com</a>
Brunsbüttel Ports GmbH	<a href="http://www.brunsbuettel-ports.de">www.brunsbuettel-ports.de</a>
BSPartner GmbH & Co. KG Hamburger Ingenieursozietät	<a href="http://www.bspartner.de">www.bspartner.de</a>
Bugsier- Reederei- und Bergungsges. mbH & Co.	<a href="http://www.bugsier.de">www.bugsier.de</a>
Buss Port Services GmbH	<a href="http://www.buss-ports.de">www.buss-ports.de</a>
<b>C</b>	
C. Steinweg (Süd-West Terminal) GmbH & Co. KG	<a href="http://www.hamburg.steinweg.com">www.hamburg.steinweg.com</a>
Captrain Deutschland GmbH	<a href="http://www.captrain.de">www.captrain.de</a>
Carl Robert Eckelmann Transport und Logistik GmbH	<a href="http://www.eckelmannag.de">www.eckelmannag.de</a>
Carl Wolter GmbH	<a href="http://www.carl-wolter.de">www.carl-wolter.de</a>
Česko-saské přístavy, s. r. o. Děčín	<a href="http://www.csp-labe.cz">www.csp-labe.cz</a>
CHL GmbH Containerhandel & Logistik	<a href="http://www.chlcontainer.com">www.chlcontainer.com</a>
CHS Container Handel GmbH	<a href="http://www.chs-containergroup.de">www.chs-containergroup.de</a>
CIS-Cargo GmbH	<a href="http://www.cis-cargo.de">www.cis-cargo.de</a>
<b>D</b>	
CLC China Logistic Center GmbH	<a href="http://www.china-logistic-center.de">www.china-logistic-center.de</a>
CMA CGM (Germany) GmbH	<a href="http://www.cma-cgm.com">www.cma-cgm.com</a>
CMB Germany GmbH & Co.KG	<a href="http://www.cmb.be">www.cmb.be</a>
Cofila UG (haftungsbeschränkt)	<a href="http://www.cofila.de">www.cofila.de</a>
COLI Schifffahrt & Transport GmbH & Co. KG	<a href="http://www.coli-shipping.com">www.coli-shipping.com</a>
Color Line GmbH	<a href="http://www.colorline.de">www.colorline.de</a>
CONDACO & KTD-M GmbH	<a href="http://www.condaco.de">www.condaco.de</a>
CONICAL GmbH	<a href="http://www.conical.de">www.conical.de</a>
Contargo GmbH & Co. KG	<a href="http://www.contargo.net">www.contargo.net</a>
COSCO SHIPPING Lines (Germany) GmbH	<a href="http://www.coscoshipping.de">www.coscoshipping.de</a>
CPL Competence in Ports and Logistics GmbH	<a href="http://www.c-pl.de">www.c-pl.de</a>
CR Container Trading GmbH	<a href="http://www.cr-container.de">www.cr-container.de</a>
CST Container-, Speditions- u. Transportges. mbH	<a href="http://www.cst-container.de">www.cst-container.de</a>
CTD Container-Transport-Dienst GmbH	<a href="http://www.ctd.de">www.ctd.de</a>
CTS Container Terminal Salzburg GmbH	<a href="http://www.ct-sbg.at">www.ct-sbg.at</a>
<b>E</b>	
DAKOSY AG	<a href="http://www.dakosy.de">www.dakosy.de</a>
DAL Schifffahrts-Agentur mbH & Co. KG	<a href="http://www.rantzau.de">www.rantzau.de</a>
DB Netz AG	<a href="http://fahrweg.dnnetze.com">fahrweg.dnnetze.com</a>
DCP Dettmer Container Packing GmbH & Co. KG	<a href="http://www.dcp-hamburg.de">www.dcp-hamburg.de</a>
Delfs & Associates GmbH	<a href="http://www.delfs-associates.com">www.delfs-associates.com</a>
Deufol Hamburg GmbH	<a href="http://www.deufol.com">www.deufol.com</a>
Deutsch-Chinesische Wirtschaftsvereinigung e.V.	<a href="http://www.dcw-ev.de">www.dcw-ev.de</a>
Deutsche Binnenreederei AG	<a href="http://www.binnenreederei.de">www.binnenreederei.de</a>
Deutscher Tarifeur-Verein e.V.	email contact
Deutsch-Russischer Wirtschaftsbund e.V.	<a href="http://www.druw.de">www.druw.de</a>
DFDS Germany ApS & Co. KG	<a href="http://www.dfds.com">www.dfds.com</a>
DHL Global Forwarding GmbH	<a href="http://www.dhl.de">www.dhl.de</a>
Dolezych GmbH & Co. KG	<a href="http://www.dolezych.de">www.dolezych.de</a>
Dortmunder Hafen AG	<a href="http://www.dortmunder-hafen.de">www.dortmunder-hafen.de</a>
DVWVG Bezirksvereinigung Hamburg	<a href="http://www.dvwg.de">www.dvwg.de</a>
<b>E</b>	
ECE Projektmanagement G.m.b.H. & Co. KG	<a href="http://www.ece.de">www.ece.de</a>
Eichholtz GmbH	<a href="http://www.eichholtz.de">www.eichholtz.de</a>
Eimskip Deutschland	<a href="http://www.eimskip.com">www.eimskip.com</a>
Eisenbahnen und Verkehrsbetriebe Elbe-Weser GmbH (evb)	<a href="http://www.evb-elbe-weser.de">www.evb-elbe-weser.de</a>
Elbe Allianz e.V.	<a href="http://www.elbeallianz.org">www.elbeallianz.org</a>
ELBREKLAME Marketing und Kommunikation EMK GmbH	<a href="http://www.elbreklame.de">www.elbreklame.de</a>

## Member companies of Port of Hamburg Marketing

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Emons Air & Sea GmbH	www.emons.de	<b>H</b>	
Emons-Rail-Cargo GmbH	www.emons.de	H.D.Cotterell GmbH & Co. KG	www.cotterell.de
EMR European Metal Recycling GmbH	www.de.emrgroup.com	H.S.H. Schleppgesellschaft mbH	www.hsh-hamburg.de
EPS ESTE PROJECT SERVICE GmbH	www.eps-hamburg.de	HADAG Seetouristik und Fährdienst AG	www.hadag.de
ERS Railways GmbH	www.ersrail.com	Hafen Akademie Hamburg GmbH	www.hafenakademie.de
Eurofins Umwelt Nord GmbH	www.eurofins.de	Hafen Hannover GmbH	www.hannover-hafen.de
EUROGATE Intermodal GmbH	www.egim.eu	Hafen Wien GmbH	www.hafen-wien.com
European Cargo Logistics GmbH	www.ecl-online.de	Hafenbetrieb Aken GmbH	www.hafen-aken.de
European River-Sea-Transport Union e. V.	www.erstu.com	Hafenbetriebsgesellschaft Braunschweig mbH	www.braunschweig-hafen.de
Eurosib SPb-Transportation Systems	www.eurosib.biz	HafenCity Hamburg GmbH	www.hafencity.com
Evergreen Shipping Agency (Europe) GmbH	www.evergreen-line.com	Hafenkultur e.V.	www.hafenkultur.eu
Evos Hamburg GmbH	www.evos.eu	Hafenschiffahrtsverband Hamburg e.V.	www.uvhh.de
Evropská vodní doprava-Sped. s. r. o.	www.evd.cz	Halifax Port Authority	www.portofhalifax.ca
<b>F</b>		Hamburg Cruise Net e.V.	www.hamburgcruise.net
Far East Land Bridge Ltd.	www.felb.world	Hamburg Marketing GmbH	www.marketing.hamburg.de
FENIX LLC, Port Bronka	www.port-bronka.ru	Hamburg Messe und Congress GmbH	www.hamburg-messe.de
FILog Gesellschaft für Innovation in Logistik und Verkehr e.V.	www.filog.org	Hamburg Südamerikanische Dampfschiffahrts-Gesellschaft A/S & Co KG	www.hamburgsud-line.com
Finnhub ry	www.finnhub.fi	Hamburger Hafen und Logistik Aktiengesellschaft	www.hhla.de
Florens Asset Management (Deutschland) GmbH	www.florens.com	Hamburger Sparkasse AG	www.haspa.de
FONTENAY Consulting & Assekuranz-Makler GmbH	www.fontenay-assekuranz.de	HANBAO Container Shipping & Trading GmbH	www.hanbaocontainer.de
Forschungsgemeinschaft für Logistik e.V.	www.fglhamburg.de	Handelskammer Hamburg	www.hk24.de
FOUR PARX GmbH	www.four-parx.com	Hansa Meyer Global Transport GmbH & Co. KG	www.hansameyer.com
Fr. Meyer's Sohn (GmbH & Co.) KG	www.fms-logistics.com	HANSAPORT HAFENBETRIEBSGESELLSCHAFT MBH	www.hansaport.de
Fraunhofer-Institut für Fabrikbetrieb und -automatisierung IFF	www.iff.fraunhofer.de	Hanseatic Cruise Staff Service GmbH	www.hanseatic-tally.de
Friedrich A. Kruse jun. Internationale Spedition e.K.	www.spedition-kruse.de	Hanseatic Tally Service GmbH	www.hanseatic-tally.de
FRIGO Coldstore Logistics GmbH & Co. KG	www.frigo.de	Hapag-Lloyd AG	www.hapag-lloyd.de
<b>G</b>		HCCR Hamburger Container u. Chassis-Reparatur GmbH	www.hccr.de
G.T.H. Getreide Terminal Hamburg GmbH & Co. KG	www.getreide-ag.de	Heinrich Osse Lagerhaus GmbH	www.osse-logistik.de
GCD Glomb Container Dienst GmbH	www.glomb.com	Heinrich Wegener & Sohn Bunkergesellschaft m.b.H.	www.wegener-bunker.de
GEODIS FF Germany GmbH & Co. KG	www.geodis.com	HHLA Container Terminal Altenwerder GmbH	www.hhla.de
Gerlach Zolldienste GmbH	www.gerlach-customs.com	HHLA Container Terminal Tollerort GmbH	www.hhla.de
Gesamtverband Schleswig-Holsteinischer Häfen e.V.	www.haefen-sh.de	HHLA Frucht- und Kühlzentrum GmbH	www.hhla.de
GHB Gesamthafenbetriebs-Gesellschaft mbH	www.ghb.de	HLS Eurocustoms24 Zollservice GmbH & Co.KG	www.eurocustoms24.de
GLA German Liner Agencies GmbH	www.glagencies.de	HMS Hanseatic Marine Services GmbH & Co. KG	www.hms-services.com
Glückstadt Port GmbH & Co. KG	www.glueckstadtport.de	HPA Hamburg Port Authority AöR - Hafenbahn	www.hamburg-port-authority.de
Grimaldi Germany GmbH	www.grimaldi-germany.de	HPA Hamburg Port Authority AöR	www.hamburg-port-authority.de
		HPC Hamburg Port Consulting GmbH	www.hpc-hamburg.de
		Hyundai Merchant Marine (Deutschland) GmbH Co. KG	www.hmm21.com

## Member companies of Port of Hamburg Marketing

This list covers those companies who were members on 31 December 2019.

<b>I</b>			
iCON International Container Service GmbH	www.icon-container.com	Marlière & Gerstlauer executive search	www.marliere-gerstlauer.com
Identec Solutions Deutschland GmbH	www.identecsolutions.de	Mattson Containers GmbH	www.mccontainers.com
IFB International Freightbridge (Deutschland) GmbH	www.ifb-germany.de	mdrk Trusted Advisers Group Sp. zo.o.	www.mdrk.eu
IGS Schreiner GmbH	www.igs-logistics.com	Menzell Döhle Shipping GmbH	www.menzelldoehle.de
IMPERIAL Shipping Services GmbH	www.imperiallogistics.com	METRANS a.s.	www.metrans.eu
IMS CARGO Austria GmbH	www.imscargo.com	Mindener Hafen GmbH	www.mindener-hafen.de
Initiative Kiel-Canal e.V.	www.initiative-kiel-canal.de	modal 3 Logistik GmbH	www.modal3.de
IP Zollspedition GmbH	www.ip-zollspedition.de	MSC Germany SA & Co. KG	www.mscgermany.com
IPS International Packing Services GmbH	www.ips-hh.de	Multicont Zrt	www.multicont.hu
<b>K</b>		<b>N</b>	
"K" Line (Deutschland) GmbH	www.klineglobaloro.com	Nauticor GmbH & Co. KG	www.nauticor.de
Karl Gross Internationale Spedition GmbH	www.karlgross.de	NAVIS Schifffahrts- und Speditions-Aktiengesellschaft	www.navis-ag.com
Kaspiy Dock & Logistics Company LLC	under construction	Necoss GmbH	www.necoss.de
Konrad Zippel Spediteur GmbH & Co. KG	www.zippel24.com	neska Intermodal GmbH	www.neska-intermodal.eu
KPMG AG Wirtschaftsprüfungsgesellschaft	www.kpmg.com	Netzwerk Logistik Mitteldeutschland	www.logistik-mitteldeutschland.de
KRONE FLEET Deutschland GmbH	www.krone-fleet.com	Nippon Express (Deutschland) GmbH	www.nipponexpress.com
<b>L</b>		NORD EVENT GmbH	
LHG Service-Gesellschaft mbH	www.sg-luebeck.de	www.nordevnt.de	
Linz Service GmbH – Hafen Linz	www.hafenlinz.at	Nordic Rail Service GmbH	
Logistik-Initiative Hamburg e.V.	www.hamburg-logistik.net	www.nordic-rail-service.de	
LogistikNetz Berlin-Brandenburg e.V.	www.logistiknetz-bb.de	NORGATEC Handelsgesellschaft mbH	
Louis Hagel GmbH & Co. KG	www.louis-hagel.com	www.norgatec.de	
Lübeck Distribution Gesellschaft mbH	www.ldg.de	Notariat Spitalerstrasse	
Lübecker Hafen-Gesellschaft mbH	www.lhg.com	www.notariatspitalerstrasse.de	
LÜHRS Schifffahrt GmbH & Co. KG	www.luehrs-schifffahrt.de	NSA Schifffahrt und Transport GmbH	
LUTRA GmbH	www.hafenkw.de	www.nsa-hamburg.de	
<b>M</b>		NYK LINE (Deutschland) GmbH	
MacAndrews Germany GmbH	www.macandrews.com	www.nykeurope.com	
ma-co maritimes kompetenzzentrum GmbH	www.ma-co.de	<b>O</b>	
MACS Linienagentur GmbH	www.macship.com	Ocean Network Express (Europe) Ltd.	
Maersk Deutschland A/S & Co. KG	www.maersk.com	www.one-line.com	
MARITIME Cargo Logistics GmbH	www.maritimegroup.de	Oiltanking GmbH	
Maritime Circle Line	www.maritime-circle-line.de	www.oiltanking.com	
MARITIME LNG PLATTFORM e.V.	www.lng-info.de	ORCA Transport Agency GmbH	
marketing solutions direkt Gesellschaft für innovatives		www.orca-transport.de	
Marketing mbH	www.marketingsolutionsdirekt.de	Ost-Ausschuss Osteuropaverein	
		der Deutschen Wirtschaft e.V.	
		www.oaoev.de	
		<b>P</b>	
		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	
		PKP CARGO INTERNATIONAL a.s.	
		www.pkpcargointernational.com	
		planwerk elbe GmbH, Industrie und Verwaltung	
		www.planwerkelbe.de	
		POHL & CO. GmbH	
		www.pohlgruppe.de	

## Member companies of Port of Hamburg Marketing

This list covers those companies who were members on 31 December 2019.

Porath Customs Agents GmbH	www.porath.com	Sea Master Shipping GmbH	www.seamastershipping.de
Port Logistics Ltd.	www.portofvyborg.ru	Seaco International Leasing GmbH	www.seacoglobal.de
Port of Gothenburg AB	www.portofgothenburg.com	SECURITAS GmbH Sicherheitsdienste	www.securitas.de
Přístav Pardubice, a.s.	www.pristav-pardubice.cz	SEEHAFEN KIEL GmbH & Co. KG	www.portofkiel.com
PROLOGUE Solutions GmbH	www.prologue-solutions.com	Seehafen Stade e.V.	www.seehafen-stade.de
PST CLC, a.s.	www.pst-clc.cz	Seehafen Wismar GmbH	www.hafen-wismar.de
PST Hungary Kft.	www.pst-hungary.hu	SGKV - Studiengesellschaft für den Kombinierten Verkehr e.V.	www.sgkv.de
<b>Q</b>		SGS Germany GmbH	www.sgsgroup.de
Quast & Cons. GmbH & Co. KG	www.quast-cons.de	Siemens AG	www.siemens.de
Quehenberger Air & Ocean GmbH	www.quehenberger.com	Silo P. Kruse Betriebs-GmbH & Co. KG	www.silo-p-kruse.com
<b>R</b>		SIS Internationale Speditions-GmbH	www.schaefer-sis.de
Rail Cargo Operator - CSKD s.r.o.	www.railcargo.com	Skandic Service-Gesellschaft mbH	www.skandic-service.de
RAINER ABICHT Elbrederei GmbH & Co.KG	www.abicht.de	STAQ Port Services GmbH & Co. KG	www.staq.de
REALOGIS Immobilien Hamburg GmbH	www.realogis.de	STENA Line Scandinavia AB	www.stenalinefreight.com
Reederei Ed Line GmbH	www.ed-line.de	STRABAG AG	www.strabag.de
REMAIN GmbH Container-Depot and Repair	www.remain.de	SWOP Seaworthy Packing GmbH	www.swop.de
Rendsburg Port Authority GmbH	www.rendsburg-port-authority.de	<b>T</b>	
RENDSBURG PORT GmbH	www.rendsburg-port.com	TB Logistik GmbH	www.trans-business.com
REPACK Industrieverpackung + Service GmbH	www.repack.de	TCI Transcontainer International Holding GmbH	www.mytcigroup.com
Rhenus Midgard Hamburg GmbH	www.cspl.cz	TCO TRANSCARGO GmbH	www.tco-transcargode.com
Rhenus PartnerShip – ČSPL, s.r.o.	www.rhenus.group	TCU GmbH & Co. KG	www.tcu.de
ROSTOCK PORT GMBH	www.rostock-port.de	TFG Transfracht GmbH	www.transfracht.com
Rostocker Fracht- und Fischereihafen GmbH	www.rfh.de	Tielong International Multimodal Transportation GmbH	www.tieyang.com
Ruscon Novorossiysk	www.ruscon.global	TransContainer Europe GmbH	www.trcont.com
<b>S</b>		TRANSPORTWERK Magdeburger Hafen GmbH	www.magdeburg-hafen.de
Sächsische Binnenhäfen Oberelbe GmbH	www.binnenhafen-sachsen.de	Trellborgs Hamn AB - Port of Trelleborg	www.trelleborgshamn.se
SACO Shipping GmbH	www.saco.de	TX Logistik AG	www.txlogistik.eu
SAMSKIP GmbH	www.samskip.com	<b>U</b>	
Sandtorkai Handel Papenhagen KG	www.sandtorkai-handel.de	UCA United Canal Agency GmbH	www.kiel-canal.de
Sartori & Berger GmbH & Co. KG	www.sartori-berger.de	UHH Umschlags- und Handelsgesellschaft	
SCA Logistics GmbH	www.sca.com	Haldensleben mbH	www.uhh-haldensleben.de
Schiffvermietung BARKASSEN-MEYER		UMCO GmbH	www.umco.de
Touristik GmbH & Co.KG	www.barkassen-meyer.de	UMT United Logistics GmbH	www.united-logistics.de
Schmidt-Ohm + Partner Werbeagentur GmbH	www.sop-hamburg.de	Unifeeder Germany - Branch of Unifeeder A/S	www.unifeeder.com
Schönes Hamburg	www.schoenes-hamburg.com	UNIKAI Lagerei- und Speditionsgesellschaft mbH	www.unikai.de
SCHRAMM Ports & Logistics Sweden AB	www.schrammgroup.de	Universal Transport Michels GmbH & Co. KG	www.universal-transport.com
Schwarze & Consort. GmbH	www.schwarze-cons.de	Unternehmensverband Hafen Hamburg e.V.	www.uvh.de
		USS United Shipping Services AB	www.uss.se

## Member companies of Port of Hamburg Marketing

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### V

Vanguard Logistics Services Schifffahrt & Transport GmbH	<a href="http://www.vls-global.com">www.vls-global.com</a>
Vattenfall Heizkraftwerk Moorburg GmbH	<a href="http://www.kraftwerk-moorburg.hamburg">www.kraftwerk-moorburg.hamburg</a>
Verband Hamburger und Bremer Schiffsmakler e.V.	<a href="http://www.vhbs.de">www.vhbs.de</a>
Verein Hamburger Spediteure e.V.	<a href="http://www.vhsp.de">www.vhsp.de</a>
Verein Hamburgischer Quartiersleute von 1886 e.V.	<a href="http://www.uvh.de">www.uvh.de</a>
vesseltracker.com GmbH	<a href="http://www.vesseltracker.com">www.vesseltracker.com</a>
Vollers Hamburg GmbH	<a href="http://www.vollers.com">www.vollers.com</a>

### W

W.E.C. Deutschland GmbH	<a href="http://www.weclines.com">www.weclines.com</a>
Wallmann & Co. (GmbH & Co. KG)	<a href="http://www.wallmann-hamburg.de">www.wallmann-hamburg.de</a>
Walter Lauk Ewerföhreerei GmbH	<a href="http://www.walterlauk.de">www.walterlauk.de</a>
Werner Bruhns Lagereigesellschaft mbH	<a href="http://www.wernerbruhns.de">www.wernerbruhns.de</a>
Willis Towers Watson Versicherungsmakler GmbH	<a href="http://www.willis.com">www.willis.com</a>

### Y

Yang Ming Shipping Europe GmbH	<a href="http://www.yangming.com">www.yangming.com</a>
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### Z

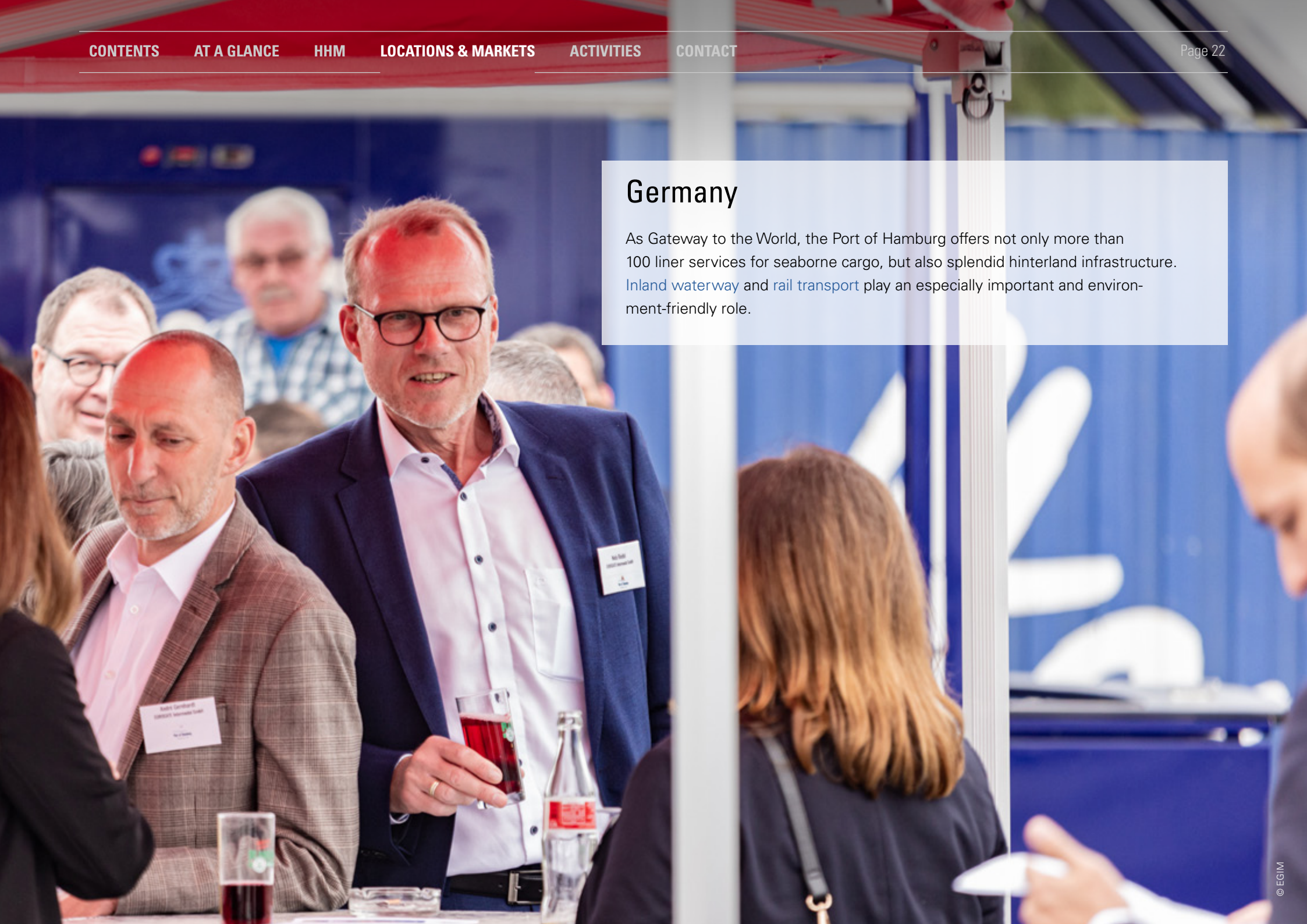
ZIM Germany GmbH & Co. KG	<a href="http://www.zim.com">www.zim.com</a>
ZPMC Germany GmbH	<a href="http://www.zpmc.com">www.zpmc.com</a>



Port of Hamburg Marketing team en route to trade-fair stand in Munich

## Germany

As Gateway to the World, the Port of Hamburg offers not only more than 100 liner services for seaborne cargo, but also splendid hinterland infrastructure. [Inland waterway](#) and [rail transport](#) play an especially important and environment-friendly role.



## Eastern Germany – Focus on hinterland and politics



The Eastern Germany region comprises all of the new federal states and Berlin. Here the economy is shaped especially by a highly developed chemical industry, as well as mechanical engineering and plant manufacture with a very long tradition, and numerous automotive production facilities. Add to this, agricultural and forestry products plus consumer goods.

With Berlin as the federal capital, political contacts are also of great importance for representing the interests of the port economy of the Hamburg Metropolitan Region.

In the field of upgrading infrastructure, the Port of Hamburg Marketing – HHM Representative Office in Dresden headed by Stefan Kunze, is involved in such rail upgrading projects as the new Dresden-Prague route. To this end, details of development trends in seaport hinterland traffic are supplied to the project partners to underpin quantity/volume forecasts. The overall concept for the River Elbe is an important project, where Kunze's active involvement in the consultation body represents the interests of members from the port industry both in Hamburg and along the River Elbe. In addition, he chairs the 'Inland vessel Hamburg' working group.

Employing various event formats, HHM creates a connection between the local and Hamburg logistics sectors, shippers and transport policy. Discussion groups such as 'Leipzig-/Berlin Maritime' and 'Hamburg – Ports Connect' series have been established as regional meeting points in Saxony and Berlin/Brandenburg. Last year the highlights were the Elbe excursion in Dresden and the Port Evening in

Berlin. With more than 150 visitors from the worlds of politics and business, the case was made for environment-friendly hinterland transport and port development, with a lively discussion following. For the Saxony economy, 'Shippers' Day 2019' under the slogan: 'Logistics – blocking growth? With innovative solutions to your key markets', raised the interest of over 80 logistics experts.



Well-supported Port Evening in Berlin



**Representative Office for E-Germany**  
**Head of the Representative Office in Dresden**

**Stefan Kunze**

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kunze@hafen-hamburg.de

## Southern Germany – Active in Bavaria, Baden-Wuerttemberg and Switzerland



One main focus for the Port of Hamburg Marketing – HHM – Representative Office located in Munich lies in actively supporting various projects and running customer events. This includes development and upgrading projects, such as connecting the Bavarian chemical triangle to the intermodal terminal in Burghausen, upgrading the intermodal terminal in Hof on the River Saale and establishing a scheduled rail service between Mannheim and the Port of Lübeck. This also applies to active involvement in 'boxXpress' with its partners EUROGATE Intermodal, TX Logistik and ERS Railways in Singen.

With an import and export volume of more than a million TEU via the Port of Hamburg, the Southern German region, consisting of the federal states of Bavaria and Baden-Wuerttemberg, plus Switzerland, is one of the most important trading regions for the Hamburg Metropolitan Region. The ex-

remely intensive cooperation has grown down the years.

To be 'on the ball' in the marketplace and on developments throughout the southern German region and Switzerland, regular visits were made to industrial customers, logistics companies and representatives of shipping lines, organizations and associations.

Jürgen Behrens, Head of the HHM Representative Office in Munich, attended the *First DACH Congress*, organized by the German transport science association – DWVG, the Austrian transport science association – ÖVG and the European Platform of Transport Sciences (EPTS). He was also a delegate at the *Eleventh National Maritime Conference* in Friedrichshafen and the press conference for Baden-Wuerttemberg business development in Singen, near Lake Constance. Last but not least, he was present at the Logistics Forum, organized by the Center for Transportation & Logistics Neuer Adler – CNA and the Fraunhofer Institute, Nuremberg.



Joint presence of Lübeck Logistics Region and Port of Hamburg in Mannheim

© HHM

Among the highlights of the in-house events were the traditional [New Year receptions](#) held in Munich, Nuremberg and Stuttgart. With each one attended by some 120 guests, including a large number of members, these events were a successful opening into the new year.



**Representative Office for S-Germany**  
**Head of the Representative Office in Munich**

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Information & networking event on topic of "Direct rail service from Singen to Hamburg, the 'Gateway to the World'"



## Western Germany – Major hub region



The Port of Hamburg Marketing – HHM Representative Office for Western Germany covers the following federal states: Lower Saxony, North-Rhine-Westphalia (NRW), Rhineland-Palatinate, Saarland and Hesse.

for the new South-Westphalia container terminal in Kreuztal and establishing a standard authorized route for heavy lifts from Siegerland. During 2019, the HHM representative office in Dortmund ran three project-related workshops, as well as the necessary meetings of associated bodies.

for container hinterland transport for the Port of Hamburg. Because of the high concentration of companies in the state, industry's foreign trade orientation and major inland waterway and intermodal terminal competence, the region has an important hub function.



Warstein info event

In order to exploit Hamburg's potential in this market both sustainably and efficiently, the Hamburg-NRW-plus cooperation project was continued in 2019 to transform hinterland transport.

When completing the project phase, it was agreed to push ahead with activities in two targeted areas. These involve supporting a maritime connection

HHM is co-host of two congresses: *DIALOG.rail. South-Westphalia*<sup>3</sup>. in Kreuztal and has become active in *Vision.Logistik*. in Cologne. Port tours with shippers' representatives and those from public authorities completed the picture.

With a transport volume of some 550,000 TEU annually, NRW represents the second most important region

Moreover, Markus Heinen, head of the representative office ran information and network events in Hanover, Mannheim and Warstein, as well as the traditional Port Evening in Düsseldorf. The specialist events too raised keen interest. They took place because of the reintroduction of the intermodal service between Hamburg and Cologne. In addition,



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**Head of the Representative Office in Essen**

(until 31.12.2019 in Dortmund)

**Markus Heinen**

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Traditional Port Evening in Düsseldorf

## At home everywhere

Port of Hamburg Marketing's worldwide network is the basis for the successful marketing and positioning of the Port of Hamburg umbrella brand in the German and international context. Apart from Head Office in Hamburg, the three Representative Offices in Germany are engaged on the task.



### Head Office in Hamburg

#### Executive Board

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mattern@hafen-hamburg.de



### Executive Board

Ingo Egloff

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### Representative Office for S-Germany

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### Representative Office for W-Germany

Head of the Representative Office in Essen

(until 31.12.2019 in Dortmund)

Markus Heinen

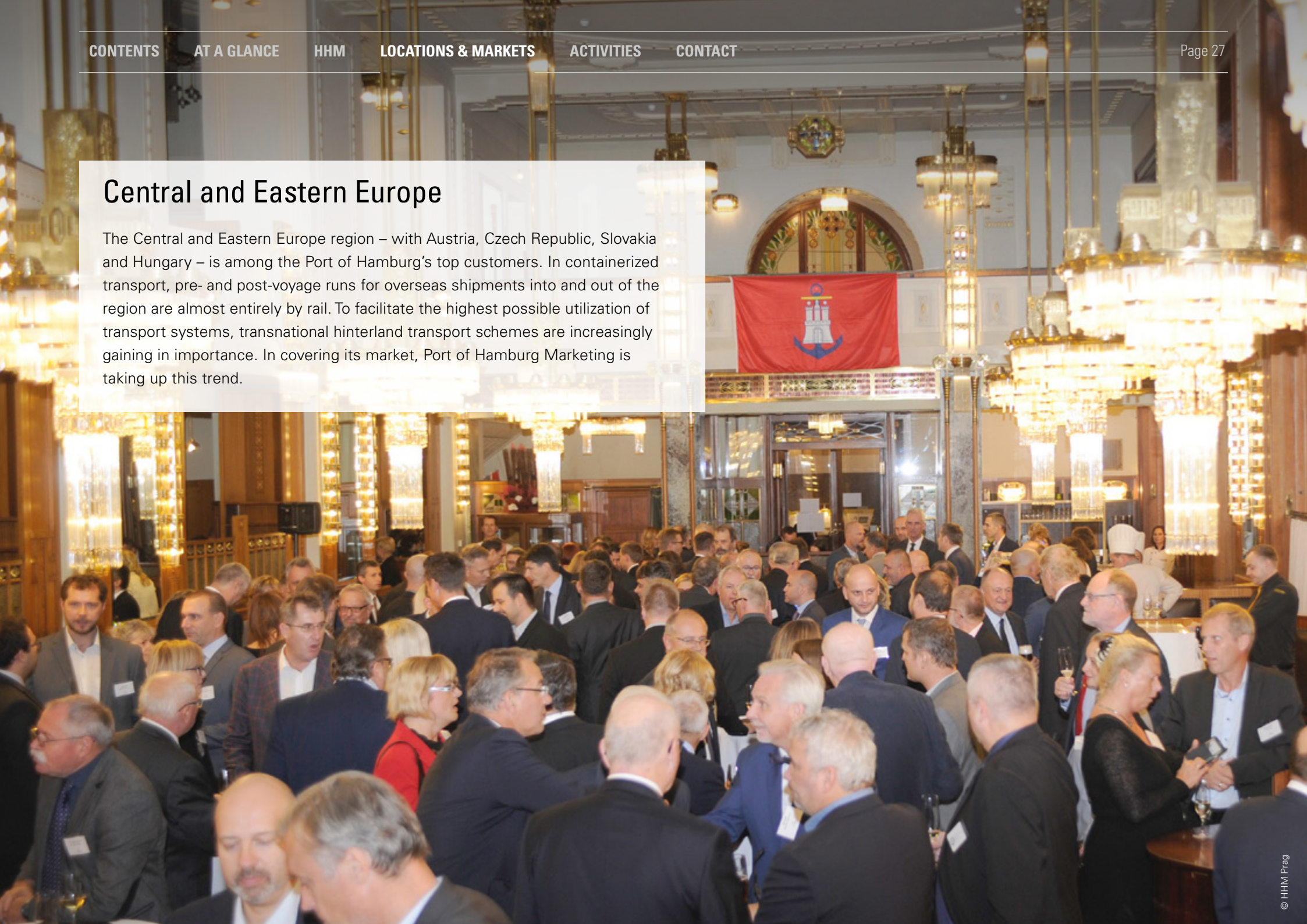
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## Central and Eastern Europe

The Central and Eastern Europe region – with Austria, Czech Republic, Slovakia and Hungary – is among the Port of Hamburg's top customers. In containerized transport, pre- and post-voyage runs for overseas shipments into and out of the region are almost entirely by rail. To facilitate the highest possible utilization of transport systems, transnational hinterland transport schemes are increasingly gaining in importance. In covering its market, Port of Hamburg Marketing is taking up this trend.



## Austria – Superb infrastructure for hinterland transport

In this market of such importance for Hamburg, building up and expanding contacts is crucial. Alexander Till, head of the Port of Hamburg Marketing – HHM's Representative Office in Vienna, pursues this with locational marketing at information and networking events. Whether held in Vienna, Feldkirch or Hamburg – all this office's events in 2019 attracted full houses.



Port Evening in Vienna

At the invitation of HHM, a delegation from Austrian Railways (ÖBB) and its subsidiary Rail Cargo Austria, travelled to Hamburg on 12 July. This high-level party was headed by Andreas Matthä, Director-General of ÖBB.

Higher educational institutes and training facilities also made numerous excursions to Hamburg. In

addition, during 2019 Alexander Till gave expert lectures at various logistics events to audiences totaling more than 1,000 people.

As one special highlight, Till chaired one session at Austrian Logistics Day in Linz, the logistics industry's biggest event in Austria.

Since the start of containerization, Hamburg has been Austria's

» **In 2019, record volume of 312,000 TEU made Hamburg the leading transshipment centre for Austrian trade and industry.** «

most important port. Its splendid infrastructure for hinterland transport is exemplified by an excellent rail network and optimal train utilization, making this a highly attractive market for Hamburg. In 2019, record volume of 312,000 TEU made Hamburg the leading transshipment centre for Austrian trade and industry.

In 2019 the total volume of goods handled in Hamburg as imports and exports for/from Austria rose steeply to 4.1 million tons, a gain of 40 percent. The reason was the routing of part of voestalpine steel's raw materials via Hamburg instead of Rotterdam.



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Head of the Representative Office  
in Vienna**

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## Czechia / Slovakia – Centrally located for hinterland traffic with Eastern Europe

The Port of Hamburg is the top freight hub for Czech and Slovak foreign trade. For Hamburg, the two countries occupy an important position on hinterland transport with Eastern Europe: in 2019 over 500,000 TEU were shifted to and from the region – about 490,000 TEU by rail. Over 120 direct container block train services run weekly between transshipment terminals in Czechia/Slovakia and the container terminals in the Port of Hamburg.

Apart from monitoring competing ports, among the tasks of Port of Hamburg Marketing – HHM's Representative Office in Prague, is the cultivation of contacts with numerous representatives of trade



Czech & Slovak forwarders during their visit to the Port of Hamburg

and industry, the transport and logistics sector, as well as various trade associations and state institutions and political decision-makers. For instance, the HHM office is the first contact for Czech and Slovakian forwarding firms, trading companies, producers and universities, when visitor programmes to the Port of Hamburg and the ports of the Metropolitan Region need to be arranged.

HHM's Representative Office in Prague annually organizes several events for the transport industry in its region. With an attendance of 250, the Prague Port Evening proved especially popular. The office also works closely with local media to inform them on current developments in the universal port of Hamburg and comment on fresh challenges from its viewpoint. Vladimír Dobos, head of the Representative Office, was also a speaker at the *Speed-CHAIN* conference with an attendance of 600.

»» **For Hamburg, the two countries occupy an important position on hinterland transport with Eastern Europe: in 2019 over 500,000 TEU were shifted to and from the region – about 490,000 TEU by rail.** ««



Port Evening 2019 in Prague, f.l.: Thomas Lütje, Ingo Egloff, Hans-Peter Hinrichsen, Alexander Puk, Vladimír Dobos and Bernard Bauer

HHM already has seven member companies in the Czech Republic. The Representative Office is itself a member of Czech and Slovak forwarding associations as well as the German-Czech and German-Slovak Chambers of Industry and Commerce, in which Vladimír Dobos actively participates in various working groups.



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**Head of the Representative Office in Prague**

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## Hungary – Well-established logistics chains

With an advance of 4.9 percent, in 2019 the Hungarian economy remained on a growth course. To support this positive trend, Krisztina Kovacs, head of Port of Hamburg Marketing – HHM's Representative Office in Budapest, cultivated the Hungarian market intensively. On account of its geographical location, this remains notable for ongoing competition from Southern ports. Its excellent hinterland transport links and well-established logistics chains make the Port of Hamburg an attractive partner for Hungary.

In 2019 Krisztina Kovacs visited various transport and logistics conferences, several specialist forums and customer briefing events hosted by competing ports, successfully expanding her network. A function hosted jointly with Hamburger Hafen und Logistik – HHLA at the new Metrans Terminal in Budapest-Csepel on 10 April drew an excellent attendance of well over 100 interested experts, mainly from Hungary, Slovakia, Czech Republic and Austria. They were able to listen to lectures on digitalization in the Port of Hamburg, new Metrans routes, and DBO – Deutsche Bahnoperator – on the New Silk Road.

The Port Evening in Budapest in May was also a complete success. This function for the local logistics industry offered an ideal platform for dialogue on the latest developments in the Port of Hamburg as well as the Hungarian transport industry.



*Official opening of the new Metrans terminal in Budapest-Csepel  
f.l.: Martin Koubek, Thorsten Sevecke, Peter Kiss, Angela  
Titzrath, Axel Mattern, Krisztina Kovacs, Thomas Lütje, Gerald Hirt*

» Its excellent hinterland transport links and well-established logistics chains make the Port of Hamburg an attractive partner for Hungary. «

With a study tour to Hamburg, in 2019 HHM once again provided support for the upcoming generation in Hungary's transport and logistics industry. Participants had the opportunity of briefing themselves on the Port of Hamburg's significance in worldwide trade, logistics processes in the terminals, port management and even advance ship planning.



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## Baltic region – Joint expansion of business contacts

In 2019 the Port of Hamburg was Europe's top seaport for container traffic with the Baltic region. With a share of around 70 percent, the Baltic region accounted for the bulk of Hamburg's container services on European trade routes. In 2019 a total of around 1.8 million TEU made it the second strongest element of Hamburg's total container throughput.

Marina Basso Michael, Head of Baltic Region/Eastern Europe market development for Port of Hamburg Marketing – HHM, operates in close consultation with the two HHM Representative Offices in St Petersburg and Warsaw. With events and projects, they build up contacts with potential business partners for the Port of Hamburg and ports of the Metropolitan Region. Early in 2019, an Ambassadors' Lunch was held for the first time at Hamburg's Representative Villa in Berlin, to which envoys from the Baltic coastal states were invited.

In February, Kaspars Ozolins, Under-Secretary of State in the Latvian Ministry of Transport, was a guest in Hamburg and Lübeck with an economic delegation. During the visit, a Memorandum of Understanding was signed as the basis for further [intensification of business relations](#).

Headed by Under-Secretary Torsten Sevecke, in June 2019 an economic delegation from [Hamburg visited Belarus for the first time to strengthen economic relations](#). The joint *German-Swedish Port Event in Stockholm* with SEEHAFEN KIEL and SCHRAMM Ports & Logistics Sweden informed guests on current topics in the ports of Hamburg, Kiel and Söderhamn.



### Market Development

**Baltic Region / Eastern Europe**

**Head Marina Basso Michael**

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## Poland – Economy proves its strength

The Polish economy once again proved its strength in 2019. This was reflected in both foreign trade and the transport sector. Container handling in the sea-ports topped the three-million TEU mark. Intermodal volume at almost 2.1 million TEU was up 12.9 percent on the previous year.

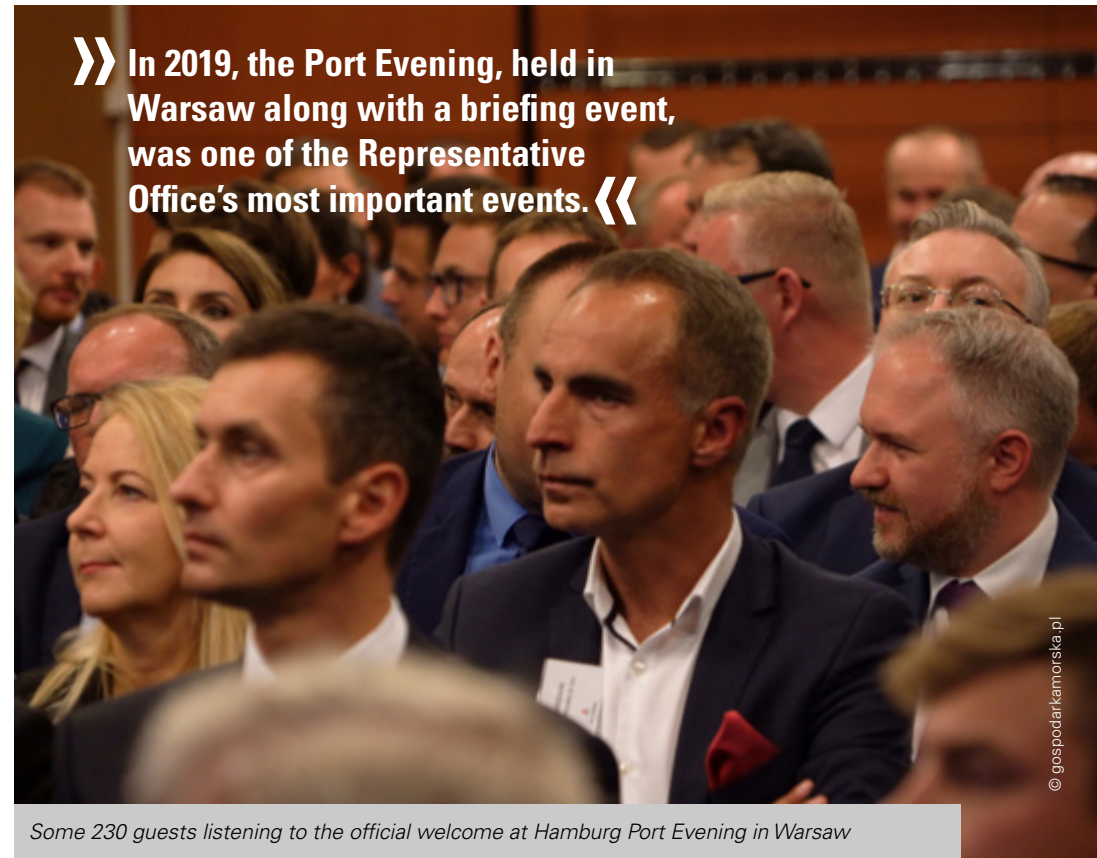
Poland is not simply the country of origin or destination for cargoes transhipped in the Port of Hamburg, but also a transit country for rail services along the New Silk Road: Most containers reaching

Hamburg by land from China are transported through Poland, primarily via the Malaszewicze/Brest border crossing.

As head of Port of Hamburg Marketing's Representative Office in Warsaw, Maciej Brzozowski operates on this market, maintaining contacts with member companies, representatives of the logistics and transport industry, as well as state institutions and educational bodies.

In 2019, the Port Evening, held in Warsaw along with a briefing event, was one of the Representative Office's most important events. Invariably very well attended, this is a firm fixture in the marine transport industry's calendar in Poland. The *TransLogistica 2019* trade fair has gained in importance, and along with partner Logistics Alliance Germany, Maciej Brzozowski organized a session for experts plus a logistics forum in Gdynia the following day.

» In 2019, the Port Evening, held in Warsaw along with a briefing event, was one of the Representative Office's most important events. «



Some 230 guests listening to the official welcome at Hamburg Port Evening in Warsaw



Axel Mattern speaks at Hamburg Port Evening in Warsaw. At the lectern: Interpreter Monika Ordon-Krzak



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Head of the Representative Office in  
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## Russia – Leading trading partner for the Port of Hamburg



Anton Zamkov (l.) and Ingo Egloff sign a cooperation agreement at TransRussia

Hamburg and St. Petersburg are linked by many years of a city partnership also sustained by friendship between the ports. Their representatives meet in regular dialogue at expert events, port receptions and in the course of mutual visits. Headed by Natalia Kapkajewa, Port of Hamburg Marketing – HHM's Representative Office in St. Petersburg is also in constant contact with logistics companies, shippers and forwarders, as well as public sector agencies and institutions, universities and other educational bodies.

Among the main highlights in 2019 were the Port Evening in St Petersburg, the international *TransRussia* trade fair in Moscow and the 'Digitalization in the Port: Best Practice Examples from Hamburg'. The German-Russian Logistics Forum on 'German-Russian Alliances / Kooperationen – The Prospects in Transport and Logistics' also proved very successful for the three hosts: Logistics Alliance Germany, German Logistics Association (BVL), and HHM. The expert lectures were heard by more than 220 guests.

*TransRussia* was also the right setting for the signature of an agreement on cooperation by Digital Transport and Logistics (DTL) and HHM to sign.

In the course of a joint event with Rosatom, Alexandr Neklyudov, Director of the Atomenergoprom project at Rosatom, and Ingo Egloff, HHM's Joint CEO, signed a Memorandum of Understanding. **The two parties aim to strengthen and expand cooperation between ports along the North Sea route and those in the Hamburg Metropolitan Region.**

In 2019 Russia dominated the Baltic region trade route with a tally of 399,000 TEU, taking fourth place in Hamburg on a worldwide comparison of its trading partners for seaborne container transport.



Hamburg digitalization workshop in St. Petersburg



**Representative Office for Russia  
Head of the Representative Office in  
St. Petersburg**

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## Optimally represented throughout Europe

Port of Hamburg Marketing Representative Offices at numerous locations represent the interests of Hamburg's seaport business and especially those of its member companies.



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## Asia – Brisk exchange between cultures

Overseas markets are of very special importance for the Port of Hamburg's foreign trade. Mathias Schulz, Port of Hamburg Marketing – HHM's Head of Asia/Overseas Market Development works in close consultation with the HHM Representative Offices in [Shanghai](#), [Hong Kong](#) and [Mumbai](#). With events, trade fairs and delegation tours, these make the port known in Asian overseas markets.



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## China – Hamburg increasing presence on New Silk Road

In the People's Republic of China, which is the most important market region for the Port of Hamburg, its interests are handled by the Hamburg Liaison Office – HLO. This is responsible for Central and Northern China.

The Yangtze Region, with its provinces of Shanghai, Jiangsu and Zhejiang, account for a significant quantity of goods traffic with Hamburg. In 2019, the port of Shanghai alone accounted for a total throughput of 43.3 million TEU.

Apart from growth in the quantity of seaborne cargo, in 2019 Hamburg was able to further establish itself as a hub for rail traffic with China, along what is now known as 'The New Silk Road'.

Under the new management of long-serving Ms Pan Hua, HLO serves as the first point of contact for Chinese customers and partners of the Port of Hamburg. Important aspects of her work are participating in and organization of HLO's own and outside events. For example during 2019, HLO supported an event for HPC Hamburg Port Consulting and was able to make a significant contribution to 'MarineTech' with specialist lectures.

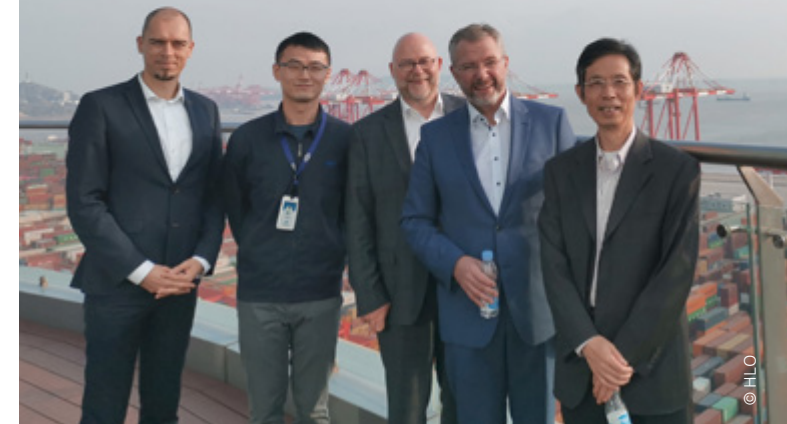
Organizing and accompanying [delegation tours from Hamburg](#) counts among HLO's most important tasks. During the year, both Hamburg's First Mayor Peter Tschentscher, as well as Michael Westhagemann,



*Axel Mattern (l.) and Hamburg's First Mayor Peter Tschentscher with port mascot Peter Pickhuben*

Senator for Economics, Transport and Innovation, were welcomed to Shanghai. In addition, in November, Hamburger Hafen und Logistik AG – HHLA and Port of Hamburg Marketing took part as exhibitors at *China International Import Export (CIIE)*. Against this backdrop, a port delegation consisting of representatives from both organizations visited Shanghai and were welcomed by the Representative Office.

» Apart from growth in the quantity of seaborne cargo, in 2019 Hamburg was able to further establish itself as a hub for rail traffic with China, along what is now known as 'The New Silk Road'. «



*Visiting the Port of Yangshan, f.l.: Mathias Schulz, Huang Juyuan, Axel Mattern, Matthias Grabe and Yan Yunfu (Co-founder and board of ZPMC)*



**Representative Office for China, Japan, Korea**

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## Hong Kong – Business as usual despite political unrest

As head of the Port of Hamburg Marketing – HHM Representative Office in Hong Kong, Anne Thiesen covers the markets in Hong Kong, Southern China and South-East Asia. Traditionally, the accent of the Representative Office's activities is on Hong Kong and Southern China with its Metropolitan regions of Shenzhen and Guangzhou. The countries of South-East Asia receive attention on a project basis when need arises. In 2019, as previously, the focus was on the development of the 'Greater Bay Area' right around the Pearl River Delta. Shenzhen in particular established itself further as a hub for innovation, artificial intelligence and new technologies, such as electro-mobility.

» A special highlight was the presentation of the AFLAS Awards in Hong Kong: The Port of Hamburg was nominated as 'Best Global Seaport 2019' by 'Asia Cargo News'. «

For Hong Kong and its inhabitants, 2019 was hall-marked by political unrest that caused quite a stir worldwide. Despite the protests, the Hong Kong Representative Office was able to go ahead with its activities with a range of maritime events. Among others, it was pleasing to have our joint attendance



Axel Mattern speaking at Port Evening in Hong Kong



f.l.: Axel Mattern, Anne Thiesen and Mathias Schulz

with Hamburg Port Authority – HPA at the World Port Conference in Guangzhou and our presence at the *China Shenzhen International Logistics and Transportation Fair - CILF*, with a Port of Hamburg exhibition stand.

The Representative Office was also able to welcome delegations lead by the Senator for Economics Michael Westhagemann: initially in June on the topic of the fairway adjustment and again in November on current developments in the field of electro-mobility. A special highlight was the presentation of the AFLAS Awards in Hong Kong: [The Port of Hamburg was rated 'Best Global Seaport' by 'Asia Cargo News'](#).

In addition, the Port of Hamburg was once again partner for the *Hong Kong Maritime Week*. Under this framework, Hamburg Port Evening was officially on the programme and, despite the difficult backdrop, was very well received.



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## India – In Top 10 again

For India, [Germany is its most important trading partner](#) within the EU. In 2019, bilateral trade between India and Germany achieved a volume of approx. 21.3 billion euros, representing an increase of 18 percent in comparison to the previous year. The growing trading relationship was reflected in the first six months, with India once again appearing in the Top 10 trading partners for the Port of Hamburg.

As ever, India is a highly complex market – this being especially true for the transport and logistics sectors. Despite great investments in infrastructure, logistics costs on the sub-continent lie between 10 and 12 percent of gross domestic product. The Representative Office in Mumbai is the first point of contact for members of Port of Hamburg Marketing on questions related to the Indian market. Its head Peter Deubet concentrates above all on networking with Indian stakeholders from the shipping and logistics fields, as well as increasing the level of awareness for the Port of Hamburg locally. This includes not only organizing various delegations of business representatives, who have visited the Port of Hamburg and individual companies in the course of the year, but also intensive press relations. These led to publication of an interview with Axel Mattern in 'Maritime Gateway', South Asia's leading magazine for the shipping and logistics field.

A further highlight was HHM's presence at 'INMEX SMM' trade fair in October in Mumbai. In addition, ongoing progress was made in the dialogue with Indian logistics and trade bodies.

Moreover, the Representative Office in Mumbai, gave a real welcome to the team from Hapag-Lloyd visiting the city to advertise their new liner service.



**Representative Office for India**  
**Head of the Representative Office in Mumbai**

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Seen at the Indian Consulate-General, entrepreneurs on a visit to the Port of Hamburg and various Hamburg companies in the course of the Rotary World Congress

## Extremely well represented worldwide

Away from Europe too, Port of Hamburg Marketing Representative Offices champions members' interests.



### Market Development

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# Activities

it's all go with us

With numerous German and international events and showcasings at trade fairs, Port of Hamburg Marketing creates platforms on which customers, partner and service providers can meet and exchange experience. Our aim is to establish strong networks among those attending and to consolidate their ties with the Port of Hamburg by making such events special.





## Establishing and nurturing contacts through events

The Port Evening annually hosted by every HHM Representative Office is one of the most important event formats. This is where representatives of the logistics and transport industry, also of the world of politics, gather to brief themselves in a congenial atmosphere and to get talking.

Held for the first time at the former Head Customs Office right by Zollkanal in Hamburg's Speicherstadt

or Warehouse City, the Annual Members Meeting served in particular to consolidate the entire network. Another premiere that evening was a hosted discussion panel with representatives and member companies. A quiz also enabled members to test their knowledge of Association activities.

Showcasings under the Port of Hamburg umbrella at trade fairs were another firm feature of the Port

of Hamburg Marketing – HHM diary for 2019. These enable member companies to present themselves to those attending fairs in the various markets.

In 2019, *transport logistic* in Munich was again the highlight of the trade fair year. The 'Gateway Hamburg' stand – with total exhibition space of 950 square metres and over 60 exhibitors – was one of the largest at this top trade fair. HHM also showcased at trade fairs in regions covered by HHM representative offices, and maintained its participation at *Break-bulk Europe in Bremen* of many years now.

The *Third Rail Conference – Railborne Freight Transport and the Ports* – took place at the Hamburg Chamber of Commerce on 4 December. Around 140 participants accepted the invitation from the Rail Working Group, triggered by Logistics Initiative Hamburg in cooperation with HHM. Also especially popular again in 2019 were the exclusive tours during the HAMBURG PORT ANNIVERSARY. These gave visitors the opportunity of a peek behind the scenes in the port. With around 200 participants, the traditional harbour tour during the anniversary was also a highlight. One of the top networking events, this provides a good chance to cultivate ties with customers, as well as partners from business and politics.

In 2019 the Association's own event containers were deployed both at information events on ter-



Address by Axel Mattern during Ibj Awards in Hamburg



Third Rail Conference – Railborne Freight Transport and the Ports at Hamburg Chamber of Commerce



ÖBB – Austrian Rail visiting Hamburg f.l.: Thomas Peter Kreiter, Ulla Thamm, Gerhard Kratochwil, Alexander Till, Thomas Kargl, Axel Mattern and Andreas Matthä

minal sites and at major events. A joint exhibition in the 40-ft container informed visitors to Kiel Week, for example, about the services of SEEHAFEN KIEL & Color Line and in addition, for the first time, the Port of Hamburg. At the Representative Office events in Cologne and Singen, all co-organizers were able to present their services and innovations thanks to the opportunity for exhibiting at ‚Container multimedia‘. Partners also used our event containers at the HAMBURG PORT ANNIVERSARY, at the World Heritage Festival in Speicherstadt, and as part of the Hamburg presentation at the public celebrations in Kiel of the Day of German Unity.

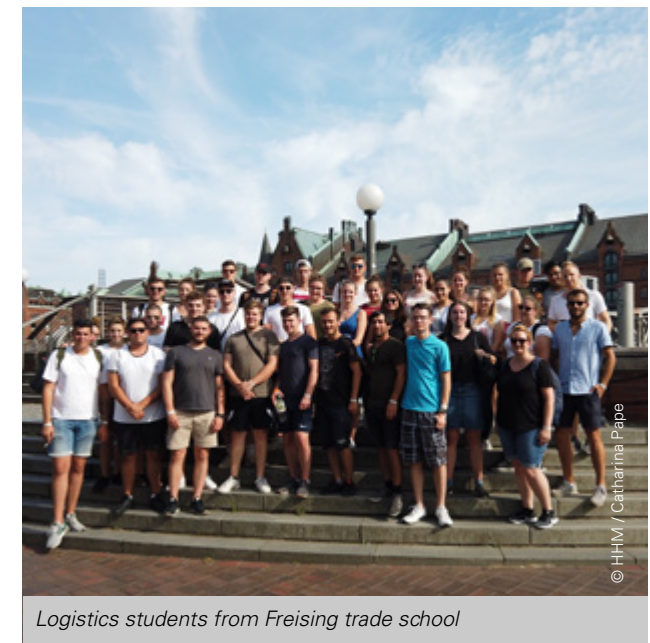
Not only in Hamburg, during 2019 HHM provided support on promotional and organizational questions at outside events with a transport and/or maritime emphasis, and others staged by member companies. These included the *European Freight and Logistics Leader's Forum*, *Global Liner Shipping* and the British Embassy's *Brexit: Preparations for Maritime Shipping and Logistics*.

### Expert groups in 2019

In 2019 Port of Hamburg Marketing – HHM looked after 103 visitor groups from 33 different countries. The largest proportion of visitor groups consisted of port and state delegations, followed by student/trainee groups from the logistics sector. Others hosted included shippers and Port of Hamburg customers, trade associations and institutions, groups from member companies, and political delegations. HHM, its partners and members also organized harbour boat trips, terminal tours and lecture sessions.



HHM event container in Cologne



Logistics students from Freising trade school

## Worldwide press activities, publications and image advertising

### Press activities

The largest press event mounted annually by Port of Hamburg Marketing – HHM is the [Annual Press Conference](#) in February. In 2019 more than 90 representatives of print, radio and TV media, the Free and Hanseatic City of Hamburg and Port of Hamburg businesses gathered there. Along with Michael Westhagemann, state Minister of Economics, and Jens Meier, CEO of Hamburg Port Authority (HPA), Axel Mattern and Ingo Egloff, HHM's Joint CEOs, announced the seaborne cargo handling figures for 2018. Additional press conferences and discussions took place in May, August, September and November. The topics were the USA and Mexico trade routes, the first-half figures, the China trade, and the Customs & Brexit. HHM released videos of statements by participants on the internet platform [www.portofhamburg.com](http://www.portofhamburg.com).

### Image advertising

To strengthen the Port of Hamburg's image, in 2019 HHM placed advertisements in around 70 leading German and international print and online media.

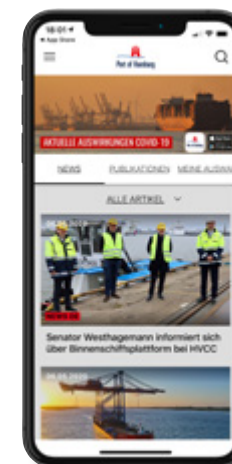
### Publications

The [publications produced and published by HHM](#) are primarily addressed to the Port of

Hamburg's customers and partners. Among those appearing regularly are the Port of Hamburg Magazine, the liner services list [Connection Compass](#), and the re-designed folding pocket plan '[Astonishing: The Port of Hamburg](#)'. In 2019 HHM also revised the flyer '[Hamburg – Gateway to the New Silk Road](#)' and published it in English and Chinese. The keynote themes of the quarterly Port of Hamburg Magazine were '[Port for the future](#)', '[Hamburg and China](#)', '[Hamburg's Markets](#)' and '[Innovative Industry](#)'. The magazine is also available as an e-paper in German and English at [www.portofhamburg.com](http://www.portofhamburg.com).

### New: Port of Hamburg App

HHM launched the new [Port of Hamburg App](#) in good time for the 2019 Members Meeting. This provides access to HHM publications and news on smartphones and tablets. Its users have the Port of Hamburg right in their pockets, making them constantly 'app to date' as they move around. The reader-friendly variants of [Port of Hamburg Magazine](#) and [Connection Compass](#) offer valuable additional data such as linked-up maps, photos and videos. Counts since the launch indicate that we have over 1,300 app users. With push-notifications, the app extends coverage for news from the Port of Hamburg, and also our members.



## Online media – Active on all platforms

Port of Hamburg Marketing – HHM offers a comprehensive, continually upgraded online range to give customers and all those interested far-reaching digital data on the Port of Hamburg. The main platform is our homepage at [www.portofhamburg.com](http://www.portofhamburg.com). This comprises over 40,000 separate pages. In 2019 it attracted about 12,000 clicks daily from around 5000 users. Contents include current ship's calls, [port yellow pages](#) covering over 1000 companies and organizations in the Port of Hamburg, an [interactive port map](#), webcams, all HHM publications and port news. In addition, it offers one-off topic Specials.

### Website development for members

In 2019 HHM also actively assisted in creating and further developing the following websites:

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

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

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

[www.cruise-conference.eu](http://www.cruise-conference.eu)

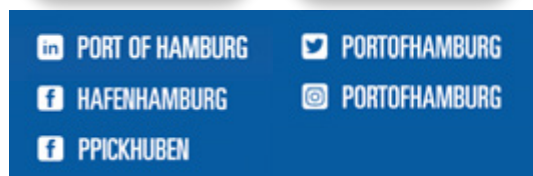
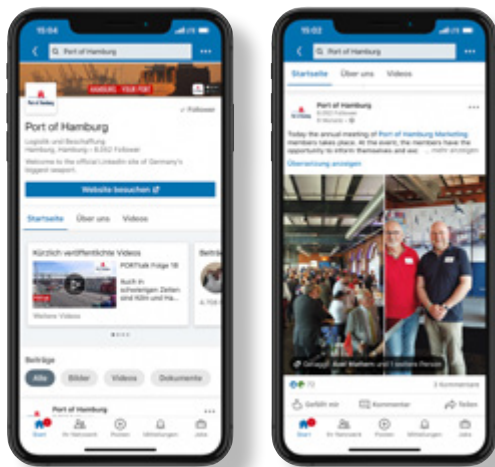
[www.eichholtz.de](http://www.eichholtz.de)

[www.cr-container.de](http://www.cr-container.de)

## Social media

HHM runs various platforms to reach separate online communities. Since 2019, these have included the business platform [LinkedIn](#).

Many thousand people now follow the Port of Hamburg page there. On Facebook, 'Hafen Hamburg' and 'Port of Hamburg' reach more than 15,000 people. With his own musings, port mascot [Peter Pickhuben](#) serves there as another spokesman. Brief reports plus attractive photo content are distributed via [Twitter](#) and [Instagram](#).



HHM's Advent Calendar proved a great success. More than 35 companies joined in. Over 13,700 people tackled the different questions/tasks and took part in the prize draws.

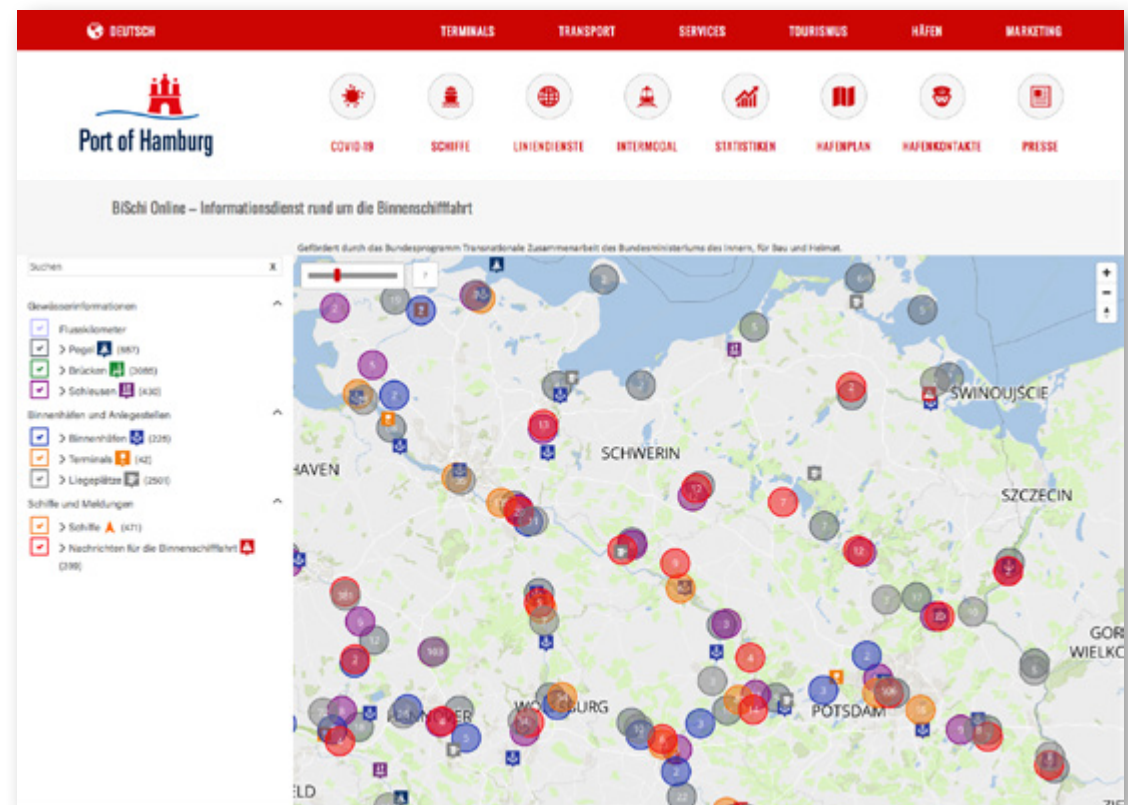
With its growing activities on all social media channels, HHM could report positive feedback from online communities, reflected in greater follower numbers and more activities.

## New service for inland waterway skippers

Another great success in 2019 was the launch of 'BiSchi Online'. The range developed by HHM enables users to brief themselves on the German inland waterway network. Whether on water levels, berth availability or for the obligatory glance at the traffic situation – this digital map service provides simple, free access to these data. Integrating

a bunch of official data and notifications, geo-referenced and presented on a web map application, 'BiSchi Online' can be viewed on [www.hafen-hamburg.de/de/wasserstrassen](http://www.hafen-hamburg.de/de/wasserstrassen).

Implementation of the project was supported by the Federal Ministry of the Interior, Building and Community's Federal Transnational Cooperation Programme.



## Market Research – Valuable assessments, analyses and estimates

At the beginning of 2019, four additional direct 'THE Alliance' Transatlantic services gave Hamburg unprecedented strength on the Mexican and more especially, the US market.

Canada was represented among the trade routes of the new services, too. This development could already be deduced in impressive fashion in the transshipment data for the first few months. The result was record volumes in Hamburg in direct traffic with Mexico and the USA. With 580,000 TEU, the United States was for the first time Hamburg's second strongest partner country, after China, for container throughput. That the USA previously filled 18th place indicates the tremendous improvement within one year in this trade in Hamburg. This was also of great interest for Market Research's analytical work on the trend in container handling in the Port of Hamburg.

Right at the beginning of the year, Port of Hamburg Marketing – HHM's Market Research had submitted an estimate of container shipments in the European hinterland. The focus here was on total volume as well as boxes transported between the Port of Hamburg and separate countries and federal German states, but on competing ports too.

For its members, HHM Market Research produced twelve monthly reports. Eight being 'SeegüterrePORT' and four, quarterly reports. These provide information on current port trends, innovations on liner services, and developments on seaport-hinterland transport. 'SeegüterrePORT' regularly focuses on one specific market with a Country Special.

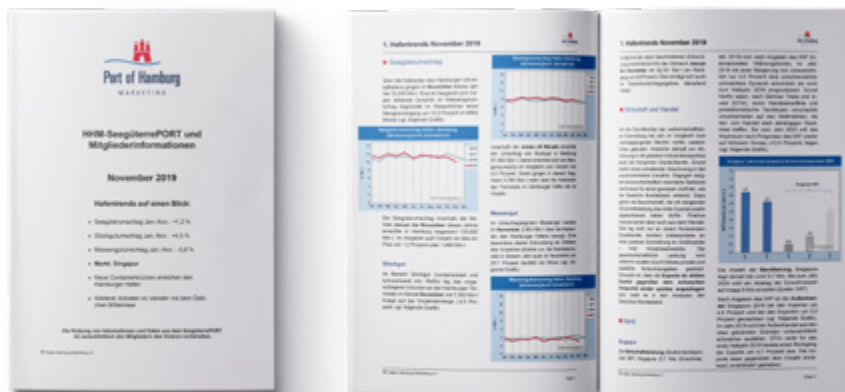
**Connection Compass** is an exhaustive data source on the transport potential in the Port of Hamburg. This offers a full and structured overview of all seaborne and land-based liner services.

In 2019 many questions remained open on the possible repercus-

sions of **Brexit**. Market Research supplied evaluations of the impact on the Port of Hamburg in advance. The main focus of its evaluation was on volumes handled in Hamburg in traffic with the United Kingdom in recent years.

New processes for data implementation were in use for the whole year for the first time in 2019.

Some possibilities for evaluation were also new. Apart from Brexit, the focus was on one German inland port's peculiar versions of total volumes by comparison with Hamburg. At the beginning of the year, HHM Market Research finalized an appropriate clarification for external distribution that put Hamburg in the right light again.



## Transport policy lobbying successfully places maritime/logistics topics

The Port Evening at the State of Hamburg's representative villa in Berlin, as well as regular attendance at parliamentary evenings, offer good opportunities for placing port policy topics in Berlin. Along with other trade associations, requests were put to the Federal Ministry of Transport for support on individual transport projects, but also on such digitalization topics as the use of AIS. These were reinforced by regular contacts between the Joint CEOs and the Federal Minister of Transport, his under-secretaries, the German government's Maritime Coordinator and MPs of various parties.

Along with seven other associations from the maritime sector, Port of Hamburg Marketing – HHM regularly organizes port breakfasts for members of the German Lower House. This event format is very suitable for putting over current challenges for the seaport industry, shipping, transport and logistics to political decision-makers. These events serve to put across to parliamentary under-secretaries and members of parliament the significance of the maritime economy, which is responsible for 440,000 jobs in Germany.

Active contributions in various bodies in the German Transport Forum, Logistics Alliance Germany and the Maritime Capital Forum, as well as political foundations and trade organizations, also serve to convey positions adopted by the Port of Hamburg plus the ports of the Metropolitan Region.

In addition, a lively dialogue is maintained with the

transport ministries of the federal states. Regular topics there include the significance of seaport- hinterland transport and of inland terminals, as well as initiating sustained transport chains by rail. The

'Hamburg-NRWplus' project to boost shipments by rail and inland waterway craft between Hamburg and North-Rhine-Westphalia is just one example.



Organizers of DIALOG.rail.South-Westphalia<sup>3</sup>, f.l.: Klaus Gräbener, Jörg Hilker, Minister Hendrik Wüst, Frank Haberkorn, Christian Betchen, Remo Piesker, Ingo Egloff and Markus Heinen

## German and international projects – A positive image for the Port of Hamburg

To further strengthen the Port of Hamburg's position in international competition, Port of Hamburg Marketing – HHM is involved on a large scale in various transport and logistics projects in Germany and elsewhere.

### **EMMA Extension, Project Supervision: HHM, Duration: 08/2019 – 01/2021**

Headed by HHM, the EMMA project to boost inland shipping in the Baltic coastal states is being continued with the [EMMA Extension](#) project. In this project extension, additional River Information Services (RIS) are being implemented in Poland, Germany and Finland. New inland water-



*EMMA closing conference in Brussels, Belgium f.l.: Stefan Breitenbach, Boris Kluge (†), Monika Niemiec-Butryn, Björn Garberg, Olli Holm and Robert Schumann*

way shipping lines are also being tested. The project offers HHM the opportunity to give intensive support to the RIS and Inland Shipping working

groups, and especially to campaigns for inland shipping.

### **COMBINE, Project Supervision: HHM, Duration: 01/2019 – 06/2021**

The [COMBINE project](#) champions a reinforcement of intermodal freight transport in the Baltic region. The focus here is on measures to boost efficiency at freight handling centres and to optimize pre- and post-voyage runs to and from these. A survey and an interactive online tool can be downloaded from the project page: [www.combine-project.com](http://www.combine-project.com)



*BSR Access Workshop in Helsinki, Finland*

[BSR Access](#), Project Supervision: Helsinki-Uusimaa Regional Council, Duration: 10/2018 – 09/2021

The BSR Access platform project combines the findings of transport projects in the current Interreg Baltic programme. The lessons and trends gained will contribute to the design of the new Interreg



*COMBINE project partners visiting BASF plant in Ludwigshafen*

Baltic programme 2021-2027 as well as the update of the EU's Baltic strategy. Hamburg is represented on the EMMA and COMBINE projects and is placing appropriate port and transport topics.

### **Hamburg-NRWplus, Project Supervision: HHM, Duration: 03/2019 – 12/2019**

The project aims to transfer road shipments between Hamburg and North Rhine-Westphalia (NRW) to inland waterways and rail. HHM has monitored the players involved in implementing separate measures. A new rail service between Hamburg and NRW is being created as part of the process.





Shortly before opening 10th EU-Baltic Region strategy forum in Gdansk, Poland

**Smooth Ports, Project Supervision: German Ministry of Economics, Transport and Innovation (BWVI), Duration: 08/2019 – 12/2022 + a twelve-month ‘Monitoring Phase’**

The project Smooth Ports aims to improve regulatory conditions in the Port of Hamburg area, while allowing for a reduction in emissions in road traffic. The first case study is on the optimization of phyto-, veterinary and Customs clearance. Along with BWVI heading the project, HHM functions as communications manager.

Apart from involvement and supervision on current projects, HHM is also active in developing a number of projects. At the end of 2019, a project in the EU programme Erasmus+, headed by Albanian partners, was submitted to the funding authority. In preparing for negotiations on joining the EU, Albania is aiming to align its university landscape with EU standards. Involvement of additional HHM members from different sectors in developing a

**NSR Connect, Project Supervision: HHM, Duration: 07/2020 – 06/2023**

The focus of the NSR Connect project is on investigating successfully implemented innovations for cargo handling and hinterland transport in ports on the North Sea. The original consortium leader unexpectedly withdrew in 2019, and so since the end of the year has been preparing to take over supervision of the project. HHM is also receiving additional funds for continuation of the ‘BiSchi Online’ platform (see p. 45).

maritime competence centre is planned. Under the title ‘Blue Supply Chains’, a development proposal was placed in the latest ‘seed money’ call in the Baltic programme, which primarily involves such topics as intermodal transport and emission reduction. The ‘seed money’ is intended to cover part of the development costs of applications for new projects.

HHM is also involved in developing the ‘Linking Sea and Land – Flagship Process’ – LISA, that was also conceived by the Swedish Maritime Administration as a ‘seed money’ project in 2019. This aims to support implementation of the [EU Strategy for the Baltic – EUSBSR](#) and its plan of action.



Forum for European Cohesion in Transport Policy (TEN-V) f.l.: Mikael Nyberg, Erki Must, Malla Paajanen, Thomas Erlandson, Jukka Honkanen and Jean-Louis Colson

## Your contact with us

As a member of Port of Hamburg Marketing, you are part of a powerful community and benefit from numerous advantages.

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