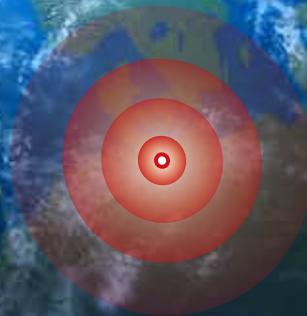


THE OFFICIAL MAGAZINE OF THE PORT OF HAMBURG

DECEMBER | 2021

WORLD TRADE

PORT OF HAMBURG MAGAZINE



IT IS STILL TOO EARLY TO TALK OF AN ECONOMY OPERATING AT CAPACITY. THIS ALSO HAS REPERCUSSIONS FOR TRADE. LONG DELIVERY TIMES FOR MANY PRODUCTS ARE ALSO BRINGING HOME TO CONSUMERS THAT GLOBAL SUPPLY CHAINS ARE STALLING.





Dear Readers,

The pandemic has the world on tenterhooks. Limitations remain apparent and new waves are erecting further hurdles. Much needed workers are still lacking at many points, hampering production. Ships and ports may be functioning at full capacity, yet last-minute closures of leading ports are repeatedly causing delays and hence also bottlenecks further along the supply chain. It is still too early to talk of an economy operating at capacity. This also has repercussions for trade. Long delivery times for many products are also bringing home to consumers that global supply chains are stalling.

Come autumn, German economic research institutes were therefore unanimous in revising their positive forecasts. GDP growth will not now really be re-starting until next year. It will remain modest for the remainder of this year. Let's scrutinize companies' own risk management more closely – at least wherever the outbreak of the pandemic has had unforeseen repercussions. Yet in Knut Aliche's view the next catastrophe is coming. That's for certain. This partner at McKinsey & Comp talks of a 'black swan' event, probably set to occur more frequently during the next few years. Natural catastrophes also belong in this category. In an interview well worth reading, this analyst explains just how companies can prepare.

As far as better protection for the environment goes, shipping companies are active. To meet customer demands for climate-neutral shipments, they have decided to identify more environment-friendly fuels as soon as possible.

Hamburg-based Porath offers its customers another way of preparing and/or processing their international transactions. This Customs agency ensures that on arrival of the cargo, all papers are available in valid form. Especially when foodstuffs are concerned, this is not always simple. Even here, however, Hamburg companies and public agencies are on the right road. So much is demonstrated by examples elsewhere in this latest issue of our Port of Hamburg Magazine.

We wish you a gripping and enjoyable read.

Ingo Egloff and Axel Mattern

Joint CEOs Port of Hamburg Marketing

Contents



03 EDITORIAL

WORLD TRADE

06 „REGULAR MONITORING OF ALL CRITICAL PROCESSES IS INDISPENSABLE“

Interview with Global Supply Chain Specialist Dr Knut Alicke

12 SUPPLY BOTTLENECKS CREATE UNCERTAINTIES

Economic Research Institutes issue their forecasts.

14 INFOGRAPHIC

World Economy Set to Grow Further

18 NO SIGN OF CRISIS

Hamburg-USA trade remains on upward trend

20 LARGER, GREENER AND MORE DIGITAL: SHIPOWNERS SET FUTURE COURSE

These are shipowners' strategies for the future

24 SURMOUNTING BUREAUCRATIC HURDLES

Why Porath Customs Agents is responsible for Norwegian salmon

28 DESIGNING SUPPLY CHAINS FLEXIBLY

Austrian logistics company Quehenberger focuses on personal customer relationships

32 INTERNATIONAL CARGO HUB IN BRUNSBÜTTEL

From small family business to global enterprise

34 ESSAY: STRATEGIC COOPERATION

Lars Anke highlights importance of international cooperation

HAFEN HAMBURG MARKETING

36 PETER PICKHUBEN'S PINBOARD

Tips and stories from Hamburg's cheekiest port gull

38 HHM INTERN

Fresh Face at Port of Hamburg Marketing

38 IMPRINT

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“Regular Monitoring of all
Critical Processes is
Indispensable”

The Corona Pandemic has caused sourcing and supply chains in many companies to stall. Dr. Knut Aliche, a partner at McKinsey & Comp explains the weaknesses of many manufacturers, and how to better guard against such crises, in an interview with Port of Hamburg Magazine editor Ralf Johanning.

POHM: Knut Aliche, Christmas is just around the corner. Are all the presents going to arrive on time?

Dr. Aliche: That's difficult to answer. The situation in recent months has however shown that many fields are experiencing enormous bottlenecks. Whether, for example, that new car you ordered is going to be standing outside the door on time is very questionable.

Why is that?

The planning in many companies has not stood up to the ongoing Corona pandemic crisis that has been with us for over a year. Many supply chains are geared to just-in-time deliveries. There's little room for disruptions leading to bottlenecks in sourcing and production. Precisely this is what has happened to many companies.

In one investigation you surveyed 71 companies twice, to find out how they have reacted to the crisis and what consequences they have drawn from it, firstly in May 2020 and again in June 2021. What were the core statements the first time?

At the beginning of the crisis, many of those questioned wanted to speed up their processes and become more agile. Digitalizing was to play a decisive role. Moreover, they were considering building up stocks again and partly doing away with the just-in-time principle. In addition they were again increasingly considering regionalizing production and sourcing.

One year on, has this result changed?

In general the answers have been underlined, and are even being pursued more intensively. However, since enormous bottlenecks continue to exist, many of those surveyed are convinced of wanting to increase their inventory. And yet, in the current situation that is absolutely not possible.

How do things look on the digitalization front?

This is still the top priority. With cutting edge soft-

ware, the companies want especially to be faster and analyse more scenarios than before. Given this, they should be able to succeed in analysing the multi-level supply chain; just how deeply, depends on which industry.

This leaves regionalization as the third pathway to a solution, creating greater independence from multi-level supply chains, following the motto of 'back to the roots'. Interestingly, many did not judge a return to the roots as being so important. That would be a structural change involving a lot of effort.

Let's come back again to the start of the crisis. How did companies react to the suddenly emerging difficulties?

Right from the start many shippers reacted correctly and set up their 'war room'. There, they investigated exactly where they stood. They had to determine what restrictions existed and what options were open to them. We then often helped in finding a medium-term solution. But then, after four weeks, such a process is frequently not completed, requiring the company to establish these processes.

How should I try to imagine working in a 'war room'?

Early on, there's a lot of telephoning going on, because the available IT infrastructure doesn't allow a comprehensive analysis of the situation. Every day, the team tries to

establish the actual stock status and deliveries, then looking for appropriate solutions.

Are these 'war rooms' still in use today?

Some and some not, because during the pandemic many more topics have come into question. That is why the war rooms have not been stood down up to now. In addition, there are still companies that have not even adopted this option.

That sounds like a recipe for chaos...

You could say that. However after a couple of days, a

// Right from the start many shippers reacted correctly and set up their 'war room'. There, they investigated exactly where they stood. They had to determine what restrictions existed and what options were open to them. //

MCKINSEY HAS SURVEYED COMPANIES ABOUT SUPPLY CHAIN PROBLEMS AND ENQUIRED WHAT MEASURES HAVE ENSUED. HERE ARE THEIR REPLIES

COVID-19 surfaced several issues in current supply chains* ...

73 % Encountered problems in their footprint that require changes

42 % Experienced delays in planning decisions in the remote setting

98 % Lack sufficient in-house talent to implement digital ways of working

89 % Realized they needed to increase their overall SC resilience

... that led to first transformative actions since March 2020

92 % Increased footprint resilience by
61% Increasing critical inventory
55% Dual sourcing raw materials

80 % Invested in digital planning for
77% Supply chain visibility
76% Point solutions

85 % Increased their digital talent by
55% Reskilling labor force
52% Acquiring new talent

95 % Proactively managed SC risks by
63% Monitoring supplier risks
48% Monitoring demand risks

*in Prozent der Antworten

Quelle: McKinsey & Company

company that had good supply chain planning before the pandemic, succeeds in setting up business continuity management. This makes it easier to forecast disruptive events. At the same time, they succeed in understanding the impact, then taking appropriate action, such as building up stock to remain capable of deliveries.

What can shippers learn from the crisis?

The catastrophe in Fukushima provides one good example. It was albeit only a local incident, but it had a global impact. At that time, we developed a lot of instruments that we in principle could use again during the pandemic. In many companies these instruments and the knowledge of how to apply them have disappeared again. As long as the incident is ongoing, the tools are used, but then in three to nine months after the end of a crisis, these things are quickly forgotten again. This should no longer happen. Rather, regular monitoring of all critical processes is indispensable.

Why are companies so willing to take risks in this regard?

Companies quickly get the feeling that they are keeping processes running that really are no longer of use and cost a lot of money. So, that's when they are shut down. And yet, this is precisely the wrong approach, since with each and every new crisis, these processes have to be set up again from scratch, even though they already once existed.

Are there other areas that surprised you during the course of the survey?

The answer can be learned from what we experienced during the course of the study. As we know, there was the toilet paper effect among consumers. Demand went up 300 percent, even though it was absolutely unnecessary. What came out of our survey was that exactly the same phenomenon happened in many companies: Because of anxiety about bottlenecks and a poor share of distribution from the suppliers, companies ordered so much, without having the possibility of using it in production. This phenomenon is known as 'shortage gaming', that became known as part of the horsewhip effect in the Sixties. Precisely this happened even among experienced planners: I hadn't expected that.

That means, in your opinion, that companies far too frequently think short-term, while neglecting risk management.

In principle, yes. However, this is going to change in the next few years. The current focus on just-in-time

deliveries is going to be reduced. At the same time companies are going to build up a certain inventory as a decoupling buffer. All the same, it is a good approach for companies to reduce stock, to improve quality and to highlight problems, as foreseen in the tenets of lean management. However, as soon as this has been achieved, a certain inventory should be built up to make the supply chain resilient.

Are there positive examples of this?

The pharmaceutical industry already started last year to build up inventory. This was a reaction to the production bottlenecks in India, ratchetting up stock holdings, to tide them over for at least a couple of months.

Which industrial sectors are still going to act?

This will apply particularly to the automotive, but also to the IT and mechanical engineering industries; in principle every industry that is dependent on silicon

chips. Last summer, the semi-conductor crisis started and since then there have been far more. But the first crisis alone is going to continue, creating insecurity. This is going to be concern us for months to come; for some products even years.

What is so special then about the semi-conductor?

The current semi-conductor bottleneck demonstrates very clearly what can happen when manufacturers do not plan in good time and neglect their risk management. It began last year when the automotive manufacturers started winding down production because of the pandemic. As a result, fewer chips were planned in. However, at the same time, there was a counter-flow, because many consumers and companies were investing in their digital tools and equipment. In the USA this was exacerbated by emergency aid and in China production resumed relatively quickly. This sent the demand for semi-conductors through the roof.



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Whereas it is hard to predict volcano outbreaks, it can already be said right now that other natural catastrophes will increase

© iStockphotos

What had the automotive industry not taken into consideration?

The semi-conductor producers are very inflexible in their production. Only when the factories are working to near capacity, are they economically viable. This industry has very long production periods, and is moreover structurally inflexible. These manufacturers suddenly faced a wave of demand that they just could not handle. Because of the automobile industry's customary just-in-time supplies, bottlenecks occurred and are still doing so.

What consequences can you draw from that?

There are industries that exhibit a certain degree of

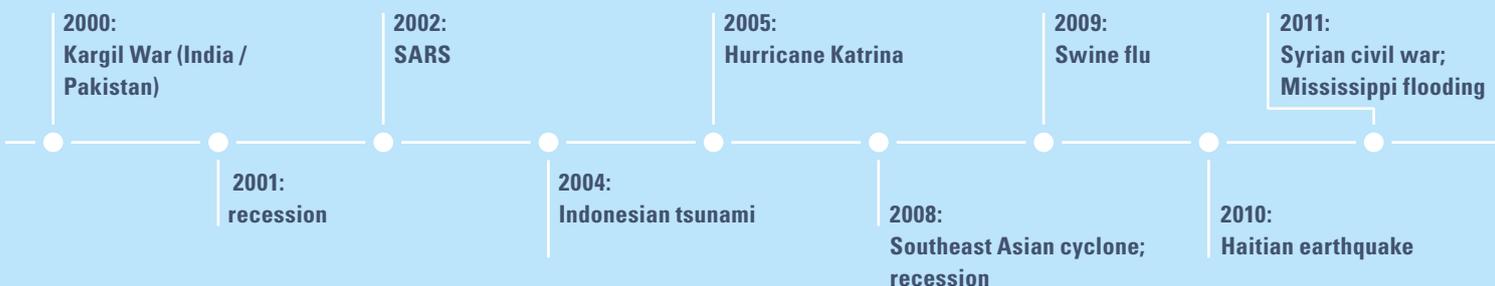
inflexibility, because of the high level of investment. These include the chemical, steel and semi-conductor sectors. It is precisely here that bottlenecks are now increasing. Long production periods and a high level of utilization of capacity resulted; basically, the manufacturers should have paid more attention and covered their needs.

The semi-conductor crisis is a result of the pandemic. What other crises do you see coming down the line for the economy in the next few years?

There are various incidents or events such as trade wars, political uncertainty or natural catastrophes.

SHOCKS WITH A WORLDWIDE IMPACT ARE OCCURRING INCREASINGLY OFTEN

The worldwide supply chain will more and more frequently be disrupted by all manner of occurrences. The frequency of these has constantly grown and has had differing repercussions on the world economy. Here's an overview of examples over the past 20 years



Quelle: McKinsey & Company



Dr. Knut Alicke

Dr. Knut Alicke is a partner with Mc Kinsey & Company and belongs to the global leadership team for supply chain practice. He operates out of the Stuttgart office and heads its work in the areas of production and supply chain. Alicke consults with clients on a wide range of topics, including SCM – supply chain management, digital supply chains and progressive analytics as well as supply chain transformations. Moreover, he is the global dean of the Supply Chain Executive Academy. He started his career with Mc Kinsey & Company back in August 2004. He also teaches as an SCM professor at KIT – Karlsruhe Institute of Technology.

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What they all have in common is that they are ‘black swan events’. We do know that they are going to happen, but what we don’t know is when, or to what extent. It is however clear that because of global warming, events such as extreme heat, drought and flooding will occur. The next crisis will certainly not be a pandemic.

How do I get such risks under control?

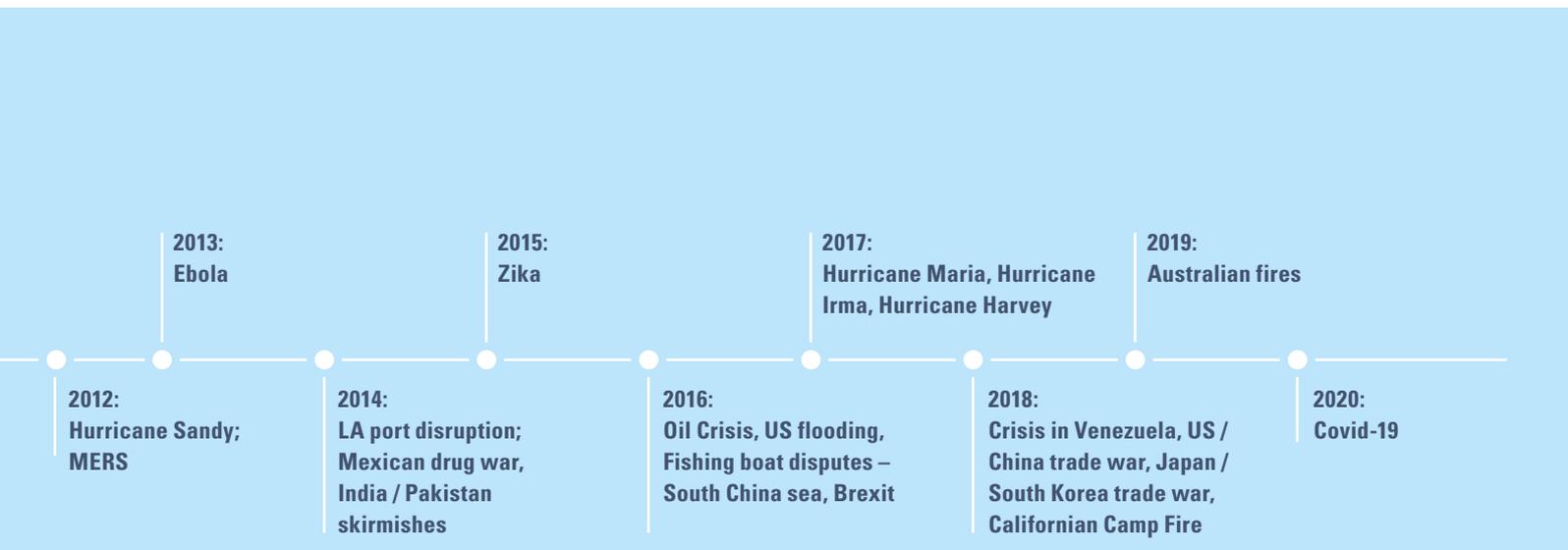
This really is a complex topic. Companies have to really understand their networks and achieve the transparency required. Moreover, they have to know how to react to crisis scenarios. They need ongoing risk management. And once again: They have to move

away from their credo: ‘as little inventory as possible’, building up a certain critical mass to make the supply chains robust.

And what do the companies need for that?

Many processes are so intermeshed that risks have to be spotted by staff. Additionally, companies need appropriate processes and an IT backbone, capable of running the analyses needed. Today, many companies are absolutely incapable of this. Finally, if at all possible, all companies need a digital twin that can be used to analyse scenarios.

Dr. Alicke, many thanks for the interview.



Around 90 percent of world trade goes by sea. If bottlenecks arise there, that makes a rapid impact on the economy



© HHM/Hasenpusch Productions

Supply Bottlenecks Create Uncertainties

The economic upswing is once again faltering. The repercussions of the corona pandemic are still discernible. Various economic research institutes are unanimous on that.

Everything will be better next year. Repeated fresh waves of the corona pandemic and the resultant lockdowns have not led to the recovery of the economy as had been hoped. Such is the general feeling of these institutes. The world economy failed to achieve a sustained recovery. Instead, a succession of fresh closures created problems for many supply chains. Processing industry therefore is lacking some raw materials. This has affected not just the automotive sector. The chemical and textile industries also have to contend with serious gaps.

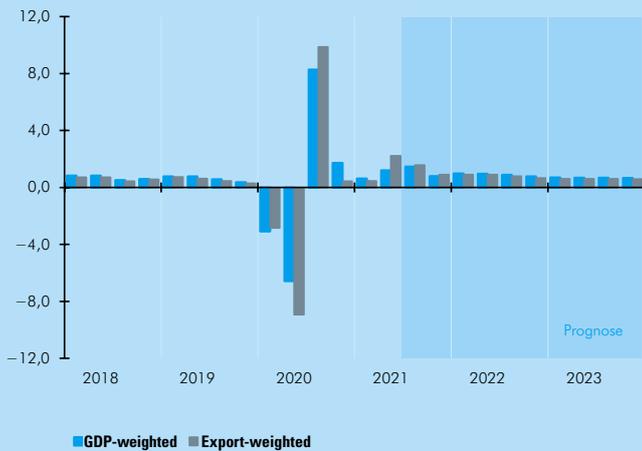
The impact on different regions of the world has varied. The Joint Economic Forecast project group regards positive mention of the United States of America as essential here. It is only there that total production

expanded during the first half, with growth of over 1.5 percent per quarter. The experts see the reason for this as being that for the most part, the USA let the economy carry on running. No major lockdown occurred. This means that GDP for 2021 should climb by 5.6 percent.

China, by contrast, started the year well. The country brought the virus under control relatively quickly. Yet its restrictive containment policy repeatedly caused local lockdowns that slowed down economic development in the People's Republic. Industry also suffered from the semi-conductor crisis. Faltering property developers like Evergrande are currently causing additional uncertainties. Despite all these factors, China will be able to boost its GDP by 7.8 percent.

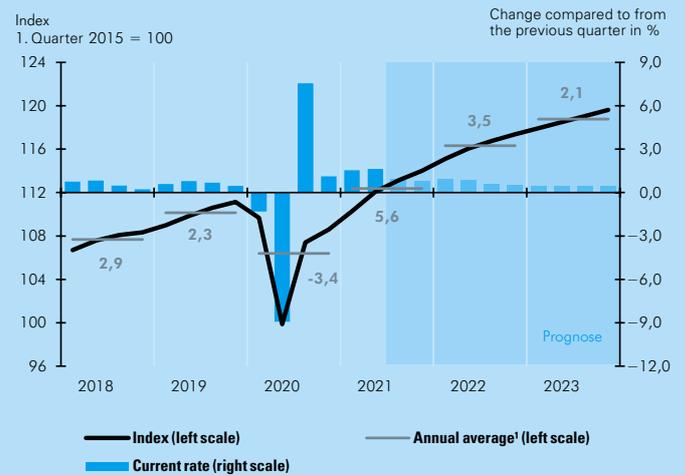
Total global economic production

(a) Real Gross Domestic Product of the world¹
Quarterly growth rates in %



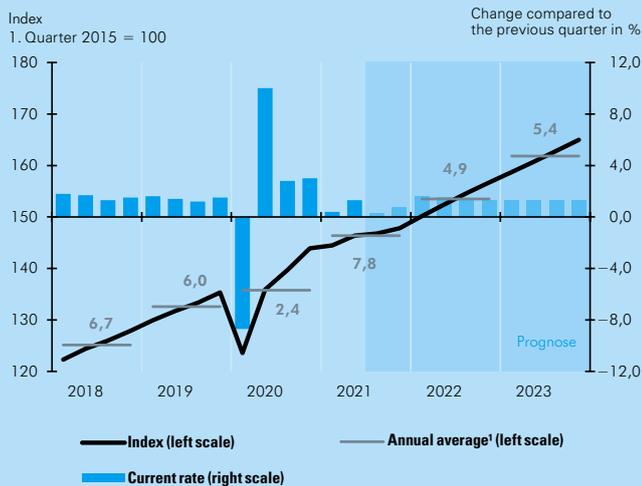
¹ Aggregate of countries listed in Table 1.1. Weighted with the gross domestic product of 2020 in US dollars, or the share of German exports.
Sources: IMF; OECD; national statistical offices; calculations by the institutes; from Q3 2021: forecast by the institutes.

(b) Real Gross Domestic Product in the USA
Seasonally adjusted development



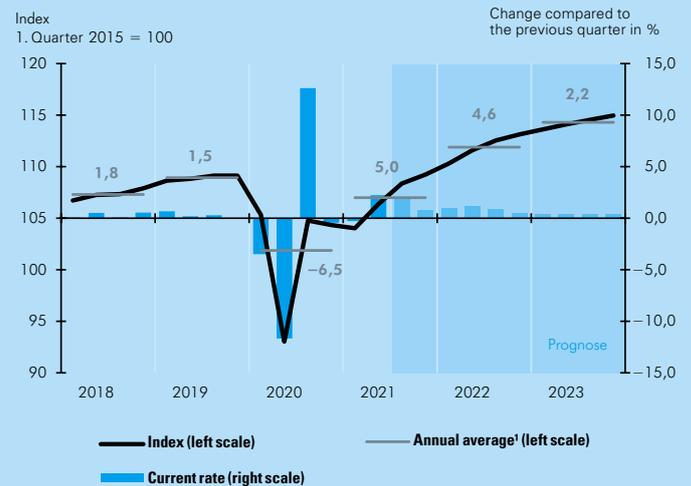
¹ Figures: Change in original values compared to the previous year in %.
Quellen: Bureau of Economic Analysis; Berechnungen der Institute; ab dem 3. Quartal 2021: Prognose der Institute.

(c) Real Gross Domestic Product in China
Seasonally adjusted development



¹ Figures: Change in original values compared to the previous year in %.
Sources: China National Bureau of Statistics; Institute calculations; from Q3 2021: Institute forecast.

(d) Real Gross Domestic Product in the euro area
Seasonally and calendar-adjusted development



¹ Figures: Change in original values compared to the previous year in %.
Sources: Eurostat; Institute calculations; from Q3 2021: Institute forecast.

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EU countries will not succeed there. The project group assumes growth of 4.9 percent. In their autumn forecast, these experts on the economy are still assuming worldwide growth of 5.7 percent, down 0.6 percentage points on their spring forecast.

The autumn verdict for this year from these institutes is therefore correspondingly sober. The five leading institutes compiling the Joint Economic Forecast assume that German GDP will grow by only 2.4 percent. Their spring verdict was for around 3.7 percent. That's quite a drop. "In spring our estimate for the second quarter was wrong. We were far too optimistic about the supply chain problem," said Oliver Holtemöller, Vice-President of Halle-based IWH – Leibniz Institute for Economic Research, when presenting the 143rd

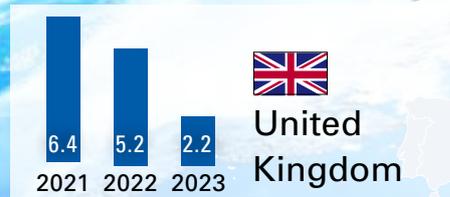
Economic Forecast. At the same time, the research institutes presented a distinct rise in their GDP forecast for next year. In spring the experts were still assuming a 3.9 percent growth rate. That should now be approx. 4.8 percent.

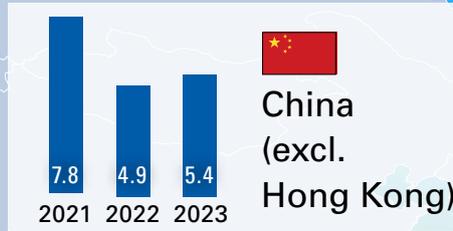
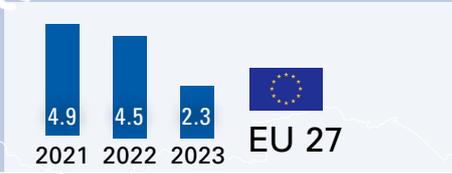
NEGATIVE TREND ON IMPORTS AND EXPORTS

This year the Kiel-based World Economic Institute has been using ocean shipping trends as the basis for a novel 'Kiel Trade Indicator'. This sees serious blockages outside Chinese and US ports as having an increasingly negative impact on exports and imports. For instance, IFW Kiel sees nine percent of worldwide freight capacity as meanwhile tied up in four large-scale queues. This had matching repercussions in Oc-

World Economy Set to Grow Further

World economic output will also grow in the years to come. Such is the forecast from the Joint Diagnosis project group in its autumn release. The diagram indicates how the economy could develop in leading industrial countries and regions

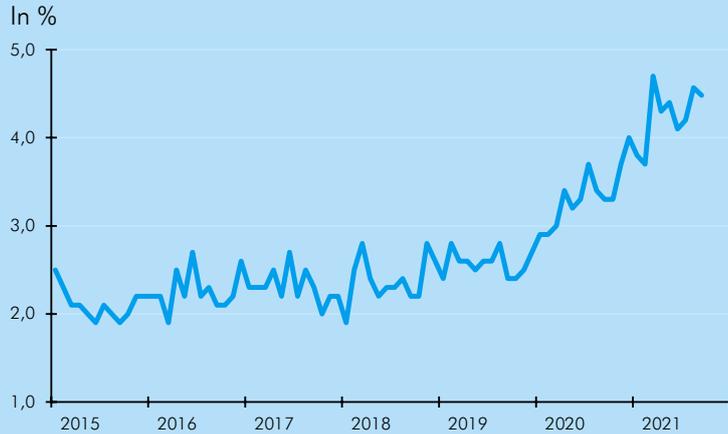




tober on global trade, down by 0.6 percent. China, especially, posted a 4.9 percent fall in exports on the previous month, while also posting a 2.7 percent advance in exports. Germany too continued to stumble along. At least the Kiel Trade Indicator signalled a slight 0.2 percent rise in imports after a collapse in summer.

“Global trade lacks any positive momentum to provide a boost. It’s dawdling at the pre-corona level and has now been stagnant for an unusually long time,” said Vincent Stamer, who heads the Kiel Trade Indicator. “Looking at the containership blockages dampens hope of growth any time soon. For the first time, cargo vessels are simultaneously accumulating off major Chinese and USA seaports to an alarming extent,” – see diagram.

Blocked ship capacities¹



¹Monthly data: Proportion of cargo capacity in worldwide deepsea container shipping that is loaded but not on the move
Sources: Calculations by Vincent Stamer of IfW Kiel based on data from Fleetmon.com.

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REPERCUSSIONS ON PRODUCTION

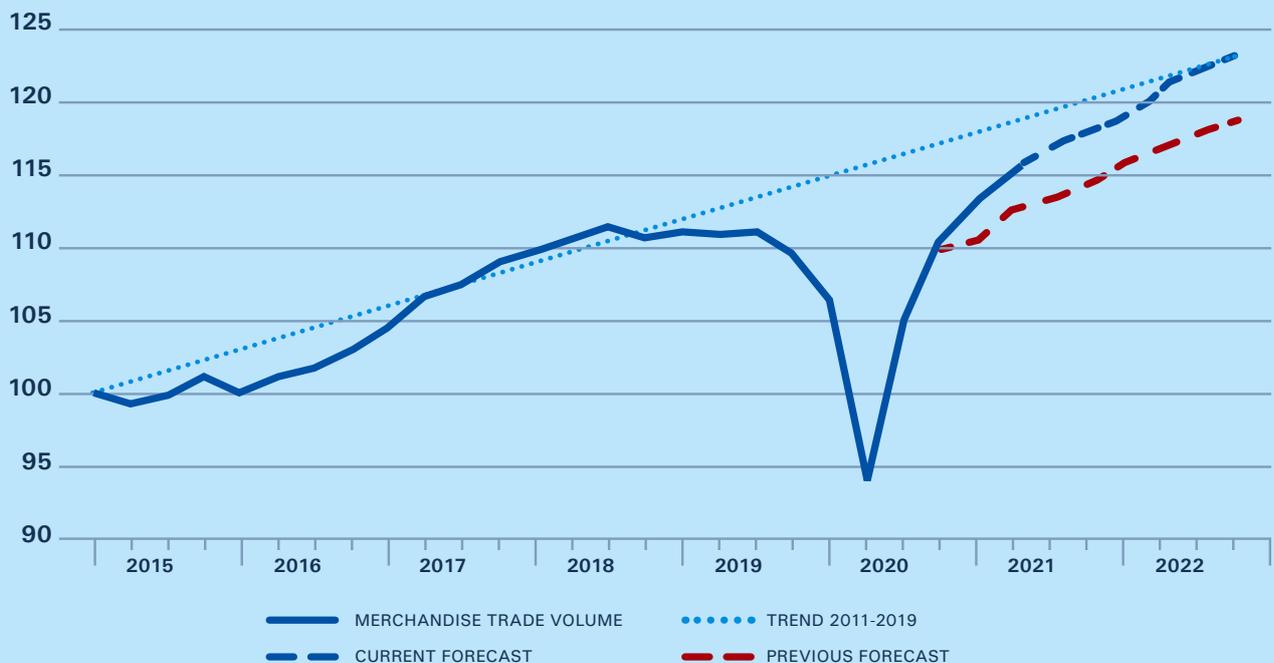
Delivery bottlenecks and blockages are increasingly affecting production. Munich-based ifo Institute puts the loss for industry at 40 billion euros. “That’s at least one percent of one year’s GDP for Germany,” say ifo’s Senior Economist, Timo Wollmershäuser. “The present situation is absurd: Despite full orderbooks, industrial production has been falling since the beginning of the year. It’s experiencing a bottleneck-recession.” Wollmershäuser sees this as one reason for an almost stagnant economy. ifo Institut is therefore reckoning with 0.5 percent growth, against a previous figure of 1.3 percent.

So, the upswing is keeping us waiting. Utilization of capacity will only become normal in the course of next year. ■

Ralf Johanning

WORLD TRADES VOLUME FOR GOODS FROM 2015 TO THE END OF 2022

Index, 2015=100



Quelle: WTO and UNCTAD for trade volume data; WTO for forecasts.

DOUBLE-DIGIT GROWTH IN WORLD TRADE

Data from the WTO – World Trade Organisation suggests a recovery in world trade this year. Growth during the current year is put at 10.8 percent. In the spring, the WTO still put it at eight percent. Next year should also see growth. Estimates from WTO experts still see this as 4.7 percent.

KIEL TRADE INDICATOR

The Kiel Trade Indicator is a novel prior indicator of international trade, launched by the IFW in Kiel in May. IFW uses movements data for containerships in several hundred ports and areas of the sea as the basis for its calculations. Vessel arrivals and sailings for 500 ports worldwide are recorded. According to IFW, ship movements in 100 areas of the sea are analyzed, and effective load factors for containerships measured on the basis of their drafts. Country-ports correlation facilitate exports and import forecasts – even for countries without their own deepsea ports. The Indicator estimates anticipated imports and exports for 75 countries, as well as EU and worldwide freight throughput. An algorithm programmed at IfW Kiel evaluates the figures with the aid of AI. With growing quantities of data, the Kiel Trade Indicator's algorithm builds up a pool of experience and can autonomously improve on past errors. This gives the Kiel Trade Indicator a growing experience databank. Machine learning also facilitates estimates of the actual state of trade, but also forecasts of future trade movements.

NOVEMBER 2021 (Comparison to previous month)	Export	Import
Germany	+0,1 %	-0,2 %
EU	+1,5 %	+1,1 %
USA	-0,1 %	-0,6 %
China	+2,9 %	-0,4 %
Global Trade	+0,2 %	

Source: ifw-kiel.de/tradeindicator



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TREND INDEX - HAMBURG SERVICES WITH THE USA - 1,000 TEU



Source: HHM

No Sign of Crisis

Even during the pandemic, the positive trend in container traffic between Hamburg and the USA continues. Since 2019, the USA has been Hamburg's second strongest trading partner for seaborne trade after China.

US economic activity directly reflects private consumption. Germany Trade and Invest (GTAI) speaks of an interplay between consumption and economic growth: Higher consumption makes for faster economic growth, and vice versa. After lockdowns and other restrictions affected purchasing power in 2020, this year consumer spending is booming.

That's due primarily to a number of pump-priming US government programmes to boost the economy. This also shapes the USA's foreign trade. Hamburg is a central hub for German trade with America. A total of 591,000 TEU were shifted in crisis year 2020. For the first half of 2020, the figure reached 303,000 TEU, representing 5.3 percent growth and feeding

hopes of a new volume record by year-end. Volumes have been growing steeply ever since 2019: the four additional THE Alliance Transatlantic services have established the USA in second place among Hamburg's top partner countries.

Hapag-Lloyd container shipping line has been directly involved in this success. "After the steep decline at the start of the pandemic, North America posted a gradual recovery, which has massively accelerated since the second quarter of this year. Strong growth in the market is also reflected in both export and import volumes," says Nils Haupt, Hapag-Lloyd's Senior Director Corporate Communications. Hapag-Lloyd fills a decisive role in the USA trade. The company is not only the leader in the trade between Hamburg and the USA. Handling an estimated two million standard containers in the last five years, seen overall Hapag-Lloyd also takes first place among the most important shipping companies for the Port of Hamburg.

The company calls 14 ports on the US East coast between New York and Houston. On the West coast, it serves Los Angeles, Long Beach and Oakland in California, plus Seattle in Washington state. Most of these ports continue to be plagued by persistent ship

bottlenecks. Global supply chains under pressure, terminal closures in China at intervals and staff shortages cancellations due to sickness lie behind this. Hapag-Lloyd is also affected by ports overloads and ship blockages in the USA. Yet the company has been able to react flexibly, temporarily re-routing the AL3 service in November, for instance. According to Hapag-Lloyd, this serves "optimization of our range of services, stabilization of schedules and adaptation to market requirements." The rotation now runs via Jaxport in Jacksonville, instead of the Port of Savannah. Ten liner services currently link the Port of Hamburg with the East and West coasts of the USA. Along with Hapag-Lloyd, other major shipping companies like CMA CGM, HMM, ONE and Yang Ming serve the trade. Apart from six container services, one combined container/RoRo cargo and three multi-purpose services are handled. The last three are especially suitable for project and other general cargoes. In addition, three container services serve with ports on the North American West coast.

Hamburg is therefore solidly positioned in the USA trade, which over the past year has proved crisis-proof. Despite the current freight situation in US ports, for the moment the outlook remains positive. ■ Lea Mentzel

Ten liner services connect the Port of Hamburg with the East and West coasts of the USA. Hapag Lloyd also serves these

Larger, Greener and More Digital: Shipowners Set Future Course

Deepsea shipping is one of the mainstays of our export nation. Shipping companies need to adapt rapidly and flexibly to fast changing requirements. They are pursuing differing strategies here.

With growing demand, ships are also of increasing size. For decades, this trend has determined world trade. Yet is bigger also better? In reality, shipping companies need to weigh up numerous factors conflicting with this belief. Viability, environmental friendliness and geographical restrictions are just a handful of those. So, they are shaping up for the future.

So 'the three main Ds' will be central to the future of this long-established shipping company, as Rainer Horn, Global Head of Corporate Communications, puts it. "CO2 neutrality in shipping, then along the whole logistics chain, takes pride of place." The first three vessels with alternative propulsion systems should already be deployed for Hamburg Süd in 2030. The whole fleet should have been converted by 2050.

To remain so successful for so long, "the right decisions need to be taken at the crucial points," says Horn. He is convinced that under the Maersk Group umbrella, Hamburg Süd is making all the right adjustments for the future. Essential in the first place are the close and personal relationships with customers that have facilitated forward-looking trading by the shipping company for 150 years now.

JOINING FORCES

The Port of Hamburg is Germany's largest universal port and not therefore a base solely for container shipping companies. Hamburg-based SAL Heavy Lift, for example, specializes in heavy-lift shipments. This year the company has entered an alliance with Jumbo Shipping. As such, these heavy-lift specialists aim to pool their resources and knowhow to offer global solutions for every shipment. "With our Jumbo-SAL alliance, we have the opportunity to launch one of the world's most powerful efficient service units for the technical heavy freight market, says Malte Steinhoff, Head of Marketing and Communications. In this segment, the key to long-term success on the world market lies in always having the right ships in the right place at the right time.

The alliance enables SAL to cover a far greater range here. The fleet meanwhile consists of 31 highly specialized vessels with lifting capacities of up to 3000 tons. These are backed by a worldwide network of around 100 engineers in more than 22 offices. "JSA enables us to tender simultaneously for several large projects – no shipping company alone would by itself be in a position to do so," concluded Steinhoff.

Combining forces pays off on wind power, especially. The market is growing, plants are continually increasing in size and complexity. The foundations in offshore wind parks frequently weigh over 1000 tons, and the turbine components, over 500 tons. The sheer size of the elements demands enormous capacity that this heavy-lift shipowner can now provide thanks to the Jumbo-SAL alliance.



© SAL

150 YEARS OF SUCCESS

This year venerable shipowner Hamburg Süd is celebrating its 150th anniversary. Especially on its main trade routes between Hamburg and South America/Oceania, it is among the specialists for transporting reefer cargoes such as fruit and meat. Today Hamburg Süd belongs to A.P. Moller-Maersk and is shaping up for another 150 years of success under the umbrella of the world market leader.

Maersk Line, the world's largest container shipping company, is making sustainability the keynote for its corporate development. Primarily because most of the group's major customers are committing themselves to carbon-free supply chains, the Danish group has reacted fast and is moving towards decarbonization of the industry. "We are now extremely well positioned on the main topics for the future – in part thanks to belonging to Maersk," says Poul Hestbaek, Hamburg Süd's CEO. "These primarily include digitalization, decarbonization of shipping and diversification of our product range for customers all along the logistics chain," he explains.



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CMA CGM is going for LNG as an interim solution



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STEEP REQUIREMENTS

European ferry group Stena Line has planned much for the future and drafted a comprehensive sustainability strategy. Its commitments here concentrate particularly on five of the UN goals for sustainable development: Gender equality, affordable and clean energy, health/wellbeing, sustainable consumption, and production/life underwater. On the basis of these targets, Stena Line is re-positioning itself in all areas of its business. It has already established itself as a pioneer in reducing emissions.

Here Stena Line is already ten years' ahead of the aims defined by the IMO – International Maritime Organisation. "We aspire to be the spearhead of sustainable shipping. For that, in the long term we need, not just to become more efficient, but also to break away from dependence on fossil fuels and reduce our total emissions. We are therefore setting ourselves the target of saving 30 percent CO2 by 2030, and reaching zero CO2 by 2050," says Stena Line CEO Niclas Mårtensson. The 'Stena Elektra' should be an important milestone on the company's path to climate neutrality. The first completely electric ferry will be plying along the 50 nautical miles Gothenburg and Frederikshavn from 2030. Yet the 'Elektra' will be only one small piece in the whole strategic jigsaw, since reducing emissions sustainably will require action on many fronts. Additional alternative fuels such as methanol and hydrogen, for example, are already being investigated and tested.

As part of a pilot project, in June this year it was possible to refuel the 'Stena Germanica' for the first time with recycled methanol from the steel industry. Digitalization also plays an important part in reducing emissions for Stena Line. For example, the company is equipping more and more vessels in its fleet with the AI assistant Stena Fuel Pilot. "This technology helps our captains to discover the most energy-efficient route at any one time and to save up to five percent in fuel per section of the route," explains Erik Lewenhaupt, Head of Sustainability for Stena Line. "Our strategic approach is therefore clear: We are working in parallel on reducing both fuel consumption and emissions, but also in investigating tomorrow's fuels and technologies."

GREEN GIANTS

Vehicle exports are booming. Used vehicles, especially, are being shifted out of the EU into African developing countries – by sea on RoRo, RoPax and ConRo vessels. As a Mediterranean and Africa specialist, Italian shipowner Grimaldi Lines here serves an ever-growing market for Hamburg. Grimaldi too must adjust to rising volumes for shipment and is already introducing such innovative solutions as hybrid vessels on to the market. Only at the beginning of this year, the Naples-based group ordered six new ships that are to be put into service in the NW Europe-West Africa trade. The company is having a total of twelve novel, environment-friendly ships built. "The new series of Ro/Ro-multi-purpose

vessels of the G5 class has been developed so as to react still more efficiently to the demand for high-grade transport services on ocean routes and in doing so to reconcile the demands of international freight services with those of environmental protection," explains Gianluca Grimaldi, President of the Grimaldi Group. "We are therefore now taking an important step along the way pursued for some years of operating all our main routes with a newer and newer, more modern and ecologically more sustainable fleet."

The ships of the G5 class are the first of their kind. The cargo capacity of the seven decks – two liftable – is double that of the existing RoRo-class deployed by Grimaldi Group on short-sea traffic. A total of 7,800 metres of wheeled cargo can be transported. That corresponds to around 500 trailers plus 180 cars. The stern ramp also permits loading of units weighing up to 150 tons. These green giants are also in a position to halve CO2 emissions during transport, and to reduce these to zero during port laytime.

A FUEL FOR THE FUTURE

CMA CGM has also embarked on the green course. With the launch of the 'CMA CGM Jacques Saadé', in 2020 the French shipping group introduced the first LNG-powered mega-containership on the market. According to CMA CGM, this is the only fuel to offer the

advantage of being immediately available while also having positive effects on air quality. By comparison with conventional propulsion, LNG eliminates 99 percent of sulphuric oxide emissions, 91 percent of fine-particle emissions and 92 percent of nitrogen emissions.

Nor should that be all: CMA CGM is using LNG simply as a provisional solution – en route to 'green' methane. The fleet is already being equipped to allow all vessels to be bunkered in future with biomethane, a 100 percent renewable source of energy, and e-methane, a carbon-free fuel. By 2024, forty-four should have been put into service.

Biomethane, produced by the methanization of agricultural operations or the direct exploitation of landfill gas, reduces exhaust gas emissions by at least a further 67 percent. E-methane, produced from decarbonized hydrogen plus separated carbon dioxide, facilitates an even more distinct reduction of emissions, with potential for carbon neutrality. To enable these fuels to be used as soon as possible, along with project partners CMA CGM is investing a great deal in research. "Just recently, we launched the first French project for producing bio-LNG. This is backed by the Energy of the Future coalition, and we are incorporating constantly growing quantities of biomethane in our energy mix," confirmed the shipping group. ■ Lea Mentzel



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Many fish farms in Scandinavia breed salmon that subsequently enter world trade



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Surmounting Bureaucratic Hurdles

International trade conflicts, embargoes, punitive rates of duty – the challenges in world trade mainly have political origins. Wherever trade barriers are hard to fathom for companies, Porath Customs Agents spring into action.

Any fish on a dinner plate in Germany after being caught in Norway will frequently have a long journey behind it. Before reaching Germany, it goes to Turkey to be gutted and filleted. Nor is that the end of the journey. The processed fish only hits supermarket shelves once its documentation is available, and in valid form. “When an appropriate document is not available, or has been incorrectly filled in, then it has to be corrected, in Turkey and in the original,” explains Melanie Al Marji of Porath Customs Agents, adding: “Meanwhile, the fish must wait here in Germany in a reefer container or a truck, and may not be processed until it has successfully passed through all the checks.”

Such problems have been no rarity just recently. One reason for that is that at global level, the free market increasingly lacks political backing. Although abolition of Customs duties has been feasible over the past thirty years, in recent years the administrative burden for trading companies has grown. Non-tariff trade barriers take up more and more time for companies. Complicated bureaucracy, new IT systems and constantly new/altered regulations hamper international trade. For many firms, the heavy administrative load outweighs lower costs. This trend is especially apparent where regulation is very strictly controlled, i.e., in the food sector.

COMPLEXITY CALLS FOR SPECIALIZATION

As a rule, it is not the companies themselves that overcome these hurdles. They call up support from specialized teams in Customs agencies. Porath Cus-

Porath Customs Agents

Founded by Jürgen Porath in Hamburg's Speicherstadt – Warehouse City – by Jürgen Porath in 1985, at the beginning Porath Customs Agents was a traditional forwarding company

The company grew rapidly and after the early years, concentrated on its core competence: Customs clearance.

In 1996 Jürgen's son Thorsten Porath, a trained forwarder, took over as CEO and set the family company on an international course: He inaugurated the first airfreight branch at Frankfurt Airport, opened a further base in Bremerhaven, and on account of heavy demand, expanded to the port city of Gdynia in Poland in 2011 and to Rotterdam in 2013. The most recent location in Zielona Góra was added in 2016.

Re-launch as Porath Customs Agents GmbH followed. The Customs agency now employs over 90 staff and offers a catalogue ranging from consulting to professional clearance to complete Customs management.

toms Agents is one of the those that support companies in the various processes needed for Customs clearance as their products travel the world. "Keeping track of the requirements in the clearance process can prove a challenge. To satisfy requirements varying from country to country requires a high degree of specialization and product knowledge based on experience," stresses Thorsten Porath, proprietor of Porath Customs Agents. To counter this problem and the growing administrative complexity of the market, last year Porath restructured his separate departments. Specializing for specific customers or fields of industry, small teams collaborate on exports and imports, as required, to find individual, specific answers for the products needing to be processed.

SHORT-DISTANCE COMMUNICATION CHANNELS THANKS TO DIGITAL TOOLS

It is not only structurally that the company is adapting to the market. In addition, digital tools are to help simplify communication channels and network individual players together. For this, Porath has created a digital platform that accompanies the shipment. With access to Eazy Customs, customers can digitally scrutinize the status of their order, download documents, and communicate in this way with intermediate service providers and authorities. Moreover, it is also possible to invite others involved to join in the order, and in so doing to supply required data rapidly and without complica-



Before a salmon lies in a deepfreeze, it has often covered a long trip through Europe

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tions. "Eazy Customs functions in much the same way as a what's-app group chat. Customers may invite any parties involved in the transport process. We are currently in the process of further enlarging the tool so that for specific questions, suppliers too can be invited," says proprietor Porath.

In parallel to developments at the firm specializing in imports and exports, the authorities have also recognized the trend towards digitalization and cooperation. The Customs, Veterinary and Import Office Hamburg, plant health control office and the Federal Office for Agriculture and Nutrition have set up BOSS – a Border One Stop Shop as a central handling centre in the Port of Hamburg for more rapid exchange of documents, even at digital level.

Yet if the recently created digital tools are also to secure advantages, companies need to enter speedily. "Everything depends on when we are switched on, for if the appropriate tools are not deployed in good time, but only when the goods have arrived, then digitalization of the processes is no use," emphasizes Melanie Al-Marji of Porath Customs Agents. ■ Birte Hirsch



Pilot project Border One Stop Shop (BOSS)

BOSS – Border One Stop Shop in the Port of Hamburg is a national, innovative pilot project overseen by the Hamburg Ministry of Justice and Consumer Protection. The aim is to assemble a variety of control points – veterinary, foodstuff imports, plants and Customs – at one location. There are currently two veterinary offices in the port – one in the East and one in the West. Different opening times and the locations of the two offices result in daily criss-crossing traffic across the Köhlbrand Bridge. That means extra tours and additional fuel emissions between terminals and whichever veterinary office is open. The one planned for the Border One Stop Shop lies at the centre of the Port of Hamburg, in Waltershof, in the grounds of the familiar Waltershof Customs HQ. Here statutory controls in the Port of Hamburg can be conducted in one place and simultaneously, more efficiently and in a more environment-friendly way.

Preliminary trials were under way from April 2019 onwards for a possible project. These have now culminated in a positive outcome for the project and the location.



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Designing Supply Chains Flexibly

Austrian logistics company Quehenberger Logistics sees itself as a forwarder supplying clients with solutions. The company confronts intercultural challenges primarily by creating trust. Personal contacts are indispensable there.

Worldwide supply chains are vulnerable. The corona pandemic has forcibly demonstrated that. Port closures have caused ship and container blockages. Airfreight suffered a brief collapse. Especially for seagoing vessels, freight rates are higher than ever. In addition, existing intercultural differences always challenge supply chains and world trade. 'Other countries, other habits' is no empty phrase. Prejudices, misunderstandings and other difficulties are

inevitable, if business partners have no wish to get acquainted and understand each other.

Based in Strasswalchen, Austria, the internationally active logistics company Quehenberger is well aware of the challenges. Flexible control of supply chains is part of its day-to-day business. "We are innately focused on producing solutions for customers," says Robert Hartmann, Managing Director Air + Ocean. "With us, customers are not treated to one standard,

Quehenberger relies on Port of Hamburg in seaborne trade.



but receive individual solutions in accordance with their requirements," he adds, stressing that with Quehenberger, all activities are based on personal contacts. Logistics worldwide work exclusively with a selected circle of powerful partners. "We know the proprietors or CEOs of companies personally and together can rapidly reach decisions, something urgently needed with the challenges today," says Hartmann.

To gain trust vis-à-vis customers, partners and staff is the be-all and end-all. "For us, it has been and remains essential that we exchange experience during personal meetings and travel regularly to the countries where we operate. That way, we ensure that we are speaking the same language, observing the same corporate culture and quality standards,

and are at one in understanding how to keep our customers happy," explains this expert. For the last eighteen months, however, this has been somewhat overlooked, or all but absolutely impossible.

"Wherever we are on the move in the world, for us trust is of immense importance. We have admittedly aided ourselves with video conferences, but always against the background of wishing to be back where we were – namely to be back in personal contact," says Hartmann. He is proud of all his Air + Ocean team, that despite all the challenges has proved able to maintain worldwide supply chains and to offer previously non-existent solutions "that we didn't need at all until now," he explains. Hartmann is referring here to the corona pandemic and the damage to the containership 'Ever Given' in the Suez Canal, two oc-

currencies making it necessary to rapidly find alternative routes/carriers and/or to select other means of transport.

With sea freight, Quehenberger is also equipped to find RoRo shipments or transport by tramp ship without fixed schedules or routes for customers normally served by traditional liner shipping companies on charter services. In the Asia trade from China to Europe, for instance, growing use is being made of rail. Even trucks are meanwhile being deployed on this route – when there’s no alternative. Quehenberger is also strongly positioned in Russia and Eastern Europe. Those responsible for countries there have proved that they overcome local developments individually – that shows how vital trust is in internal cooperation as well.

“To personify handshake quality is also part of our corporate culture. We stick to what we have agreed and operate on a level playing field with every one of our partners,” stresses Hartmann. For years, Quehenberger has cooperated extremely successfully with



© Quehenberger

Robert Hartmann, Managing Director Air + Ocean

Quehenberger’s Customer Care Platform

Quehenberger customers have been using the internally developed, web-based Quehenberger Customer Care Platform – QCCP since 2020. This facilitates continuous shipment/and status monitoring along the entire supply chain. The dashboard can be individually arranged, the tool includes document management, reporting for compilation of statistics and picking status for warehouse customers. The platform offers customers the opportunity of recording shipments via order management, or even of harnessing QCCP as their own transport management system. According to the company, with QCCP not only Quehenberger staff, but customers, save a great deal of time since non-value-added activities are substantially reduced. The advantage is that everybody at all times enjoys complete transparency about their own operations. Just recently, it has become possible for Quehenberger customers to be regularly and automatically notified of when their goods will arrive at their destination. In addition, they will be able to enquire online about the CO2 rate for shipment orders placed.

the Port of Hamburg, in particular. “For us, cooperation with the Port of Hamburg plays an extremely significant role. We can visualize looking after everything there, via loading and discharging via quality control to Customs clearance,” says Hartmann, adding that in Hamburg the Hanseatic merchant’s word still applies, and hence the handshake quality that Quehenberger claims for itself can still be experienced in the city on the Elbe. ■

Nicole de Jong

The company

Operating worldwide, in 18 countries Austrian logistics group Quehenberger maintains 95 locations, one of them in the Port of Hamburg. They work globally for family-run businesses of medium size, but also for major groups. The company is broadly positioned, handling commissions from the automotive industry, for example, along with overweight shipments of excessive height and length for customers from engineering sector. Wholesalers, fashion groups, the paper industry, as well as pharmaceutical and health care companies that have strongly expanded during the corona pandemic, are also among its customers. With almost 4,000 staff, in 2020 Quehenberger Group generated turnover of 427 million euros.



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International Cargo Hub in Brunsbüttel

F.A. Kruse jun. of Brunsbüttel is a logistics company run by the fifth generation of the family. Multiple cooperation simplifies its international business.

Nobody at F.A. Kruse any longer considers transporting letters and parcels in the same way as over a century ago. This logistics service provider has completely revamped its main activities. The regular clientele of the group based in ChemCoastPark largely comprises internationally active companies in engineering, wind power, and the chemical and paper/printing industries. A broad range of know-how is required there. "We have not simply extended our skills for international transport. We also work with numerous forwarder partners and their related distribution centres. Thanks to this, we reach even the remotest corners of Europe," says Friedrich A. Kruse jun., adding that "In selecting our

partners, we attach special importance to secure transport, observation of transport regulations, and reliable/timely delivery."

The medium-sized Friedrich A. Kruse operation has meanwhile grown into a group with more than 330 staff. They look after a comprehensive range of services, no longer confined to road and rail logistics, but also including seaborne and air freight. Immediate proximity to Brunsbüttel port, along with a private rail siding at company headquarters, facilitate despatch of freight direct to its destination by various carriers. "Partly attributable to the waterside location of the industrial zone, development of Brunsbüttel as a chemicals centre

from the mid-1970s has enabled us to continually expand and further develop the company. Proximity to the Port of Hamburg and the excellent connection with multimodal transport, and therefore the European rail network, have also been a major factor in our ability to despatch locally produced goods worldwide," stresses Kruse.

F.A. Kruse owns specially adapted vehicles for offering its broad spectrum of road transport services. Units deployed therefore include tautliners, megaliners, container chassis, temperature-controlled and open-sided vehicles. These enable the company to satisfy an immense variety of enquiries and orders. The vehicle park comprises 120 units. There are 70 trucks in addition. "For some time we have gone for alternative propulsion opportunities, and meanwhile deploy ten LNG-powered trucks," explains Kruse. The company is assuming that with this fuel, seen as considerably more environment-friendly than conventional alternatives, it will be able to reduce emissions and pollutants.

For F.A. Kruse, on trucking the new ferry link between Brunsbüttel and Cuxhaven is also a positive aspect for more sustainable shipments. Destinations in the Rhine-Ruhr area and the Benelux countries can be reached more rapidly. For worldwide shipments, Bremen and Bremerhaven container terminals are also brought nearer – with between five and ten trucks are using the Elbe ferry daily. ■ red



F.A. Kruse jun. supports customers with state-of-the-art picking and storage

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Professional loading and unloading of liquid substances requires considerable experience

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Strategic Cooperation

Lars Anke, HHLA Chief Representative Asia explains in this essay why international cooperation and networked thinking are now so essential for the future.

27 August 1982 the Port of Hamburg witnessed a premiere. With the MV FEN HE 01 berthing at what was then Shed 91 at Tollerort, for the first time a cargo ship arrived from China. The vessel had a length of 170 metres, a breadth of 28.4 metres, and capacity of 1,234 standard containers. For handling cargo between the vessel and the quay wall, at that time two ship's cranes sufficed. Meanwhile, CTT – HHLA Container Terminal Tollerort is one of the top European hubs for seaborne transport with China. Impressive proof occurred on 23 February 2018, when COSCO Shipping's 'Aries' berthed at CTT shortly after 08:00. With a length of 400 metres and a breadth of 59 metres, this steel giant can transport 20,000 standard containers. Shipboard cranes are no longer up to handling such immense quantities of containers. Instead, high-performance gantry crane technology is required. Ignoring the uncertainty over the outcome of the legal dispute on the fairway adjustment on the Elbe, at Tollerort too HHLA invested in the technology that enables container ships the size of the 'Aries' to be handled. The facility offers 14 container gantry cranes for this purpose.

The 'Aries' also lay in Hamburg at the end of May 2019, when Chinese Vice-President Wang Qishan visited Tollerort with a large delegation. This was the occasion for an agreement that the existing business tie between HHLA and COSCO should be expanded to their mutual advantage. The deal was that COSCO should acquire a minority stake in CTT, and in return would ensure reliable and preferential approach to Hamburg for

its vessels. Despite the hindrances and restrictions caused by the Corona pandemic, intensive negotiation followed. In September 2021 an agreement to that effect was then signed. Provided the Federal Cartel Office and the Ministry of Economics assent to the transaction, CSPL – COSCO Shipping Ports Limited will acquire a 35 percent stake in the smallest of the three HHLA container terminals in the Port of Hamburg. CTT will become a 'Preferred Hub' in Europe for COSCO, where cargo flows will be concentrated.

This elevates HHLA's strategic cooperation with one of the largest players in the world logistics sector to a new level. This step is necessitated by the massive changes now affecting added value logistics chains. Ports worldwide are confronted by constant increases in ship size, pressure on rates, steeper demands for efficiency, and mounting competitive pressure regionally and supra-regionally.



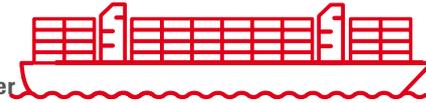
Lars Anke, HHLA Chief Representative Asia



27. August 1982
MV FEN HE 01
1.234 Standard container



23. Februar 2018
COSCO Shipping Aries
20.000 Standard container



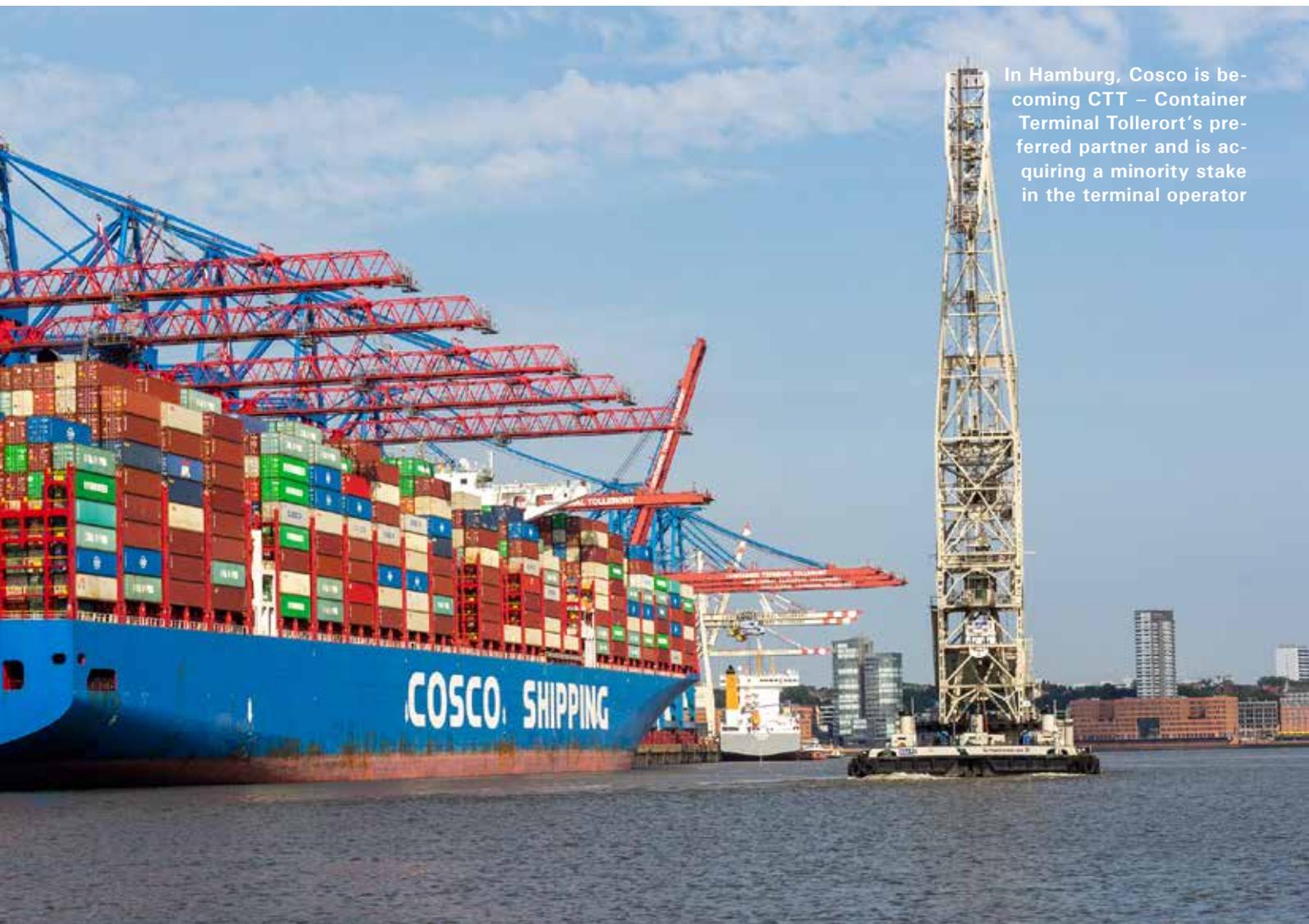
Stable customer loyalty is therefore more important than ever. The same applies to meeting client expectations with first-class service and the utmost reliability. In addition, a rethink is needed on the nature of cooperation between terminal operators and shipping companies. Stakes for the latter in terminals offer a variety of opportunities. Cooperation of this kind is especially valuable for terminal operators if their partners do not confine their perspective to rapid and efficient handling, but also contribute their own worldwide expertise on terminal operations. Cosco Group is active in 36 ports.

However desirable that may be, to confine the added value of cooperation to possible throughput increases would be aiming too low. Thinking further ahead, the aim must be to strengthen the site's competitiveness and suitability for the future. The Port of Hamburg's tremendous potential, especially with hinterland rail infrastructure that sets the pace in Europe, offers the opportunity of expanding Hamburg's role as Northern Eu-

rope's maritime hub, with positive effects on the economy and employment.

With this agreement, the two parties are reacting to an increasingly strong trend. The future of port logistics lies not in insular development of terminals and locations. Market changes, volatile political environments, steeper customer demands, imponderabilities in global trade relations and the challenges of climate change certainly require stronger international cooperation and networked thinking. HHLA has pursued this line of thought for some time. The group expanded its European network by acquiring stakes in terminals in the ports of Tallinn and Trieste, and by opening its Metrans rail subsidiary's hub terminal for handling rail freight. For a leading European logistics group like HHLA, says CEO Angela Titzrath, stable relationships with one of the largest and fastest growing markets, such as Asia, are a crucial element in implementation of its strategy, which aims for growth and increased sustainability. ■

Red



In Hamburg, Cosco is becoming CTT – Container Terminal Tollerort's preferred partner and is acquiring a minority stake in the terminal operator

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Fricke-Schmidbauer Schwerlast is new HHM member

Renewed growth for HHM – Port of Hamburg Marketing. The association welcomes Fricke-Schmidbauer Schwerlast as a new member. The Braunschweig-based company has focussed on special shipments, crane and assembly jobs. With a fleet of state-of-the-art heavy-lift and mobile crane vehicles we offer customer-oriented solutions for a wide variety of tasks far beyond the German borders. To be rapidly accessible for customers, Fricke-Schmidbauer possesses further branches in Hanover, Hamburg and Aschersleben. As Louis Fricke, the company was originally founded in 1868. In 1978 it was taken over by Schmidbauer Group as a wholly-owned subsidiary.

Now also partnered by rail

Partner cities Shanghai and Hamburg are now also connected by a container train service. The first fully-loaded container block train arrived at the DUSS Terminal in Hamburg-Billwerder on 25 October. Starting in Hamburg's partner city of Shanghai, the new service takes the train via Alashankou in Kazakhstan, Belarus, Małaszewicze in Poland and finally on to Hamburg. Two deputy mayors of Shanghai, Zhang Wei and Zong Ming, attended the departure ceremony. The Shanghai Express is operated by Shanghai Orient Silkroad Intermodal Co. Ltd. On its maiden run the 'Shanghai-Express' transported fifty 40-ft containers of clothing, shoes, glassware, automotive parts, photovoltaic equipment, cooking utensils, furniture, lamps and other consumer goods. Initially the regular service will feature a weekly departure to Hamburg, but frequency should later be increased to two or three per week. According to the operators, departures to the end of the year are already sold out.



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© PKP Cargo Connect

HHM welcomes PKP Cargo Connect

International logistics provider PKP Cargo Connect has joined Port of Hamburg Marketing. The German company is part of the Polish PKP Cargo Group. PKP Cargo Connect specializes in intermodal freight and container handling, primarily in the Port of Hamburg and in rail terminals throughout Germany. In addition, it offers traditional rail freight services. PKP Cargo Connect is also an experienced provider of road shipments and general cargo services. In addition, PKP Cargo Connect provides warehousing and Customs services.

Christmas along the quay wall

In 2021 the Seamen's Mission again plans small Christmas surprises for seafarers with its Christmas Container Box. It needs help from landlubbers for this. Anybody who would enjoy being one of Santa's helpers for those who first make gifts possible for us at home, can at once be designing, painting, unpacking... A normal shoe box is neatly packed as a Christmas Container Box 2021. A small few small points need to be noted about the presents. Clothing can consist of socks, soft hats or gloves. Confectionery or toiletries may be included in the box. If possible, a brief Christmas message in English and a little decoration should be added. The Seamen's Mission reminds people, however, that strict safety rules and bans apply on ships. So gifts may not consist of real candles, alcohol or fruit. Otherwise, any imaginative touch should fuel the seafarers' enjoyment. Only one rule is for sure: The box must be handed in at one of three reception points by 24.12. Owing to corona, it can be given in at the door. Here three addresses: Deutsche Seemannsmission Hamburg Altona/near Fischmarkt, Grosse Elbstrasse 132; Deutsche Seemannsmission Hamburg/vis-à-vis the 'Michel', Krayenkamp 5, or Deutsche Seemannsmission Hamburg-Harburg/ DUCKDALBEN International Seamen's Club, Zellmannstrasse 16. Deliveries follow over Christmas.



© Seemannsclub Duckdalben

A Hamburg institution reaches 150

A milestone was reached in Hamburg on 4 November, when Hamburg Süd – Hamburg Südamerikanische Dampfschiff-fahrts-Gesellschaft – celebrated its first 150 years. Very soon the company was successfully engaged in world trade, despatching the three steamships 'Rio', 'Santos' and 'Brasil'. A monthly liner service from Hamburg via Lisbon to Rio de Janeiro, Bahia and Santos marked the start.

Punctually for the anniversary, journalist and author Matthias Gretzschel has traced the 150-year history of Hamburg Süd: from the beginnings and difficult stages during two world wars, total loss of the fleet twice, the era of reconstruction after WWII as part of the Oetker Group, down to the present, which the company has mastered since 2017 under the umbrella of the world's largest container shipping group, A. P. Moller-Maersk. Fascinating historical and contemporary illustrations make this thrilling history book a wonderful pictorial record. The anniversary is also being marked by a special exhibition, to run at the IMM – International Maritime Museum Hamburg until 11 September 2022. The show will then be shipped to South America for display at places with historic links to Hamburg Süd in Argentina and Brazil.



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New face at HHM

Change in Communication Department of HHM – Port of Hamburg Marketing

1 December 2021 brought a change for HHM's Communication Department, where Birte Hirsch succeeded Catharina Pape, who is tackling fresh professional challenges in Southern Germany.



Catharina Pape



Birte Hirsch

in the Communication & Information Department. She gathered additional experience in the course of various attachments, and activities in online editing and digital press work. As a trainee with Port of Hamburg Marketing,

along with traditional press work she was also able most recently to become acquainted with HHM's new online event formats. In addition, she supported Catharina Pape with the association's social media activities. Pape arrived as a trainee in the Communication & Information Department in August 2017. For her first spell there, she remained six months. She also did a second traineeship with HHM, in the online media.

In January Hirsch will start work as HHM's Social Media Manager. In this post she will primarily be looking after the further expansion of HHM's online presence and its social media marketing, and in addition provide support on the production of moving picture formats. Until then, as a trainee she is performing many of her future tasks. Yet she still has to complete her MA thesis. Hirsch gathered her initial experience with HHM in the course of work experience. During her course in media and communications studies at the University of Bremen, from April until August 2019, she worked as a trainee

returned to HHM with responsibility for press and PR work. Her focus was on activities in social media marketing and on attending to altogether 100 visitors groups from all over the world. She looked after the expansion of HHM's online presence by producing content for the Port of Hamburg's various social media channels. With the start of the corona pandemic, along with male and female colleagues, Pape ensured the establishment of Port of Hamburg Marketing's video formats PORTtalk and PORTmovie, for which she also fronted the camera as a presenter. ■

Red

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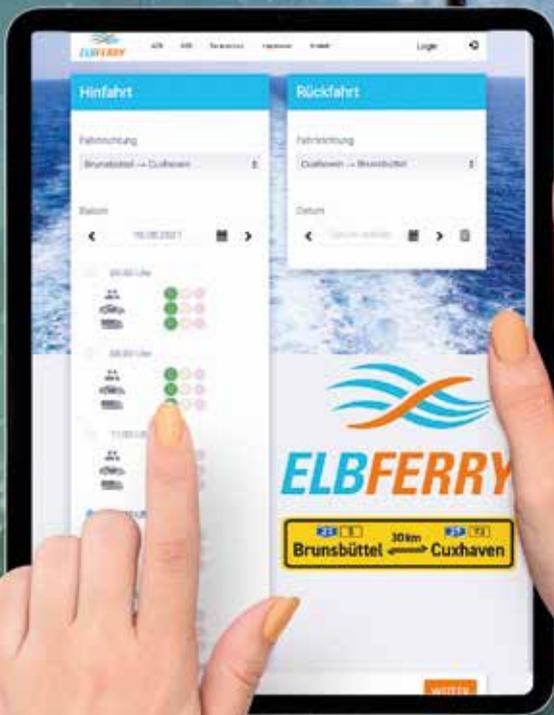
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Port of Hamburg



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Die neue Fähre sorgt für einen optimalen Verkehrsfluss Ihrer Ladung und während diese weitertransportiert wird, bietet sich Ihren Fahrern

die Möglichkeit einer Pause, die im Bord-Panorama-Restaurant bei einem guten Frühstück oder einem warmen Mittagessen verbracht werden kann.

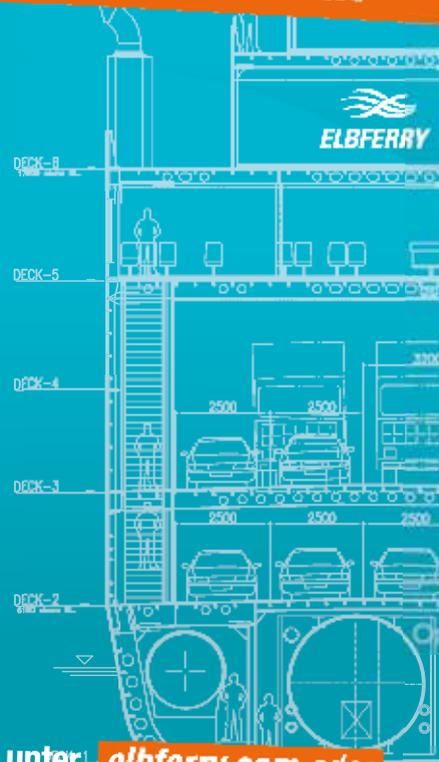
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