



# CHANGING TIDES

ANNUAL REPORT 2021



# Members' comments

» I appreciate our willing and professional cooperation with all areas of HHM, at head office and regionally. Continuous further development of Port Talks deserves special mention. This format has become a fixture on my agenda. «

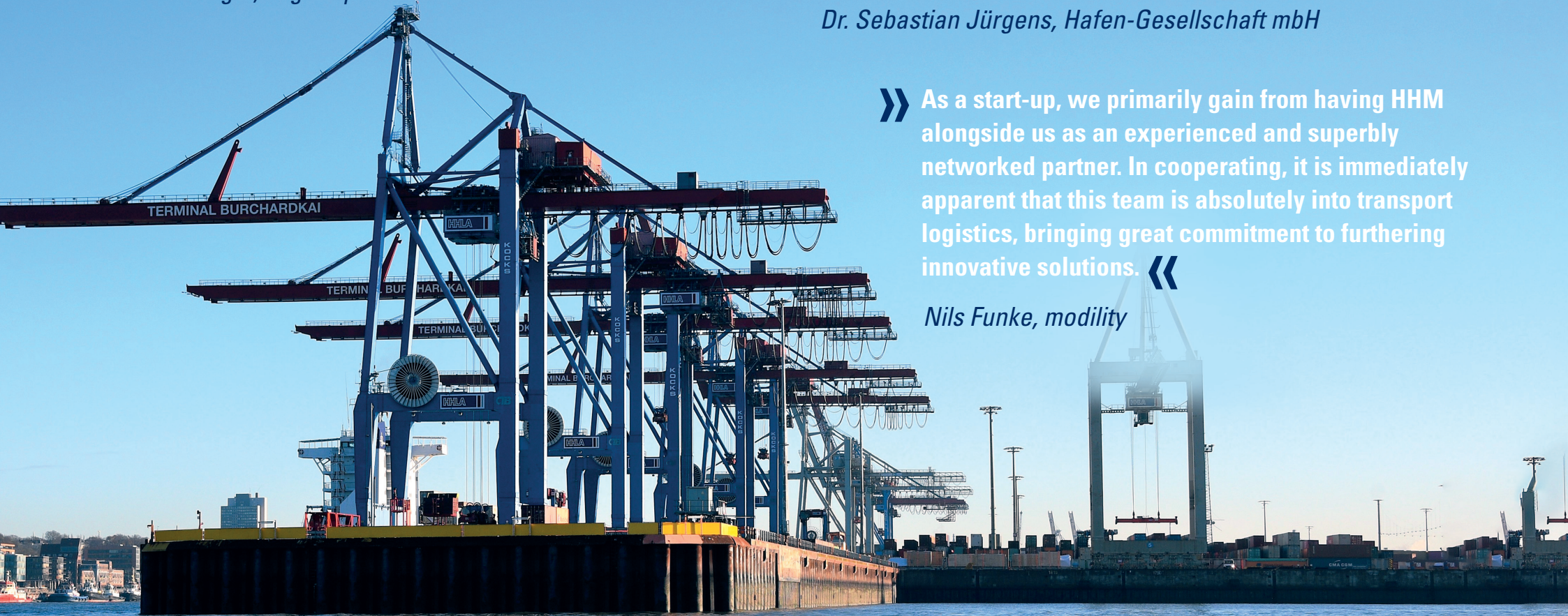
*Carsten Berger, LogCoop GmbH*

» Adapting flexibly, even during the pandemic, HHM has managed to remain ever-present with a large number of hits. LHG has also profited from that. Together, we succeeded in achieving a great response for two online events: 'The digital future in the Port of Lübeck' and 'Climate neutral into the future: What can we do?' «

*Dr. Sebastian Jürgens, Hafen-Gesellschaft mbH*

» As a start-up, we primarily gain from having HHM alongside us as an experienced and superbly networked partner. In cooperating, it is immediately apparent that this team is absolutely into transport logistics, bringing great commitment to furthering innovative solutions. «

*Nils Funke, modility*





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## Foreword by the Executive Board

### Dear Readers,

Despite the still persisting corona pandemic, the Port of Hamburg came through 2021 well. The first two quarters signalled a successful recovery, which was then marred by temporary closures of ports in Asia and resultant delays to ships. Among the consequences were disruptions to global supply chains. Despite many uncertainties, in 2021 the Port of Hamburg managed to further raise throughput. Successful marketing primarily depends on staff offering creativity plus a wealth of ideas. In 2021 the Port of Marketing team succeeded in further professionalizing the digitalization of many processes and events initiated the previous year. Among other things, our own in-house studio enables us to hold press conferences in digital form. This format even enabled the press department to gain still more attention from journalists. Many shunning a long journey for press functions are now present almost live, as it were, being able to put their questions into 'Chat'. With professional market research backing, this means that all questions from journalists can be answered to their satisfaction. In parallel, we were able to welcome many TV teams that conducted interviews with us. Looking back, it may be said that the Port of Hamburg received ample attention from the media.

Last year, we also succeeded in improving our film production. Some colleagues have meanwhile become true professionals. Our PORTtalk format was particularly well received on our social media channels. This format allowed us to give repeated consideration to our members and to show them in a good, indeed perfect, light. At the same time, we further professionalized and expanded our own social media profile. Yet in 2021 we once again established that good marketing work requires personal contacts. Our representative offices located in Germany and internationally last year took every opportunity of presenting the Port of Hamburg's activities at events. At international level, for instance, this was achieved at CIIE – China International Import Expo in Shanghai that opened again last November. At national level too, our representatives grasped every opportunity of meeting contacts. Another area still proving highly successful is our Project Department. Staff there are currently working on several funding projects of European relevance, in some cases along with members. With the emphasis on ecologically desirable measures for ports, these frequently focus on hinterland rail infrastructure. This Annual Report aims to bring you closer to our everyday work for the Port of Hamburg. It shows just what the association achieved during 2021.

» **Successful marketing primarily depends on staff offering creativity plus a wealth of ideas.** «

We should like to thank all our members and supporters for the trust placed in us. We look forward to being able to welcome you in our new formats; or soon, let's hope, in traditional style at our events.

With all good wishes,



**Ingo Egloff and Axel Mattern**

Joint CEOs, Port of Hamburg Marketing



## Port of Hamburg Marketing – a powerful voice for the port

The Port of Hamburg is Germany's largest universal port. Along with its members, HHM – Port of Hamburg Marketing is active worldwide to strengthen its position on the market against international competition. Founded in 1985, the association has now successfully championed the port and logistics region of Hamburg for over 35 years. Today the port enjoys a positive image worldwide, being seen as professional, efficient and innovative.

HHM is broadly positioned both nationally and internationally. At a total of twelve locations, staff of head office and the HHRs – Representative Offices uphold the interests of the seaport business community in Hamburg and the region. Its experts cultivate fine contacts with numerous companies in trade and industry, the transport and logistics sector, trade organizations and political decision-makers.

HHM offers highly qualified support to terminal operators, shipping companies and liner agents, transport providers, storage/logistics/packing companies, Customs experts, basic and vocational training institutions, as well as numerous other companies and organisations. This comes through customized communication, project and marketing activities at its Hamburg head office, as well as in the Port of Hamburg's core markets. All its activities are neutral as regards companies and competition.



Axel Mattern and Ingo Egloff, Joint CEOs, Port of Hamburg Marketing



## Organizational structure

After deferment of HHM activities and tasks on account of the pandemic, its organizational structure has been adjusted. Rapid growth of online communication and moving images has led to restructuring of the Communication and Information Department that now comprises the independent teams Press & Print, Digital & Live and Web & Technology. The Representative Offices of the Eastern Europe/Baltic region will in future form part of Marina Basso Michael's area of responsibility. Those in Asia/overseas will continue to be covered by Mathias Schulz and Inga Gurries.

## Associations organs

The Supervisory Board provides advice, constructively monitoring and scrutinizing HHM management. Apart from passing resolutions on the business plan and annual financial statement, the Supervisory Board lays down policy emphases and basic guidelines. The Supervisory Board comprises members from the various membership categories plus one representative of Hamburg Chamber of Commerce, each port in the Metropolitan Region, and the UVHH – Association of Businesses in the Port of Hamburg.

The Representatives' Meeting is composed of members from the different membership categories, its responsibilities include the election, dismissal and exoneration of Supervisory Board members, membership dues and alteration of articles of association.

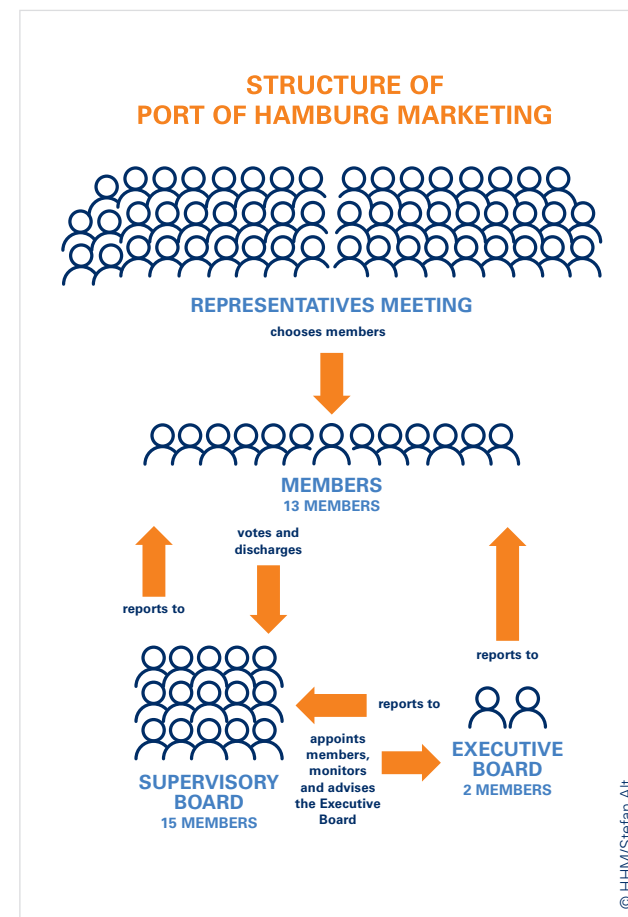
## Staff

HHM employed a total of 43 staff on 31 December 2021, 22 in head office, plus three work students and a trainee – and 18 in the HHRs – Representative Offices.

## HHRs

Jürgen Behrens retired on 31 March 2021. Karin Lengenfelder has succeeded him, heading the HHR in South Germany since 1 April. Nikola Kosvankova, assistant in the HHR Prague has commenced maternity leave, and Petra Vlachova joined the office part-time on 1 January 2021.

Antje Dathan of the HHR for Eastern Germany returned from maternity leave in January 2021 and is again active full-time for the HHR in Dresden plus head office.







John Fischer



Mahdi Ahmadi



Daniela Gonzalez Martinez



Patricia Späth

# Welcome on board!

## Head office

John Fischer commenced work as a project manager for HHM on 1 April 2021. On the same day, Patricia Späth commenced her six-month internship in the Communication & Information Division. By 1 September she had familiarized herself with several areas. As a student trainee, Mahdi Ahmadi has assisted in HHM's production of moving images since 1 July 2021. Birte Hirsch re-started with HHM as a trainee student with HHM from 1 August 2021 so as to write her MA thesis and support HHM Social Media activities and production of moving images. Birte Hirsch had already worked for HHM as a trainees in 2019. Marina Basso Michael returned from maternity leave on 1 August 2021 and has resumed coverage of markets. Adina Cailliaux has commenced maternity leave plus subsequent parental leave. From 1 November 2021 Daniela Gonzalez Martinez supported HHM's Social Media & Digital Department for six months.

Catharina Pape left HHM on 30 November 2021 to take up few career challenges in Southern Germany. As her successor, we have been able to attract Birte Hirsch, already familiar with the duties thanks to her spell as a trainee.



## Report by Supervisory Board Chairman

### Ladies and Gentlemen, Dear Members,

Initially, I would like to thank all of our members for the trust they have placed in me. Once again, I have happily accepted the office of chairman of the supervisory board. I am looking forward to constructive collaboration with the aim of continuing to represent the Port of Hamburg and its Metropolitan Region worldwide.

Once more, this year I have the pleasure to report on the work of the Supervisory Board of Port of Hamburg Marketing Association.



Thomas Lütje,  
Supervisory Board Chairman

The Corona Pandemic has hallmarked another year of the Association's work. However, despite the trying circumstances, HHM – Port of Hamburg Marketing has succeeded in presenting the advantages of our port location in the public domain. The absence of in-person events has been compensated for with a range of digital formats. These have attracted wholehearted attention; a unique selling point amongst our competitors.

The Supervisory Board of Port of Hamburg Marketing, too, had to adapt to the difficult circumstances in 2021. Our internal communication has mainly taken place online. Meanwhile, we have become so adept with this media that we can collaborate constructively and trustingly using these channels.

### Five meetings in 2021

Last year the Supervisory Board held five meetings. The 177th and 178th were even held in-person as a double meeting. In 2021, we managed to organize our regular quarterly meetings. Moreover, there were two more important meetings. One of them was the Members' Meeting held on 1 May, when the new Representatives' Meeting was named. Rainer Fabian, in his function as its Chairman, will report on this. In turn, at its inaugural meeting, they then elected the new Supervisory Board.

» As an association we superbly mastered the very many imponderables of 2021. In the meantime, HHM has successfully established many digital formats. «

During the Supervisory Board meetings, the Executive Board has regularly reported on the financial and human resources situations. Furthermore, the Joint CEOs informed the Supervisory Board members comprehensively on the activities of the individual head office departments and representative offices. The various online events and social media activities were very much in focus.

At its first meeting of 2021 on 23 February, the Supervisory Board resolved to invite Dr. Ralf Strittmatter as representative of the former 'A' member Hamburg Marketing to be a permanent guest at Supervisory Board meetings, in order to continue profiting from his expertise. In addition, the body adjusted the 2021 Business Plan to the Corona conditions. Moreover the Supervisory Board resolved to create an Advisory Board to support the Executive Board. Among the members are personalities from the worlds of politics and business.

The 2020 Annual Report was approved by the Supervisory Board at the second meeting on 1 June 2021



having adopted a circulation procedure. Additionally, the HHM Executive Board reported that Jesse Mattson will represent HHM as 'Honourable Representative' in Finland.

### Election of the new Supervisory Board

On 7 September 2021, the old and new Supervisory Boards met in-person for a double meeting. As one of its last tasks the old Supervisory Board approved the Year-end accounts for 2020 and relieved the Executive Board for 2020.

New on the Supervisory Board, Nils Kahn, acting for me, welcomed the new Supervisory Board. Also new are Hans-Jörg Heims from Hamburger Hafen Logistik AG – HHLA. He is also representing HHLA instead of Hartmut Wolberg. Another change; Aleksandar Jovanović replaced Hubertus Ritzke, both coming from Wallmann & Co.

I would like to give my thanks for their real input to the Supervisory Board over many years to Hartmut Wolberg and Hubertus Ritzke. I am equally pleased about our new collaboration with Aleksandar Jovanović and Hans-Jörg Heims. In addition, let me give a hearty welcome to my old and new deputies, Nils Kahn and Jens Meier. The new Board approved the 2021 Business Plan and elected Warth & Klein Grant Thornton AG as our new auditors.

In the last quarter of 2021, the Supervisory Board again held an online meeting. The Board approved the Business Plan for 2022. We also approved a

special contribution from Hamburg Port Authority, as well as a reduced membership rate for the seaport of Stade. Moreover, the Rhenus Gruppe received a new group membership. As a new member of the Advisory Board we welcomed Norbert Brackmann, the former Federal Government coordinator for the maritime economy.

As an association we superbly mastered the very many imponderables of 2021. In the meantime, HHM has successfully established many digital formats. I want to thank the entire HHM team and Executive Board for their achievements. Through their imaginative and constructive work, they have further developed their contact to partners, customers and the marketplace in general.

On behalf of the entire Supervisory Board, I would additionally like to thank all members of Port of Hamburg Marketing for the trust that you have placed in us in these challenging times.

Hamburg, April 2022

**Thomas Lütje**

Supervisory Board Chairman

## MEMBERS OF THE SUPERVISORY BOARD

for the 2021 – 2024 period, as at 31.12.2021

### CHAIRPERSON

**Thomas Lütje, Supervisory Board Chairman**

Hamburger Hafen und Logistik Aktiengesellschaft

**Nils Kahn, Deputy**

MSC Germany S.A. & Co. KG

**Jens Meier, Deputy**

Hamburg Port Authority AöR

### OTHER MEMBERS

**Brüggmann, Thomas**

GHB Gesamthafenbetriebs-Gesellschaft mbH

**Dr. Claus, Dirk**

SEEHAFEN KIEL GmbH (für die Metropolregion)

**Oliver Dux**

Hamburger Hafen und Logistik Aktiengesellschaft

**Heims, Hans-Jörg**

Hamburger Hafen und Logistik Aktiengesellschaft

**Holst, Jan**

Ocean Network Express (Europe) Ltd.

**Jovanović, Aleksandar**

Wallmann & Co. (GmbH & Co. KG)

**Kamrad, Jörn**

EUROGATE GmbH & Co. KGaA, KG

**Luderer, Ina**

Unternehmensverband Hafen Hamburg e.V.

**Schnabel, Frank**

Brunsbüttel Ports GmbH

**Siebrand, Jan-Oliver**

Handelskammer Hamburg

**Thurnwald, Ben David**

Hansaport Hafenbetriebs-gesellschaft mbH

**Ullrich, Jörg**

European Cargo Logistics GmbH



## Report of the Chairman of the Representatives Assembly

**Ladies and Gentlemen,  
dear members,**

in 2020 barely any area required such rapid transformation as marketing. Owing to the corona pandemic, such traditional instruments as functions and live events fell victim to official restrictions. This dragged on throughout 2021. Port of Hamburg Marketing reacted splendidly to the change. With impressive speed, the team discovered new approaches for representing the Port of Hamburg worldwide. Excellent acceptance and use of these new formats reflected intensive cooperation between members and Port of Hamburg Marketing, and the organization's importance in the Port of Hamburg. As Chairman of the Representatives' meeting, I am impressed by the extent to which our members are joining and experiencing the new digital path.

Digital formats like Talk live and PORTtalk have become a firm feature of marketing work. Last year, a professional studio was built on Port of Hamburg Marketing's premises. HHM members are also welcome to use this. Our staff also succeeded in placing the Port of Hamburg repeatedly in the media. Our representatives around the world used digital ways of remaining in contact with existing and potential customers.

» **In 2020 barely any area required such rapid transformation as marketing. Owing to the corona pandemic, such traditional instruments as functions and live events fell victim to official restrictions. Port of Hamburg Marketing reacted splendidly to the change.** «

Rainer Fabian, Chair of the  
Representatives' Meeting

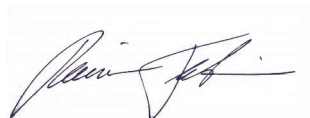


The Annual General Meeting on 20 April 2021 was also subject to strict restrictions on contacts and had to be held online. Running smoothly, the video conference enabled viewers to be captivated by the new formats with a recording of PORTtalk highlights. To appoint the new Representatives' Meeting, the regulations compelled us to resort to a postal vote in advance. You will find the results at the foot of my report. At this point I wish to express my warmest thanks to all departed members for their work in past years, and at the same time to welcome all those newly elected.

The new membership of the Representatives' Meeting re-elected me as Chair at its inaugural meeting on 22 July 2021. My deputy is Ortwin Harms of Lübecker Hafengesellschaft. My thanks go to all those members who continue to place their trust in me as Chair of the Representatives' Meeting. One of our first tasks was to elect the new Advisory Board for the period 2021–2024. In addition, we discussed all the association's activities, from the new formats, via the activities of the Representative Offices, to possible upcoming in-person events, to the work of the project departments and the introduction of Jesse Mattson, who will act for HHM in Finland as its 'Honorable Representative'.

At the 50<sup>th</sup> Representatives' Meeting on 30 November 2021, Thomas Lütje as Chair of the Supervisory Board reported on its activities. This was then exonerated by the Representatives' Meeting for the year 2020. In addition, members received an overview of the association's activities from the Executive Board. This body also decided that membership fees for 2022 should be left at the same level. Owing to my transfer to TCO Transcargo, I laid down my office from 1 December. Ortwin Harms then acted as Chair of the Representatives' Meeting until further notice. Meanwhile, however, TCO Transcargo has become a 'C' member and I have been reinstated in my office. On behalf of the Representatives' Meeting, I should like to thank the members of Port of Hamburg Marketing for the trust placed in me, also the Joint CEOs and all staff for their dedication and all their good work.

Hamburg, im April 2022



**Rainer Fabian**

Chair of the Representatives' Meeting

## MEMBERS OF THE REPRESENTATIVES' MEETING

for the 2021–2024 period

### **Kai Gerullis**

Hamburg Port Authority AöR

### **Björn Pistol**

Hamburg Port Authority AöR

### **Anne Scholz**

Hamburg Port Authority AöR

### **Holger Heinzel**

Hamburger Hafen und Logistik Aktiengesellschaft

### **Mark Hennings**

GHB Gesamthafenbetriebs-Gesellschaft mbH

### **Annette Krüger**

Hamburger Hafen und Logistik Aktiengesellschaft

### **Timo Beyer**

SEEHAFEN KIEL GMBH & CO. KG

### **Sven Hargens**

Brunsbüttel Ports GmbH

### **Ortwin Harms**

Lübecker Hafen-Gesellschaft mbH

### **Andrea Briks**

Saco Shipping GmbH

### **Rainer Fabian**

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

### **Benito di Racca**

H.S.H. Festmachergesellschaft mbH

### **Willem van der Schalk**

a.hartrodt Deutschland (GmbH & Co.) KG



## Port of Hamburg Marketing's Advisory Council

In 2021 HHM Port of Hamburg Marketing commissioned an Advisory Council. This currently consists of six personalities drawn from public life. They each possess different qualifications for advising and supporting HHM on its future course. In alphabetical order, the present members are: Norbert Brackmann, Knut Fleckenstein, Wolfgang Rose, Petra Vorsteher, Martina Warning and Pieter Wasmuth.



### **Norbert Brackmann, born 1954**

From 2018 to 2021, Norbert Brackmann was the German government's coordinator for the maritime industry in the Federal Ministry of Economics. As a member of the Lower House, he was a regular member of the budget committee and a deputy member in the transport committee. After graduating, this lawyer commenced work as assistant to the NDR's director of radio programmes. He subsequently filled several top positions at NDR. In 2000 he built up the New Media department, reporting directly to the director-general. Away from his main career, in the same year he became CEO of DRN Digitalradio Nord. He was elected to the Federal Lower House in 2009, remaining a member until 2021. Norbert Brackmann has remained linked to this region throughout. Currently, for example, he is head of the CDU parliamentary party on the county council and a deputy chairman. He is also chair of the supervisory board of Raiffeisenbank Lauenburg. He has been involved in the DLRG – German Lifeboats' Association since 1968, in 2003 receiving the 'Floods Helper medal 2002', plus the Meritorious Service Order – in gold plus a diamond – from the DLRG President at federal level.



### **Knut Fleckenstein, born 1953**

A trained banker, he has been a partner in Beust & Co. since 2019, and was a member of the European parliament from 2009 until 2019, where he was Deputy Chair of the SPD parliamentary party and a member of the transport committee. He previously worked for 15 years as CEO of the charity ASV – Arbeiter Samariter Bund, and three as CEO of transport group Hansetrans. Before that, he was press spokesman and head of protocol in the Hamburg state parliament, head of the Department of European Affairs and Development Cooperation in the state chancellery and office manager for Second Mayor Alfons Pawelczyk. He is an adviser to the Albanian government, and a member of the Commission for European Affairs since 2008, in the SPD national board's commission for international politics since 2018, federal chair of the ASV Germany, member and chair of the Supervisory Board of the Ernst Deutsch Theatre, and a member of the SPD since 1974.



### **Wolfgang Rose, born 1947**

This trained bank clerk and graduate sociologist was an SPD member of the Hamburg state parliament from 2008–2020, of the parliamentary party leadership and parliamentary economic, welfare and culture committees, and performed various functions in the

SPD. From 1982 he was active in the Public Services, Transport & Traffic Union, finally as regional leader. In 2001 he was elected regional district leader of the ver.di public services trade union, retiring from working life in 2012. He was and remains a member of the supervisory boards of Elbewerkstätten, Hamburger Hochbahn, Asklepios Kliniken Hamburg, HHLA, Hapag Lloyd, Hamburger Gesellschaft for Vermögens and Beteiligungsmanagement and Ernst Deutsch Theater. Wolfgang Rose is also a member of the administrative board of AOK Rheinland, Northern Business School's social work advisory council, chairman of the cultural society for Trade Union House and a sponsor of the Ilse Löwenstein School.



**Petra Vorsteher, born 1962**

Petra Vorsteher is founder of AI.HAMBURG and Deputy Chair of Hamburg@work. She was previously co-founder and CAO of Smaato. She is one of the first women worldwide to have founded a mobile phone company. After doing so in 2005, she succeeded in expanding Smaato into one of the world's largest independent mobile phone companies. As a founder member of Intershop in 1996, Petra Vorsteher as chair was involved in taking the company from start-up to a stock exchange listing. With over 30 years' of business experience in the USA and Europe, prior to working for Intershop she was responsible for the market debut strategies of companies in the USA, Europe and Asia.

She was a member of the global leadership team of Women in Wireless, aiding the organization's global expansion. She is Mobile Chair for the German-US business association GABA, and the City of Hamburg's ambassador in San Francisco. She is also an international ambassador for Hamburg Technical University and a member of the board of the ECIU – European Consortium of Innovative Universities – high school.



**Martina Warning, born 1969**

For 21 years, this media manager has been managing partner of Hamburg-based PR agency John Warning Corporate Communications plus two publishing companies specializing in producing corporate publishing media and general interest magazines. After gaining an MA in media and communications sciences at Hamburg University, she initially worked as a journalist for Axel Springer on 'Sad' in London and 'Bild' in Hamburg, before moving to Bauer Media Group in 1995 as press spokesperson in its corporate communications division. As managing director, Martina Warning heads the 'John Warning PR' and 'John Warning Publishing' teams. In an honorary capacity, she is a member of the board of the Assembly of Honourable Merchants – Versammlung des Ehrbaren Kaufmanns, of the boards of trustees of HASPA Finanzholding and the Übersee Club, a member of the council of 'Hamburg Donates Help' and Deputy President of the Chamber of Commerce.



**Pieter Wasmuth, born 1966**

Pieter Wasmuth is CEO of management consultants Company Partners and is well known for his work for Vattenfall, where he was most recently Chairman of Vattenfall Wärme. He had previously been with Repower Systems, as board member for finances & controlling, Tomorrow Focus, Deutsche Shell and Price Waterhouse. He previously studied management economics. In addition, he serves on the Federal Commissions of Experts on energy policy/efficiency, the Federal Economic Council in Berlin and the State Economic Council in Hamburg, and on the executive board of the Hamburg Industries Association. He is also chairman of the supervisory board of Elsflether Werft, and on the boards of trustees of the foundations Stiftung Maritim – Hamburg and Evangelische Stiftung Alsterdorf.



# Port highlights



## Shore power supply extended to inland waterway craft

In July a further shore power supply facility was inaugurated in Hamburg. This can supply passenger craft with power from renewable sources during their laytime at the landing stages. For one year, shore power will be free of charge for them.



## World's largest containership in Hamburg

With the 'Ever Ace', the world's largest container-ship arrived in the Port of Hamburg in September, 400 metres long and 61.5 metres wide. She has space for 23,992 TEU. Taiwan-based shipping company Evergreen Marine had this ship built in the South Korean shipyard Samsung Heavy Industries.



## Improved landside infrastructure for Burchardkai

One of the major projects in the Port of Hamburg was completed in June: The entire landside transport infrastructure for Burchardkai. With rail tracks to the Mühlenwerder rail terminal segment, the last of four sub-projects was completed.





### 'Shanghai Express' proving popular

The New Silk Road is finding more and more supporters. With fifty 40-ft containers, the 'Shanghai Express' train departed in September. Among the freight for Germany were clothing, shoes, glassware, automotive parts, photovoltaic equipment, cooking utensils, furniture, lighting and other consumer goods. On scheduled services, one train should depart for Hamburg every week, while in the long term two or three should be doing so.

### Traditional Christmas tree drop-off

In 2021 many ships in the Port of Hamburg once again received Christmas trees. These at least gave seafarers the chance to celebrate with a little more pomp.



### Two new fire-fighting craft for Hamburg

With the 'Dresden' and the 'Prag', last year the Port of Hamburg simultaneously received two fire-fighting vessels of identical design. These have a length of 35.30 metres, a breadth of 7.80 metres and a draft of 1.50 metres. They can accordingly be deployed in port areas for which the 'Branddirektor Westphal' is too large.





# HHM activities

Port of Hamburg Marketing represents its members' interests with customized communication, project and marketing activities at its Hamburg base and in its most important target markets:



## Member and customer events

HHM offers an excellent opportunity for creating and expanding valuable business contacts with its worldwide networking and information events.



## Press work

HHM regularly briefs the media on Port of Hamburg business, supporting its members in press work by distributing their releases and organizing press activities.



## Congresses and special events

HHM supports members in conceiving and implementing their own events – whether for finding services providers, with the search for suitable premises, or publicizing a function. Complete coordination of events is also possible. In addition, these can also be streamed online from the HHM studio.



## Publications

Numerous publications in German and English not only supply an overview of the Port of Hamburg's performance and development, but also glimpses of projects and special topics. In addition, members may place their own editorial contributions in the 'Port of Hamburg Magazine' and advertise for their own company by booking insertions. These publications are also circulated in the Port of Hamburg app.



## Market research

Regular statistics and reports provide data on the sea transport trend generally, plus hinterland traffic. HHM also uses surveys, analyses and data to report on market developments and trends.





### Projects

Along with members, HHM joins in tendering for projects funded with EU or national funding. These address current opportunities for optimizing transport and cargo handling processes.



### Market development

HHM's presence in significant core markets in Germany and internationally means that members profit from delegation tours, company visits and events where valuable market contacts are made. The focus is on the Baltic region, SE Europe and overseas countries.



### Trade visitors programs

HHM draws up individual visitor programs for delegations from Germany and elsewhere ranging from expertly guided briefing trips, via terminal tours and company visits/presentations. HHM also offers fascinating information programs for the upcoming logistics generation.



### Online media

HHM also publishes its members' press releases in the Port of Hamburg app. The internet page also includes contact details for port service providers, and a database of direct liner services via Hamburg plus an overview of vessels expected in Hamburg. Production of moving image formats and activities on various social media complete the range of services.



### Trade fairs

Under the umbrella brand 'Port of Hamburg', HHM prepares and organizes trade fair showcasing worldwide. Co-exhibitors on a joint venture stand profit from overall coordination, a comprehensive service package and especially favourable conditions – including backing with targeted press work.



### Events, Membership Management

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hoeltkemeier@hafen-hamburg.de



### Online Media Manager, Membership Management

**Heike Wegner**

Tel.: +49 40 37709 123

wegner@hafen-hamburg.de



## Transport lobbying

In 2021 Port of Hamburg Marketing once again succeeded in gaining a political hearing for the interests of the port industry. Both the pandemic and the Federal parliamentary election hampered our otherwise brisk personal exchange with representatives from the world of politics. Especially towards the end of the year, however, briefing events and port tours were again feasible on a small scale. Both MEPs and office-bearers from different parties gratefully accepted our invitations to receive and discuss port policy background on the spot. HHM mainly concentrated on four Port Breakfasts held during the first half of the year as online events. These were widely accepted and used by MPs. Attendance of over 35, including parliamentary under-secretaries and the Federal government's Maritime Representative, demonstrated the success of the format, even in more difficult conditions. Information was supplied, then discussed, on port policy during corona, hydrogen technology in ports, and National Maritime Conference demands/decisions in the port policy/shipbuilding field.

After the Federal parliamentary election, it was possible to hold the Port Evening in Berlin in November. This was for a limited number of people, but with the enthusiastic participation of new MPs, among others. Initial contacts were made there with the transport policy speakers of most parliamentary parties in the Lower House, and a good basis secured for cooperation during the new legislative period.



Ingo Egloff at the Digital Harbour Breakfast for Members of the Bundestag

Similarly, a brisk exchange took place with the transport policy speakers of most parties in the Hamburg state parliament, as well as various representatives of different Federal state governments. HHM will be registering under the New Lobby Register Act so as to ensure that we can continue our successful work at this level.



**Axel Mattem**

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mattem@hafen-hamburg.de



**Ingo Egloff**

Ingo Egloff has been retired since March 2022. He continues to support HHM as a member of the advisory council.

## Press & Print

» If one doesn't talk about a thing, it has never happened. It is simply expression that gives meaning to reality. «

Oscar Wilde

Being universal, the Port of Hamburg offers the HHM press department a mass of enthralling tales. One of the Press Department's priority tasks is to relate these and make them tangible for the general public. Several instruments are available for doing so. Even in the second year of the pandemic, some of these needed to be re-thought.

### Communicating globally

For a start, take the traditional press release. Last year alone, the team used this for traditional press work over 25 times, and not only in German. International reporting in English is of ever-growing importance. In 2021 the press department was able to handle more and more translations in-house and further expand international communication. The team repeatedly updated its press distribution list to achieve worldwide presence in the media. Reporting focused on new liner services, the call of the 'Ever Ace' as the world's largest containership, and the Port of Hamburg's outstanding hinterland infrastructure, again and again setting fresh records. The New Silk







Road also deserves mention, notable in 2021 for repeatedly adding fresh services.

### High quality products

For presenting the annual, half-yearly and the two quarterly sets of figures, among other channels the team again relies on online presentations in its own studio. This format already proved satisfactory in the first year of the corona pandemic. During presentation, journalists registered for the event can put their questions into the chat function. These are then competently answered by Joint CEOs Ingo Egloff and Axel Mattern, or also by guests like HPA chief Jens Meier. One positive effect of these online presentations is that many journalists speak from the DACH region take part, subsequently reporting more fully. Yet any personal

exchange is lacking, of the kind which frequently raises further topics to be reported. Yet such exchange is also successful on a small scale.

Four times a year, the team also slips into an editor's role, reporting and analyzing trends and new developments in the universal Port of Hamburg in its own Magazine. Each issue deals with a special topic. In 2021 the focus was on 'Green Logistics' 'Breakbulk', 'Digitalization' and 'World Trade'. Members of Port of Hamburg Marketing have an opportunity here to report what is special about their services. We have also succeeded in attracting some members of the new Advisory Council as authors. Appearing punctually for the ITS World Congress and distributed at the event, the third issue on 'Digitalization' was a special highlight. All magazines are also published online.

The press team also designs and drafts informative brochures in print and online versions. Last year an inland shipping brochure – 'Barging Ahead' – was funded by the COMBINE project, and also worth mentioning was the HHM Annual Report in a new online format.

However, Port of Hamburg Marketing has long been active in more than just print products. Simultaneously, the press department is always busy making its own and member's news available online at [www.hafen-hamburg.de](http://www.hafen-hamburg.de). If there is time, the staff also help with the storyboards for PORTtalk.



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## Digital & Live

The Communication Department's Digital & Live team handles content, social media, moving images and trade fairs/events. In 2021 these picked up speed dramatically – we created and placed enthralling content, were active as promoters, co-promoters, speakers or organizers at around 125 events – including lectures and readings – and ended the year with 45,000 followers on social media.

### Informing, exchanging, networking

As in the previous year, the tense and uncertain situation made it impossible for trade fairs and events to be held in their customary size and form. Yet HHM was able to stage a few events – whether digital, hybrid or in-person – and trade fair attendance, panel memberships, or its own or external events. One complete success, for instance, was the continuation of the 'Hydrogen Base Northern Germany' Conference for industry, logistics and ports. Six hundred participants were able to follow the event on 29 April. Held every two years, 'transport logistik' was this time held as a conference event. Along with HHLA, HPA, LIHH and DAKOSY, HHM was able to create an interesting program point – 'The Port of Hamburg: Intelligent, transparent, networked' and was continuously present during digital matchmaking. The PORTalk series continued in live production in co-operation with the HHRs. This offers monthly briefing and discussion on various topics and current developments in the Port of Hamburg. The most successful



Christina Thurner hosts the online event for transport logistic, while the production team ensures a smooth stream.





broadcast with around 470 clicks was on 'Maritime Bridgebuilders: Feeder and Short-Sea Trades'. HHR events and in-person appearances also continued to receive head office support. One highlight of the Hamburg events calendar was the ITS World Congress in October, at which the Port of Hamburg was successfully represented. Deployed in the HOMEport there, the HHM container proved a star. HHM was also able to organize or support members' events in 2021. The Port of Lübeck, for example, profited from the HHM studio by streaming two interesting online conferences on 'The digital future in the Port of Lübeck' and 'Climate neutral into the future'. We brought the year to a close in a relaxed atmosphere, with a maritime Christmas Market as our first in-person presence event in Hamburg for some time.

### Lights, camera, action!

HHM is becoming more and more professional in the moving images field. No less than 25 videos in the PORTalk series were produced in 2021. To bring home fascinating topics about the port to the general public, the PORTalk team is constantly in action, from the idea via planning, to shooting, cutting and publicizing. To the fore here is our network of members, port partners and politicians. In 2021 we were able to shoot film with Brunsbüttel Ports, Warsteiner Brewery, Hamburg Süd and the Port of Braunschweig. With PORTalk, HHM had managed to establish a new platform for location marketing back in 2020. This has gained acceptance and welcomes the still growing



Shooting video footage in our studio and out in the port.

response. The virtual port tour series, made in summer, deserves special mention.

This pre-produced material even enabled HHM to market the Port of Hamburg in the winter months, when weather makes less filming feasible. Viewers were regularly taken around the port, offering a completely new experience. The HHRs continue to be involved in PORTalk production – even with regular new episodes being made in Austria and Hong Kong. After around twenty years, in 2021 we were able to celebrate release of the first stage of the Elbe fairway adjustment and to greet the arrival of the first 'big 'un' to profit. One highlight was the arrival in Hamburg of the 'Ever Ace', the world's largest containership. Our followers were able to witness this on our channels. Even today, they can review it digitally, since PORTmovies are produced of special occasions. In

this format it's all about spectacular photos showing the port at its most breathtaking and impressive.

### New content – new outreach

As far as images go, it can be said that as regards social media, the corona pandemic also worked as a catalysator for HHM. The first steps on various social media platforms had already been taken long before the pandemic and it was not just from 2020 that media transformation characterized the port and its communications team. More than ever, though, last year showed how well we are able to remain present on the market through our various digital channels. We were able to use the social media to inform, discuss and network – with colleagues, members and customers. In 2021 we purposefully expanded our activities on all our channels. We were able to use our various platforms to reach different target groups and to communicate ad-hoc. That paid off in climbing follower totals and wider coverage in all networks.

Along with our colleagues in the HHRs, we continued to provide information about the situation in Hamburg's core markets, and used our coverage to disseminate important data. With 33,000 participants in the competition, our annual Advent calendar, published in cooperation with our members, was a great success. With 53 percent more people taking part than in the successful previous year, as always this project proved a successful end to the year on all channels.

After HHR Vienna gained over 1000 followers, in autumn 2021 the HHRs in Hungary, Czech Republic and Prague created LinkedIn pages that won up to 300 followers. After a first LinkedIn training for colleagues from the HHRs in October, exchange meetings

between head office and HHRs are now to be held regularly.

The contents of the Port of Hamburg LinkedIn page scored 1,651,156 impressions. The Facebook total was 2.4 million. We ended 2021 with over 45,000 followers on all our channels and started 2022 full of new ideas. Following a strategy meeting at the end of the year, in 2022 we shall be focusing especially on further expanding our LinkedIn and Instagram presence and doing even more to integrate our own informative and enthralling content formats on these channels.

# 45,000 Follower



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## Web & Technology

For HHM, digital communication has long been an enormously important element of the association's work. That once again became obvious during 2021, the second year of the pandemic. Increased demand and expectations led to the expansion of the Online Media and Web department with the Video and Studio Technology department. This is concerned with everything going on behind the scenes – and in 2021 there was a great deal of this.

### Streaming, chatting, cutting and more

Last year the new Film and Online department was not immediately so successful. For high-grade productions, everything related to them needs to gel; professional equipment, trained staff and a strategy. The Web & Technology department is the key player here, its responsibilities include studio technology and directing studio recordings and live events. In 2021 our conference room became a state-of-the-art and comprehensively equipped studio in regular use by us internally and by our members. Nearly one kilometre of cable was laid there. Technically savvy staff here ensure a sharp image, crystal-clear audio, stimulating live chat and smooth running of all events. Faithful to the motto 'Can't be done? No such thing!', both in the studio and during shoots the team is constantly improving the technology. This pays off at around 20 online events like the popular PORTalk series, the Port Breakfast and members' functions. The studio is also used for contributions



New Port of Hamburg Website

and welcome speeches at other functions. Production of our own videos continued in 2021 and is constantly being further professionalized. Nearly 50 videos were cut and published during 2021 alone, 25 of them in the PORTalk series.

### Relaunch for hafen-hamburg.de

The Port of Hamburg has been represented on the internet by its own website since the 1990s. To remain cutting edge, over time both the content and the functions have repeatedly been updated. Last year our internet presence was completely overhauled. After careful planning, preparation and optimization,

in June a new website was launched. In a New Look, HHM presented the best side of the port. Along with such existing, highly popular tools like 'Linerservices', 'Intermodal' and Bischi-online', enabling users to constantly call current ship, rail and inland waterway craft services to and from Hamburg, the page is now wholly accessible in Chinese. The latest developments on the pandemic or other current topics were and are flexibly and rapidly integrated into the entire presence. The 2021 click total was 1.8 million. In addition to our own web presence, the internet pages of customers and EU projects are revised, expanded and maintained.



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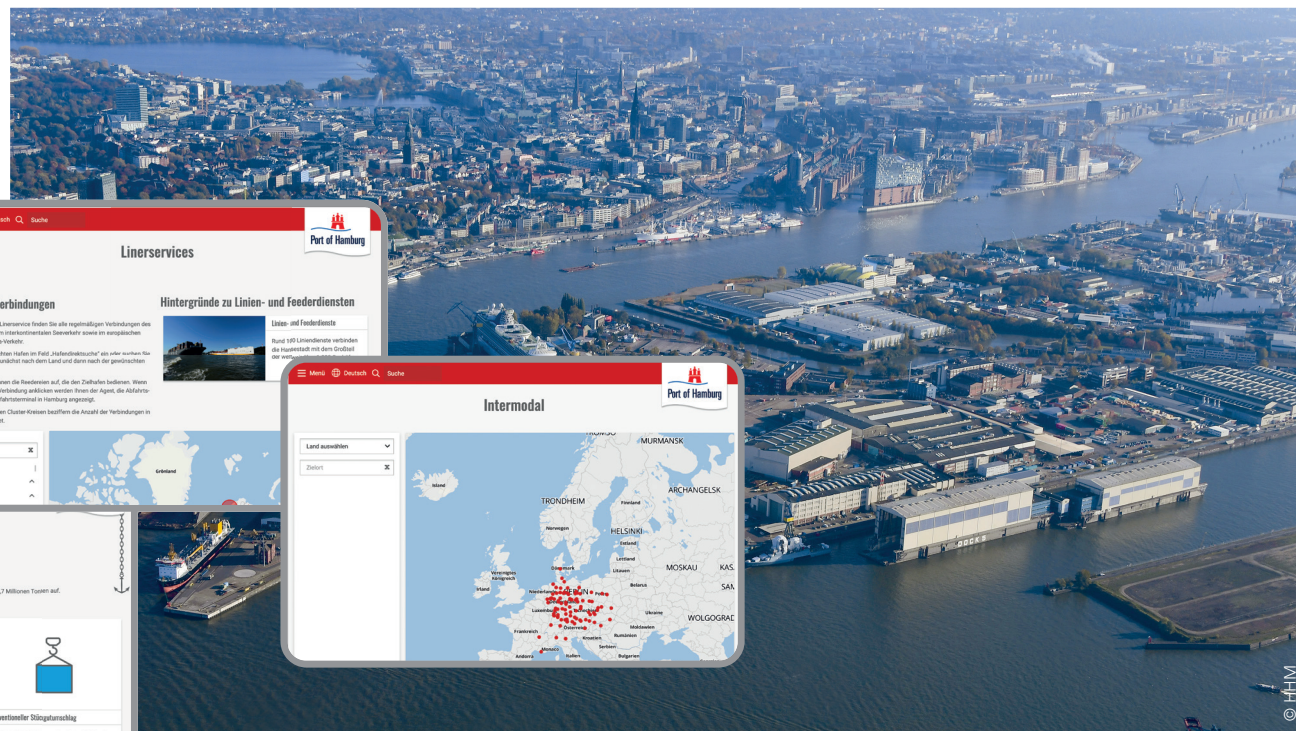
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# Market Research

As before, last year posed numerous questions related to the vulnerability of global supply chains. In many places, differing restrictions, local lockdowns and altered consumer behaviour led to handling problems, container scarcity and shipping bottlenecks. In the second 'crisis year', HHM Market Research proved able to inject calm into a tense situation, aggravated by the media, with reliable, watertight figures.

Despite the tense situation worldwide, in 2021 Port of Hamburg was able to consolidate its position and continue to handle cargoes in normal operation. With total seaborne throughput at 128.7 million tons, the year ended better than expected. The trend in modal split was especially satisfactory – with rail transport taking the lead for the first time with 51.5 percent of hinterland volume on a TEU basis. In 2021 HHM Market Research once again reported regularly on the current situation. Twelve monthly bulletins informed members about port trends, liner services and developments in port-hinterland transport. In addition, 'SeegüterrePORT' on seaborne cargoes always covered a specific market of current or future interest for Hamburg.



HHM also supplied a mass of market-relevant data for members and port customers/partners online. The 'Intermodal' and 'Liner Services' databases, for example, are continually updated. Anybody interested can therefore find current services to and from Hamburg – both by sea and on land. The Port of Hamburg's website also covers all the port's official statistics.



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## Project Department



The most powerful autotransformer in the baltic states was transported to Lithuania by inland waterways thanks to the EMMA Extension project.

Developing efficient, innovative and ecological freight shipments is right at the top of the agenda for HHM and its members. In 2021 our colleagues in the Project Department once again did a tremendous job. By heading, and participating in, projects with EU and national backing, they took great strides in the right direction. Here's a brief overview of current projects:

### Towards better traffic flow

For centuries, ports have been vital trade centres and impulses for growth. Yet they also substantially affect the environment. By involving players from government, ports and logistics companies along the supply chain, the **Smooth Ports** project aims to reduce CO<sub>2</sub> emissions from port-related road traffic with a holistic approach. HHM acts here on communications management, supporting the Ministry of Economics and Innovation in its role as project leader. In the project's first stage, the partners developed various rules and solutions for lowering emissions in ports, checking these for suitability for other port locations. So the first essential milestone of the project has been reached. The second stage will concentrate on plans of action for promoting and further developing the solutions identified. In all probability, the City of Hamburg will establish a funding basis for this in its future programme under the EFRD / European Fund for Regional Development. At the International Transport Forum in 2021, for example, HHM's media contacts facilitated placement of

the report 'Zero Carbon Supply Chains – Case of Hamburg'.



Smooth Ports project partner meeting

## SMOOTH PORTS INTERREG EUROPE

**PROJECT LEADER**  
BWI

**DURATION**  
08/2019 – 01/2022 + 12 months 'Monitoring Phase'

**WEBSITE**  
[www.projects2014-2020.interregeurope.eu/smoothports](http://www.projects2014-2020.interregeurope.eu/smoothports)

## Combined expertise for the Baltic region

Backed by the Interreg Baltic program, the **BSR Access** project platform seeks to promote clean, efficient and multimodal transport corridors in the Baltic region. BSR Access combines the expertise of the EMMA, TENTacle, NSB CoRe, GREAT and Scandria2Act transport projects in a cooperation platform for transport interoperability and regional development. This partnership concentrates on specific topics: Inland waterway shipping in logistics chains; coherent, cross-border models for alternative fuels; integration of urban freight traffic hubs in Trans-European transport corridors; ecologization of the 'final mile' plus delivery logistics; and the interplay between area and traffic planning.

On 24 March 2021 a virtual joint event with the ERSTU, EBU, MCN and SPC was streamed from the HHM studio under the title "Workshop: 'Greening of Inland Navigation, Short Sea Shipping and River-Sea Shipping'". Discussion focussed on the possibilities for using hydrogen and methanol as fuels for the future in inland waterway and short-sea shipping.

## BSR ACCESS INTERREG BALTIC SEA REGION

**PROJECT LEADER**  
Helsinki-Uusimaa Reginal Council

**DURATION**  
10/2018 – 03/2022

**WEBSITE**  
[www.bsraccess.eu](http://www.bsraccess.eu)



Barges at the Lüneburg locks



### Smart inter-modality

The NSR – North Sea Region is one of Europe's logistics zones, containing major seaports, but also many intermodal transport hubs. Efficient, green transport networks are essential for boosting the attractiveness of a location, along with its market potential. These are being researched and tested in the **NSR Connect** project, supervised by HHM. Digitalization plays a major part here in implementing and promoting use of infrastructure making efficient use of resources.

In spring, HHM was able to use the Extension Call to take on board HPA – Hamburg Port Authority as an additional partner in the project. HPA is considering further development of the 'transPORT rail' system with additional slot booking functionalities. That serves to boost capacity on the existing network. In addition, HHM is drafting a best-practice report on 'Smart port solutions for remoter areas'.

#### NSR CONNECT NORTH SEA REGION PROGRAMME

PROJECT LEADER  
**HHM**

DURATION  
**07/2020 – 03/2023**

WEBSITE  
**[www.northsearegion.eu/north-sea-connect](http://www.northsearegion.eu/north-sea-connect)**



In Lithuania, a pilot transport of heavy cargo via inland waterway is realised. A smart fairway is installed in Finland.

### Waterways to the fore!

The inland waterway vessel is an efficient and ecological means of transport that makes a significant contribution towards achieving national and European climate targets on freight transport. Yet at both national and European level, willingness to invest in, and political support for, sustained positive development are lacking. So both Project EMMA – 2016–2019 – and the **EMMA Extension** aim to boost inland waterway craft services in the Baltic region. The focus here is on using digitalization to boost efficiency of transport services and to implement new logistics schemes, the focus being on inland waterway shipping.

The project was successfully completed in 2021. The digital information service 'BiSchi Online' was creat-

ed in Hamburg; smart buoys were developed and positioned to mark navigation channels and real-time weather and current conditions – enhancing safety – at Saimaa in Finland; and automatic detection of heights for bridge passages introduced at Stettin in Poland; functional and economic logistics schemes using inland waterway shipping on the Weichsel and the Memel. A final online conference was held on 21 June 2021. In addition, the findings were presented as a lecture to the

'UNECE SC.3/WP.3 Working Party on the Standardization of Technical and Safety Requirements in Inland Navigation' and discussed.

### EMMA EXTENSION BALTIC SEA REGION PROGRAMME

PROJECT LEADER  
HHM

DURATION  
08/2019 – 07/2021

WEBSITE  
[www.project-emma.eu](http://www.project-emma.eu)

### Strengthening of intermodal transport

Long-distance freight transport by road still plays a major part in many countries of the Baltic region. To avoid long-haul trucking, intermodal transport offers a more ecological solution. The **COMBINE** project produced an overview of the freight market in the Baltic region and identified intermodal potential. The foremost aim was to trigger market potential for intermodal by introducing new freight-handling and vehicle technologies and adopting efficiency-boosting measures to lead to an improved transport link for regions with seaport and/or hinterland terminals. These measures were flanked by optimization of pre- and post-voyage shipments to and from handling centres. This also involved participation in revision of the European directive on intermodal transport and making recommendations on funding

policy and intermodal regulation in the light of Baltic region specifics.

COMBINE was successfully concluded in 2021. The final conference was streamed from HHM's studio in June. Project results and a survey commissioned by HHM on the potential future role of the North German Inland Waterway system were presented.

### COMBINE BALTIC SEA REGION PROGRAMME

PROJECT LEADER  
HHM

DURATION  
01/2019 – 06/2021

WEBSITE  
[www.combine-project.com/en/about-combine](http://www.combine-project.com/en/about-combine)

### Prospects 2022

Realignment of European funding programs in line with updates of European strategies, for example the 'Fit for 55 package', and the new multi-year 2021 – 2027 financial framework, have been completed. The first invitations to apply for funding were opened at the end of 2021, and along with interested member companies, HHM positioned itself on the initial development of project applications in the areas of ecologization of ports and port cargo handling, traffic transfer and 'green' transport chains in the port hinterland.



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# Locations and Markets



To optimally cover the Port of Hamburg's core markets worldwide, HHM is active with HHR – Representative Offices. These champion the interests of HHM member companies and the Metropolitan Region.

In their regions, representatives are the first contacts on the spot for customers and members. They function as intermediaries, advisers, market researchers and project manager to boost and underpin the Port of Hamburg's performance.

Among other things, HHRs cultivate relations with companies in trade & industry, transport, logistics, business associations, political decision-makers and leading educational institutions. Representatives are also active in relevant networks, alliances and societies, lobbying in port and political circles. Also in their portfolio are information events like port evenings, shippers' day and industry trade fairs. Close

relations with the upcoming generation in forwarding and logistics are also of special importance – our HHR colleagues champion the industry and the Port of Hamburg with lectures, panels appearances and visitor programs.

For all the Representative Offices, 2021 was shaped by the pandemic, in many places making meetings only feasible digitally. Yet this did not restrict HHRs in their work. On the contrary, new formats were developed AND our colleagues' range of tasks has been expanded worldwide. In close cooperation with head office, since December 2020 the representatives have planned and implemented the 'PORTtalk Live' series, for example. Along with everyday customer appointments, market analyses and PR work, Port of Hamburg Representatives were also able to set up a few highlights.

## D-A-CH

**HHR Eastern Germany**  
**HHR Western Germany**  
**HHR Southern Germany**  
**HHR Vienna**

## EASTERN EUROPE, BALTIC

**HHR Budapest**  
**HHR Prague**  
**HHR Warsaw**  
**HHR St Petersburg**

## ASIA

**HHR India**  
**HHR Hong Kong**  
**Hamburg Liaison Office Shanghai**



## D-A-CH region markets



### HHR Southern Germany

For many years, the Port of Hamburg has been the leading hub for overseas imports and exports to and from Southern Germany. The excellent rail infrastructure between Germany's largest seaport and production centres has been especially advantageous for this region's strongly export-oriented economy. International companies, but also well-established ones of medium size, a historically determined variety of industries, a pronounced willingness to innovate

and invest, and an unusually well-developed services sector, have ensured flourishing trade. The regions' economy recovered from the pandemic in 2021 and has meanwhile climbed to pre-crisis level.

The Port of Hamburg has been represented by its own HHR in Munich since 1961. This has also covered Baden-Württemberg and Switzerland since 2004. Karin Lengenfelder took over as head of the HHR in spring, 2022 and has since tackled the build-up and expansion of business contacts in the region.

### HHR Eastern Germany

Especially for containerized cargoes, but also for bulk and general cargoes, the Port of Hamburg is now the most important export port for Central and Eastern Germany. The leading branches of industry are traditional machinery, plant and vehicle manufacture. Yet new technological industries such as photovoltaics and wind-power plant construction are increasingly gaining in importance. Last year, the economy in HHR Eastern Germany's area was affected by supply chain disruptions. The start of the year, for instance, brought a downturn in the local economy, especially in areas very dependent on parts supplied from the Far East. Fortunately, a recovery commenced in late spring. The interests of Hamburg's port business community have been represented in the 'new' federal states since 1990. As head of the HHR in Dresden, Stefan Kunze cultivates intensive contacts with companies in trade and industry, the transport and logistics sector, along with trade associations and political decision-makers in Mecklenburg, Western Pomerania, Berlin, Brandenburg, Saxony-Anhalt, Saxony and Thuringia, to brief them on current developments in the universal port of Hamburg and conduct political lobbying.

### HHR Western Germany

With an industry slanted towards foreign trade, on both import and exports the federal state of NRW – North Rhine-Westphalia is of immense importance for the Port of Hamburg. Shippers and forwarders there use the dense network of worldwide liner services via Hamburg for the global distribution of imports and exports, preponderantly traded and department store wares, metals and metal products, machinery and equipment, vehicles, and food/beverages. With annual volume of around 550,000 TEU, NRW ranks second among regions for the Port of Hamburg's hinterland container transport. The year 2021 once again proved its resilience in rail services.

The Port of Hamburg has been active for many years in the top Western market regions, particularly North-Rhine-Westphalia, Lower Saxony and also Hesse. Meanwhile based in Essen, since 2019 the office has been headed by Markus Heinen.

### HHR Vienna

Excellent trade relations between Austria and Hamburg extend back for centuries. The Port of Hamburg has gained in importance for the Austrian economy from the 1950s, becoming a very significant hub since the 1970s. Excellent rail services and the Port of Hamburg's worldwide liner network are especially appreciated by companies in Austria – and Hamburg has taken first place in the country's container traffic for over 20 years. In 2021 containers

transported between Hamburg and Austria totalled 3,121,000 TEU. Timber, paper, beverages, equipment, machinery and plant were among the main items transported. Similarly, tonnage in 2021 set a new record at 5.6 million tons. Voestalpine's import business was among the reasons for this.

The Port of Hamburg has had its own Representative Office in Austria since 1951, making this the earliest worldwide. In 2021 Alexander Till and the HHR in Vienna were able to celebrate its 70<sup>th</sup> anniversary.

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## Highlights D-A-CH markets 2021



**1 January**

The Representative Office in Austria celebrates its 70<sup>th</sup> anniversary. With many in-person events proving impossible, Alexander Till and Claudia Kohlros launch a campaign on social media. The Austrian Trade journal ÖVZ, no less, reports on the Hamburg-Austria relationship in an Anniversary Special.



**31 March**

Jürgen Behrens retires after nearly twenty years as Head of the Representative Office for Southern Germany. He is succeeded by Karin Lengenfelder, previously a communications expert in Hamburg head office. Karin Lengenfelder is completely at home in both port logistics and Southern Germany, which makes her the optimal female ambassador for the HHM network in Bavaria, Baden-Württemberg and Switzerland.



**1 September**

The HHR – Representative Office for Western Germany invites the Sea/Air Freight Working Group of new HHM member LogCoop to Hamburg for a launch trip. In perfect weather, participants were able to see for themselves on the spot the advantages of the Port of Hamburg, making essential contacts and consolidating their network.



**27 January**

In close cooperation with head office, the Representative Office for Eastern Germany organises the Fiftieth Port Breakfast. The online event is attended by 33 people, around half of them MPs. These occasions for swapping views are an important element of HHM's transport policy activity.



**6 July**

Markus Heinen, head of the Representative Office for Western Germany organizes a PORTtalk shoot with the HHM member Port of Braunschweig. Of all containers transported by inland waterway craft in the Port of Hamburg, the highest volume is on the liner link between Hamburg and Braunschweig. Seven weekly sailings connect the Hanseatic port with the inland port of Braunschweig.



**16 September**

Alexander Till, head of the Vienna Representative Office, delivers a lecture on current shipping developments and the relationship between Hamburg and Austria at the VNL's Südhafen Forum. For the fifth time, the Forum examines intermodal infrastructure plus the transport systems and routes offering Austrian companies the opportunity of being internationally networked, and therefore competitive.



**28 October**

HHR Vienna issues invitations to a VIP reception in October, attended by around 20 high-ranking guests. This enables representatives of the Austrian transport/logistics industry, and of the world of politics, to meet personally and exchange views.



**4 November**

The Representative Office for Western Germany helps organize the Asia Chemical Network's 'friends & business' event for chemical shippers at Schloss Liedberg in November. Around 40 industry decision-makers are able to participate in this information event and hear a lecture on Asian logistics by Axel Mattern, HMM's Joint CEO.



**27 September**

DP World Stuttgart celebrates its 25<sup>th</sup> anniversary. HHR South is present to market the Port of Hamburg with an information stand. DP World Stuttgart is the only trimodal container terminal in the Port of Stuttgart. This terminal was taken over by DP World in 2015 and is an excellent gateway from the Stuttgart Metropolitan Region for North German and Western seaports.



**16 November**

The Representative Office for Eastern Germany organizes a Port Evening in Berlin in November. Observing 2-G rules, around 70 participants were able to exchange opinions on current debates on transport policy. Both new MPs from the Lower House and HHM members are able to use the event to network and to place important topics.



**15 December**

The Representative Office for South Germany moves from Munich to Forum H4 in Augsburg. This locates the marketing organisation's offshoot at the heart of its area of responsibility, namely Baden-Württemberg, Bavaria and Switzerland. These economically powerful regions account for altogether about one-eighth of total volume handled in the Port of Hamburg.



## Eastern Europe / Baltic Region



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### HHR Budapest

Its superb hinterland infrastructure and well co-ordinated logistics chains make the Port of Hamburg an attractive market partner in Hungary. Its favourable geographical location between the other countries of Central, Southern and Eastern Europe traversed by the TEN corridors play a big part there. In 2021 the Hungarian economy achieved unparalleled growth of 7.1 percent, not matched during the last 30 years. The Port of Hamburg was also able to book a most respectable rise in

container volume transported to/from Hungary to 130,131 TEU.

The interests of Hamburg's port business community have been represented in Budapest since 1992. Krisztina Kovács, Head of the HHR in Hungary, regularly organizes visitor programs and delegation tours of the Port of Hamburg and provides reliable information for Hungarian shippers on the latest developments there.

### HHR Prague

Hamburg and the Czech Republic can look back on a long association. Hamburg has been one of the top trading partners and significant transshipment ports for Czech and Slovakian foreign trade since the 14<sup>th</sup> century. More than 480,000 TEU were transported between the HUBs – hinterland terminals in the Czech and Slovakian republics – and the Port of Hamburg in 2021 by rail, or almost 95 percent of total volume.

The Port of Hamburg has been represented by an HHR in Prague since 1990. Vladimír Dobos is out and about there in the service of the port, his 'ear to the ground' constantly in order to give Hamburg's Czech and Slovak customers optimal service.

### HHR St. Petersburg

Russia and Hamburg have been linked by the sea trade routes across the Baltic for centuries. The Port of Hamburg is of special significance for Russia, assuming the function of hub for Russia's trade

with the European Union. For container transport in 2021, Russia was Hamburg's fourth largest trading partner. Nearly 95 percent of direct Russia trade via Hamburg is handled via the Seaport of St Petersburg. Other significant ports are Kaliningrad and Ust-Luga, along with Archangel and Murmansk. In addition, the Russian market is served in transit via ports in Finland, Estonia, Latvia and Lithuania.

The St Petersburg Representative Office has been engaged ever since 2003 on behalf of the Port of Hamburg and all HHM members doing business with, or out, of Russia. As Head of HHR, Natalia Kapkajewa has been marketing the Port of Hamburg in the Russian Federation and Finland since 2008.

### HHR Warsaw

The Port of Hamburg is an important hub for the distribution of Polish imports and exports. More than ten percent of Polish container transport is routed via Hamburg. Poland is one of the few countries linked with Hamburg by both land and sea. So the Hanseatic port offers a superb combination of rapid and ecologically friendly services by feeder vessel, rail and truck. The bulk of the container transport – almost 200,000 TEU – is handled via the Kiel Canal between Hamburg and container terminals in Gdansk, Gdynia and Stettin. The main import and export cargoes consist of chemical products, food and beverages, along with machinery, other finished goods, furniture and electrical products.

The Port of Hamburg has had its own Representative Office in the Polish capital Warsaw since 1996 to cultivate and expand contacts between the Port of Hamburg business community and customers, shippers, institutions, trade associations and public offices on the spot. Maciej Brzozowski has been advising and looking after Polish companies for the Port of Hamburg there since 2002.

### Market Development

Marina Basso Michael is responsible for directing the Representative Offices in Eastern Europe/the Baltic region. As Regional Director – Europe she also covers the Scandinavian and Baltic markets. With their mix of traditional and young, dynamic economies, these are seen in Europe as powerhouses. Marina Basso Michael also maintains constant contact with our partners in Scandinavia, the Baltic and their neighbouring countries. HHM continues to position itself in the transport and logistics industry with its strong cluster of Representative Offices in Central and Eastern Europe, also maintaining a close dialogue with representatives of business and politics. Targeted events and campaigns highlight the Port of Hamburg's advantages and consolidate the largest German seaport's market status. HHM sets great store on conducting campaigns both on the spot in its target regions, and in Hamburg itself, to persuade the latter's guests of the strengths of the city and its Metropolitan Region.



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# Highlights Eastern Europe /The Baltic region

**1 September**

The HHR Budapest organizes a delegation trip to Hamburg for forwarder Spedition Austromar. A launch tour enables the visitors to form a picture of the Port of Hamburg and its strengths on the spot. Serving an important market region for HHM, Austromar is an ÖSK subsidiary, active as a NVOCC company in Central and Eastern Europe as well as Asia, and therefore serves a market region of importance for Hamburg.



© Baraksson Berlin, Euronav

**9 September**

Representing the Port of Hamburg, the HHR Budapest visits I.C.E. Transport's anniversary celebration. The company is EGIM's Hungarian partner, operating container block train services to Hamburg several times a week.



© Juhász G., Tamás

**16 September**

HHM invites over 70 representatives of the port and transport industry in Russia to the 'Hamburg as Europe's largest rail port' in-person event in St. Petersburg. The guests include numerous high-ranking representatives of the Russian transport and logistics industry. The programme includes a presentation about the Port of Hamburg as a rail port and networking.



© HHM



© ESP

**12 April**

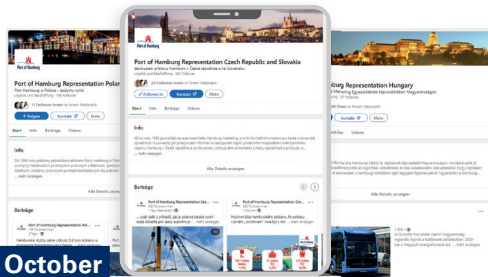
During the TransRussia 2021 trade fair, the 25th International Trade Fair for Transport and Logistics Services, Warehouse Equipment and Technologies, on 12 April Sergey Avseikov, Executive Director of the Eurasian Union of Rail Freight Traffic Players – ESP – and Natalia Kapkajewa, Head of the Port of Hamburg Marketing Representative Office in St Petersburg, sign a Memorandum of Understanding. The aim is to strengthen friendly relations and develop new business opportunities.

**7 September**

Vladimir Dobos, head of the Prague HHR, participates at the SpeedCHAIN Conference with an information stand and a platform discussion about Hamburg and logistics experts. The Czech Republic's largest logistics event, SpeedCHAIN is a traditional rendezvous for international logistics experts.



© HHR Prague



**1 October**

The Budapest, Warsaw and Prague HHRs launch their own social-media presence. After a training session and a meeting on strategy with head office, as representatives of the Port of Hamburg, the HHRs immediately start using LinkedIn to inform their contacts, port clients and enquirers in their own languages about current developments in the transport and logistics industry.



**20 October**

On 20 October 2021 Natalia Kapkajewa attends the #ZaContainerami - behind containers – conference and delivers an in-person lecture on the topic of terminal automation in the Port of Hamburg, with CTA Altenwerder container as the example.



**18 November**

Maciej Brzozowski attends the 'International Council of Supply Chain Management Professionals (CSCMP)' conference. The platform discussion enables the head of the Warsaw HHR as the Port of Hamburg's representative to speak about global supply chains and also marketing.



**12 October**

Maciej Brzozowski, Warsaw, participates in meetings of the AHK Poland's logistics committee. Its main aim is to establish a contact platform and direct dialogue for companies and business people with government representatives. Such committees are especially important for HHM abroad, since they enable HHRs to place the Port of Hamburg internationally.



**2 November**

Marina Basso Michael together with Dr. Sebastian Jürgens facilitates the 'Climate-neutral into the future – what can ports do?'. With the signature of the European Green Deal last year, the European Commission has set high targets. By 2050, Europe is to be the first climate-neutral continent. Being responsible for around one quarter of all greenhouse gas emissions, a key role falls to the transport and logistics sector. To achieve climate neutrality, companies along the transport chain, especially, need to adapt their processes. Many are therefore already working on environment-friendly, sustainable solutions that save resources. These initiatives were presented at an event jointly organized with the Port of Lübeck.



**25 November**

The Prague HHR organizes the traditional, pre-Christmas event for clients and partners of the Port of Hamburg – known as the 'Hamburg Stammtisch'. With hygiene rules being strictly observed, all those present were able to enjoy the evening and swap news on the situation.



## Asia / Overseas

### Hamburg Representation Mumbai

India is among the Port of Hamburg's most important trading partners. Container, general/heavy cargoes and RoRo services link the Port of Hamburg with India several times a week. Among the cargoes most frequently transported between Indian ports and Hamburg as a universal port are machinery and equipment, metals and metal products, chemical products, textiles and clothing. If Indian imports and exports routed as transit cargoes via Sri Lanka or Arab ports such as Dubai are included in addition to direct services, India's significance for Hamburg becomes even greater.

Hamburg's Representative Office in Mumbai is the Free and Hanseatic City's official presence in India. Designed to broaden relations between the two countries, this was inaugurated in January, 2011 and is backed by the Hamburg Senate Chancellery, Port of Hamburg Marketing and the Hamburg Chamber of Commerce. The Representative Office maintains links with companies and organizations from Hamburg as well as Indian partners interested in Hamburg. Its team profits from the networks of the German-Indian Chamber of Commerce and the Port of Hamburg's marketing organization.



The universal port of Hamburg is the leading sea-port in Europe for Chinese foreign trade. Almost one in three of the containers handled in the Port of Hamburg either comes from China or is starting its sea voyage for China. On both the import and export sides, food and beverages, chemical products, machinery/equipment, household appliances, wood products, paper, pulp, printed matter, metals and metal products are among the cargoes most frequently transported. Chinese enterprises especially

appreciate the Port of Hamburg's excellent infrastructure with the European hinterland, and Central and Eastern Europe in particular.

### Hamburg Liaison Office China

Port of Hamburg Marketing is present in China at two locations. The Representative Office in Shanghai covers the markets in Central and Northern China; apart from Shanghai as the world's largest container port, these include the ports of Tianjin, Qingdao,

Dalian and Ningbo, as well as the hinterland with its inland ports along the Yangtze as far as Chongqing. Hamburg and Shanghai have maintained a city partnership since 1986, with the Hamburg Liaison Office China acting as Hamburg's official representative in China ever since. This represents the interests of the Hamburg Senate, the Hamburg Chamber of Commerce, Hamburg Business Development Corporation, Port of Hamburg Marketing, Hamburg Tourism and Hamburg Marketing.

### Port of Hamburg Representative Office Hong Kong

The Representative Office in Hong Kong concentrates activities on the Hong Kong and South China markets, being engaged especially in deepening economic and political relations between Hamburg, Hong Kong and the Pearl River Delta as trading centres. The region is one of China's most dynamic areas of economic activity, of immense importance for the Port of Hamburg. In addition, for fifteen years Hamburg has been linked by port partnerships with the cities of Shenzhen and Guangzhou in South China.

### Market Development

Markets in S.E. Asia also belong to the territory covered by the Representative Office in Hong Kong. Overseas markets are of particular importance for the Port of Hamburg's foreign trade. Mathias Schulz, Head of Market Development Asia/Overseas and Inga Gurries, project manager, coordinate their activities closely with the Port of Hamburg Marketing

Representative Offices in Shanghai, Hongkong and Mumbai. They also make the port known in its overseas markets in Asia with events, at trade fairs and with delegation tours.



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# Highlights Asia / Overseas 2021

**9 March**

Despite more difficult conditions, the HHR in Mumbai remains the first point of contact for a very complex market from the logistics angle. Yet Germany has continued to concentrate on networking Indian stakeholders in the shipping/logistics industry and marketing the Port of Hamburg. In less critical times, for instance, Peter Deubel had the opportunity to personally greet Rajiv Jalota as the new chairperson of the Mumbai Port Trust.



**12 August**

Under the 'HK Youth Internship Program', Anne Thiesen is invited by China Merchant Holdings to give a lecture on 'Global Trends in the Logistics Industry – SmartPort Hamburg'. Around 20 students at Hong Kong universities attended. Close contact with educational institutions is important for all HHM's representatives for backing the upcoming generation in the port/logistics industry.



© China Merchants Port Holdings Co Ltd.



**7 May**

The Hamburg Liaison Office organizes a live-stream on 'Hamburg – European Hub for the New Silk Road', attracting 3,600 viewers. After a welcome from Axel Mattern, transmitted from Hamburg, Pan Hua, head of the HLO, hosted an enthralling round table discussion with Lars Anke, HHLA Asia, and DU Lei of DB Cargo China.



**11 June**

One of the Port of Hamburg's great supporters in Hong Kong, German Consul-General Dieter Lamlé, is taking up a new post. As a farewell, Port of Hamburg representative Anne Thiesen discussed his enthusiasm for the Port of Hamburg, relations between Hong Kong and Hamburg and his tour of duty in Southern China. The XXL-PORTtalk is already the second produced by Anne Thiesen in Hong Kong.

© Jan Buelck



**20 October**

To expand Hamburg's network, during the 'Sixth Maritime Silk Road International Cooperation Forum' Pan Hua joins the MPF Senior-level Round-table Meeting, presents the Port of Hamburg as a vital transport hub in Europe. Michael Wunderlich participates in a forum on 'Digital Development of the Port and Shipping Sector', giving a presentation centred on Hamburg as a Smart and Green Port.

© HLO



**21 October**

The Port of Hamburg is once again declared 'Best Seaport – Europe'. After receiving the award in 2015, 2016 and 2020 and one as 'Best Global Seaport' in 2018 and 2019, this is the sixth such honour for the Port of Hamburg. Anne Thiesen, Representative of Port of Hamburg Marketing accepts the award at the official prizegiving ceremony.



**8 November**

To mark 'India Week Hamburg 2021', HHR Mumbai assists with the organization of various events. Among these, 'Hamburg-India Business Day' sees Hamburg companies joining experts in various breakout sessions to discuss topics related to German-Indian trade. Also raised are the implications for supply chains and the current economic policy program 'Self-reliant India', along with its significance for industrial production and related trade flows.



**12 November**

In difficult times, the Representative Office in Mumbai celebrates its tenth anniversary. Despite corona, a small event with partners and friends was held so that this was not overlooked. Headed by Peter Deubel, the office has represented the Port of Hamburg in its major markets since 2011.



**5 November**

The office in Shanghai organizes participation in the CIIE – China International Import Expo. Along with HHLA, the Port of Hamburg is the umbrella brand for the stand. Media appointments are arranged, along with a hybrid event on the topic 'Hamburg as Hub for Trade and Transport between China and Europe' with presentations by HHLA, Eurogate and DB Cargo. A round table is also organized, with Axel Mattern as speaker thanks to video conferencing.





## Member companies of Port of Hamburg Marketing

This list covers those companies who were members on 31 December 2021.

### A

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>
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>
Aurubis AG	<a href="http://www.aurubis.com">www.aurubis.com</a>

### 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://baltic-rail-gate.de/index.php?id=22">baltic-rail-gate.de/index.php?id=22</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 Hafен- und Lagerhausgesellschaft mbH	<a href="http://www.behala.de">www.behala.de</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	<a href="http://www.bspartner.de">www.bspartner.de</a>
Buss Port Services GmbH	<a href="http://www.buss-ports.de">www.buss-ports.de</a>

### C

C. Steinweg (Süd-West Terminal) GmbH & Co. KG	<a href="http://www.hamburg.steinweg.com/de">www.hamburg.steinweg.com/de</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	<a href="http://www.chlcontainer.com/de">www.chlcontainer.com/de</a>
CHS Container Handel GmbH	<a href="http://www.chs-containergroup.de">www.chs-containergroup.de</a>
CIS+ International GmbH	<a href="http://www.cis-international.com">www.cis-international.com</a>
CLC China Logistic Center GmbH	<a href="http://www.china-logistic-center.de">www.china-logistic-center.de</a>
CMA CGM (Deutschland) 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 Schiffahrt & 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>

## Member companies of Port of Hamburg Marketing

This list covers those companies who were members on 31 December 2021.

CONICAL GmbH	<a href="http://www.conical.de">www.conical.de</a>
Contargo GmbH & Co. KG	<a href="http://www.contargo.net/de/terminals/mannheim">www.contargo.net/de/terminals/mannheim</a>
COSCO SHIPPING Lines (Germany) GmbH	<a href="http://www.coscoshipping.de">www.coscoshipping.de</a>
CR Container Trading GmbH	<a href="http://www.cr-container.de">www.cr-container.de</a>
CS Marketing & Sales Solutions	<a href="http://www.cs-marketing.solutions">www.cs-marketing.solutions</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>

### D

DAKOSY AG	<a href="http://www.dakosy.de">www.dakosy.de</a>
DAL Schiffahrts-Agentur mbH & Co. KG	<a href="http://www.rantzau.de">www.rantzau.de</a>
DB Netz AG	<a href="http://www.fahrweg.dbnetze.com/fahrweg-de">www.fahrweg.dbnetze.com/fahrweg-de</a>
DCP Dettmer Container Packing GmbH & Co. KG	<a href="http://www.dcp-hamburg.de">www.dcp-hamburg.de</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.	
Deutsch-Russischer Wirtschaftsbund e.V.	<a href="http://www.deutsch-russischer-wirtschaftsbund.de">www.deutsch-russischer-wirtschaftsbund.de</a>
DFDS Germany ApS & Co. KG	<a href="http://www.dfds.com">www.dfds.com</a>
Dortmunder Hafen AG	<a href="http://www.dortmunder-hafen.de">www.dortmunder-hafen.de</a>
DST - Entwicklungszentrum für Schiffstechnik	<a href="http://www.dst-org.de">www.dst-org.de</a>
DVWG Bezirksvereinigung Hamburg	<a href="http://www.dvwg.de">www.dvwg.de</a>

### E

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>
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>
ELBFERRY GmbH & Co. KG	<a href="http://www.elbferry.com">www.elbferry.com</a>
ELBREKLAME	<a href="http://www.elbreklame.de">www.elbreklame.de</a>

Emons-Rail-Cargo GmbH	<a href="http://www.emons.de">www.emons.de</a>
EMR European Metal Recycling GmbH	<a href="http://www.de.emrgroup.com">www.de.emrgroup.com</a>
EPS ESTE PROJECT SERVICE GmbH	<a href="http://www.eps-hamburg.de">www.eps-hamburg.de</a>
ERS Railways GmbH	<a href="http://www.ersrail.com">www.ersrail.com</a>
ESI Logistics & Trade Ltd.	<a href="http://www.esi-logistics.com">www.esi-logistics.com</a>
EUROGATE GmbH & Co. KGaA KG	<a href="http://www.eurogate.eu">www.eurogate.eu</a>
EUROGATE Intermodal GmbH	<a href="http://www1.eurogate.de/Terminals/Hamburg">www1.eurogate.de/Terminals/Hamburg</a>
European Cargo Logistics GmbH	<a href="http://www.ecl-online.de">www.ecl-online.de</a>
European River-Sea-Transport Union e.V.	<a href="http://www.erstu.com">www.erstu.com</a>
Eurosib SPb-Transportation Systems	<a href="http://www.eurosib.biz">www.eurosib.biz</a>
Evergreen Shipping Agency (Europe) GmbH	<a href="http://www.evergreen-line.com">www.evergreen-line.com</a>
Evos Hamburg GmbH	<a href="http://www.evos.eu">www.evos.eu</a>
Evropská vodní doprava-Sped. s. r. o.	<a href="http://www.evd.cz">www.evd.cz</a>

### F

FAIRPLAY Schleppdampfschiffs-Reederei	<a href="http://www.fairplay-towage.com">www.fairplay-towage.com</a>
Richard Borchard GmbH	
Far East Land Bridge Ltd.	<a href="http://www.felb.world">www.felb.world</a>
FENIX LLC	<a href="http://www.port-bronka.ru">www.port-bronka.ru</a>
FILog Gesellschaft für Innovation in Logistik und Verkehr eV	<a href="http://www.filog.org">www.filog.org</a>
Florens Asset Management (Deutschland) GmbH	<a href="http://www.florens.com">www.florens.com</a>
FONTENAY Consulting & Assekuranz-Makler GmbH	<a href="http://www.fontenay-assekuranz.de">www.fontenay-assekuranz.de</a>
Forschungsgemeinschaft für Logistik e.V.	<a href="http://www.fglhamburg.de">www.fglhamburg.de</a>
FOUR PARX GmbH	<a href="http://www.four-parx.com">www.four-parx.com</a>
Fr. Meyer's Sohn (GmbH & Co.) KG	<a href="http://www.fms-logistics.com">www.fms-logistics.com</a>
Fraunhofer-Institut für Fabrikbetrieb und -automatisierung	<a href="http://www.iff.fraunhofer.de">www.iff.fraunhofer.de</a>
Fricke-Schmidbauer Schwerlast GmbH	<a href="http://www.fricke-schmidbauer.de">www.fricke-schmidbauer.de</a>
Friedrich A. Kruse jun. Internationale Spedition e.K.	<a href="http://www.spedition-kruse.de">www.spedition-kruse.de</a>
FRIGO Coldstore Logistics GmbH & Co. KG	<a href="http://www.frigo.de">www.frigo.de</a>



## Member companies of Port of Hamburg Marketing

This list covers those companies who were members on 31 December 2021.

### G

G.T.H. Getreide Terminal Hamburg GmbH & Co. KG	<a href="http://www.getreide-ag.de/ueber-uns.html">www.getreide-ag.de/ueber-uns.html</a>
Gasum Ltd.	<a href="http://www.gasum.com/en">www.gasum.com/en</a>
GCD Glomb Container Dienst GmbH	<a href="http://www.glomb.com">www.glomb.com</a>
GEODIS FF Germany GmbH & Co KG	<a href="http://www.geodis.com">www.geodis.com</a>
Gerlach Zolldienste GmbH	<a href="http://www.gerlach-customs.com">www.gerlach-customs.com</a>
Gesamtverband Schleswig-Holsteinischer Häfen e.V.	<a href="http://www.haefen-sh.de">www.haefen-sh.de</a>
GHB Gesamthafenbetriebs-Gesellschaft mbH	<a href="http://www.ghb.de">www.ghb.de</a>
Glückstadt Port GmbH & Co. KG	<a href="http://www.glueckstadtport.de">www.glueckstadtport.de</a>
GREIWING logistics for you GmbH	<a href="http://www.greivwing.de/de/standorte/hamburg/">www.greivwing.de/de/standorte/hamburg/</a>
Grimaldi Germany GmbH	<a href="http://www.grimaldi-germany.de">www.grimaldi-germany.de</a>

### H

H.D.Cotterell GmbH & Co. KG	<a href="http://www.cotterell.de">www.cotterell.de</a>
H.S.H. Festmachergesellschaft mbH	<a href="http://www.hsh-hamburg.de">www.hsh-hamburg.de</a>
HADAG Seetouristik und Fährdienst AG	<a href="http://www.hadag.de">www.hadag.de</a>
Hafen Akademie Hamburg GmbH	<a href="http://www.hafenakademie.de">www.hafenakademie.de</a>
Hafen Hannover GmbH	<a href="http://www.hannover-hafen.de">www.hannover-hafen.de</a>
Hafen Wien GmbH	<a href="http://www.hafen-wien.com/de/home">www.hafen-wien.com/de/home</a>
Hafenbetrieb Aken GmbH	<a href="http://www.hafen-aken.de">www.hafen-aken.de</a>
Hafenbetriebsgesellschaft Braunschweig mbH	<a href="http://www.braunschweig-hafen.de">www.braunschweig-hafen.de</a>
HafenCity Hamburg GmbH	<a href="http://www.hafencity.com">www.hafencity.com</a>
Hafenkultur e.V.	<a href="http://www.hafenkultur.eu">www.hafenkultur.eu</a>
Hafenschiffahrtsverband Hamburg e.V.	<a href="http://www.uvhh.de">www.uvhh.de</a>
Halifax Port Authority	<a href="http://www.portofhalifax.ca">www.portofhalifax.ca</a>
Hamburg Cruise Net e.V.	<a href="http://www.hamburgcruise.net">www.hamburgcruise.net</a>
Hamburg Messe und Congress GmbH	<a href="http://www.cch.de/">www.cch.de/</a>
Hamburg Südamerikanische Dampfschiffahrts-Gesellschaft	<a href="http://www.hamburgsud-line.com/liner/de/liner_services/index.html">www.hamburgsud-line.com/liner/de/liner_services/index.html</a>
Hamburger Hafen und Logistik Aktiengesellschaft	<a href="http://www.hhla.de">www.hhla.de</a>

Hamburger Sparkasse AG	<a href="http://www.firmenkunden.haspa.de">www.firmenkunden.haspa.de</a>
HANBAO Container Shipping & Trading GmbH	<a href="http://www.hanbaocontainer.de">www.hanbaocontainer.de</a>
Handelskammer Hamburg	<a href="http://www.hk24.de">www.hk24.de</a>
HANSAPORT HAFENBETRIEBSGESELLSCHAFT MBH	<a href="http://www.hansaport.de">www.hansaport.de</a>
Hapag-Lloyd AG	<a href="http://www.hapag-lloyd.de">www.hapag-lloyd.de</a>
HCCR Hamburger Container u. Chassis-Reparatur GmbH	<a href="http://www.hccr.de">www.hccr.de</a>
Heinrich Osse Lagerhaus GmbH	<a href="http://www.osse-logistik.de">www.osse-logistik.de</a>
Heinrich Wegener & Sohn Bunkergesellschaft m.b.H.	<a href="http://www.wegener-bunker.de">www.wegener-bunker.de</a>
HGK Dry Shipping GmbH	<a href="http://www.hgk.de/">www.hgk.de/</a>
HHLA Container Terminal Altenwerder GmbH	<a href="http://www.hhla.de/unternehmen/tochterunternehmen/container-terminal-altenwerder-cta">www.hhla.de/unternehmen/tochterunternehmen/container-terminal-altenwerder-cta</a>
HHLA Container Terminal Tollerort GmbH	<a href="http://www.hhla.de">www.hhla.de</a>
HHLA Frucht- und Kühlzentrum GmbH	<a href="http://www.hhla.de">www.hhla.de</a>
HLS Eurocustoms24 Zollservice GmbH & Co.KG	<a href="http://www.eurocustoms24.de">www.eurocustoms24.de</a>
HMM (Germany) GmbH & Co. KG	<a href="http://www.hmm21.com">www.hmm21.com</a>
HMS Hanseatic Marine Services GmbH & Co. KG	<a href="http://www.hms-services.com">www.hms-services.com</a>
HPC Hamburg Port Consulting GmbH	<a href="http://www.hpc-hamburg.de">www.hpc-hamburg.de</a>

### I

iCON International Container Service GmbH	<a href="http://www.icon-container.com">www.icon-container.com</a>
Identec Solutions Deutschland GmbH	<a href="http://www.identecsolutions.com">www.identecsolutions.com</a>
IFB International Freightbridge (Deutschland) GmbH	<a href="http://www.ifb-germany.de">www.ifb-germany.de</a>
IGS Schreiner GmbH	<a href="http://www.igs-logistics.com">www.igs-logistics.com</a>
Industrie- und Gewerbepark Mittelbe GmbH	<a href="http://www.gewerbepark-mittelbe.de">www.gewerbepark-mittelbe.de</a>
Initiative Kiel-Canal e.V.	<a href="http://www.initiative-kiel-canal.de">www.initiative-kiel-canal.de</a>
IP Zollspedition GmbH	<a href="http://www.ip-zollspedition.de">www.ip-zollspedition.de</a>
IPS International Packing Services GmbH	<a href="http://www.ips-hh.de">www.ips-hh.de</a>

## Member companies of Port of Hamburg Marketing

This list covers those companies who were members on 31 December 2021.

### J

Joint Stock Company "Russian Railways logistics"	<a href="http://www.rzdlog.com">www.rzdlog.com</a>
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### K

K+S Minerals and Agriculture GmbH	<a href="http://www.kpluss.com/de-de">www.kpluss.com/de-de</a>
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Karl Gross Internationale Spedition GmbH	<a href="http://www.karlgross.de">www.karlgross.de</a>
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Kaspiy Dock & Logistics Company LLC	
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Konrad Zippel Spediteur GmbH & Co. KG	<a href="http://www.zippel24.com">www.zippel24.com</a>
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KPMG AG Wirtschaftsprüfungsgesellschaft	<a href="http://www.kpmg.com">www.kpmg.com</a>
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KRONE FLEET Deutschland GmbH	<a href="http://www.krone-fleet.com">www.krone-fleet.com</a>
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### L

LHG Service-Gesellschaft mbH	<a href="http://www.sg-luebeck.de">www.sg-luebeck.de</a>
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Linz Service GmbH – Hafen Linz	<a href="http://www.hafenlinz.at">www.hafenlinz.at</a>
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LogCoop GmbH	<a href="http://www.logcoop.de">www.logcoop.de</a>
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Logistik-Initiative Hamburg e.V.	<a href="http://www.hamburg-logistik.net">www.hamburg-logistik.net</a>
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LogistikNetz Berlin-Brandenburg e.V.	<a href="http://www.logistiknetz-bb.de">www.logistiknetz-bb.de</a>
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Louis Hagel GmbH & Co. KG	<a href="http://www.louis-hagel.com">www.louis-hagel.com</a>
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LTE Germany GmbH	<a href="http://www.lte-group.eu/de/Home.htm">www.lte-group.eu/de/Home.htm</a>
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Lübeck Distribution Gesellschaft mbH	<a href="http://www.ldg.de">www.ldg.de</a>
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Lübecker Hafen-Gesellschaft mbH	<a href="http://www.lhg.com">www.lhg.com</a>
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LUTRA GmbH	<a href="http://www.hafenkw.de">www.hafenkw.de</a>
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### M

ma-co maritimes kompetenzzentrum GmbH	<a href="http://www.ma-co.de">www.ma-co.de</a>
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MACS Linienagentur GmbH	<a href="http://www.macship.com">www.macship.com</a>
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Maersk Deutschland A/S & Co. KG	<a href="http://www.maersk.com">www.maersk.com</a>
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MARITIME Cargo Logistics GmbH	<a href="http://www.maritimegroup.de">www.maritimegroup.de</a>
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Maritime Circle Line	<a href="http://www.maritime-circle-line.de">www.maritime-circle-line.de</a>
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MARITIME PLATTFORM e.V.	<a href="http://www.maritime-plattform.de/de">www.maritime-plattform.de/de</a>
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Marshall Stewart & Delaney GmbH	<a href="http://www.m-s-d.de">www.m-s-d.de</a>
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Mattson Containers GmbH	<a href="http://www.mccontainers.com">www.mccontainers.com</a>
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MEC Container Safety Systems GmbH	<a href="http://www.mec-seafastening.com">www.mec-seafastening.com</a>
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Menzell Döhle Shipping GmbH	<a href="http://www.menzelldoehle.de">www.menzelldoehle.de</a>
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METRANS a.s.	<a href="http://www.metrans.eu">www.metrans.eu</a>
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Mindener Hafen GmbH	<a href="http://www.mindener-hafen.de">www.mindener-hafen.de</a>
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modal 3 Logistik GmbH	<a href="http://www.modal3.de">www.modal3.de</a>
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MSC Germany SA & Co. KG	<a href="http://www.msccgermany.com">www.msccgermany.com</a>
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Multicont Zrt	<a href="http://www.multicont.hu">www.multicont.hu</a>
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### N

NAVIS Schifffahrts- und Speditions-Aktiengesellschaft	<a href="http://www.navis-ag.com">www.navis-ag.com</a>
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Necoss GmbH	<a href="http://www.necoss.de">www.necoss.de</a>
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neska Intermodal GmbH	<a href="http://www.neska-intermodal.eu">www.neska-intermodal.eu</a>
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Netzwerk Logistik Mitteldeutschland	<a href="http://www.logistik-mitteldeutschland.de">www.logistik-mitteldeutschland.de</a>
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Nippon Express (Deutschland) GmbH	<a href="http://www.nipponexpress.com">www.nipponexpress.com</a>
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NORD EVENT GmbH	<a href="http://www.nordevent.de">www.nordevent.de</a>
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Nordic Rail Service GmbH	<a href="http://www.nordic-rail-service.de">www.nordic-rail-service.de</a>
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NORGATEC Handelsgesellschaft mbH	<a href="http://www.norgatec.de">www.norgatec.de</a>
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NYK LINE (Deutschland) GmbH	<a href="http://www.nykroro.com">www.nykroro.com</a>
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### O

Ocean Network Express (Europe) Ltd.	<a href="http://www.one-line.com">www.one-line.com</a>
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Oiltanking GmbH	<a href="http://www.oiltanking.com">www.oiltanking.com</a>
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ORCA Transport Agency GmbH	<a href="http://www.orca-transport.de">www.orca-transport.de</a>
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Ost-Ausschuss Osteuropaverein der Deutschen Wirtschaft e.V.	<a href="http://www.oaoev.de">www.oaoev.de</a>
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## Member companies of Port of Hamburg Marketing

This list covers those companies who were members on 31 December 2021.

### P

Paul Grimm GmbH & Co. KG	<a href="http://www.paulgrimm.de">www.paulgrimm.de</a>
PCH Packing Center Hamburg GmbH	<a href="http://www.pchpacking.de">www.pchpacking.de</a>
Peter W. Lampke GmbH & Co. KG	<a href="http://www.pwl.de">www.pwl.de</a>
Petersen & Alpers GmbH & Co. KG	<a href="http://www.petersen-alpers.de">www.petersen-alpers.de</a>
PKP Cargo Connect GmbH (Hamburg)	<a href="http://www.pkpcc-europe.de">www.pkpcc-europe.de</a>
POHL & CO. GmbH	<a href="http://www.pohlgruppe.de">www.pohlgruppe.de</a>
Porath Customs Agents GmbH	<a href="http://www.porath.com">www.porath.com</a>
Port Logistics Ltd.	
Port of Gothenburg AB	<a href="http://www.portofgothenburg.com">www.portofgothenburg.com</a>
PROLOGUE Solutions GmbH	<a href="http://www.prologue-solutions.com">www.prologue-solutions.com</a>
PST CLC, a.s.	<a href="http://www.pst-clc.cz">www.pst-clc.cz</a>

### Q

Quast & Cons. GmbH & Co. KG	<a href="http://www.quast-cons.de">www.quast-cons.de</a>
Quehenberger Air & Ocean GmbH	<a href="http://www.quehenberger.com">www.quehenberger.com</a>

### R

Rail Cargo Operator – CSKD s.r.o.	<a href="http://www.railcargo.com/de">www.railcargo.com/de</a>
Railpool Lokservice GmbH & Co. KG	<a href="http://www.railpool-lokservice.eu">www.railpool-lokservice.eu</a>
RAINER ABICHT Elbreederei GmbH & Co.KG	<a href="http://www.abicht.de">www.abicht.de</a>
Reederei Ed Line GmbH	<a href="http://www.ed-line.de">www.ed-line.de</a>
REMAIN GmbH Container-Depot and Repair	<a href="http://www.remain.de">www.remain.de</a>
Rendsburg Port Authority GmbH	<a href="http://www.rendsburg-port-authority.de">www.rendsburg-port-authority.de</a>
RENDSBURG PORT GmbH	<a href="http://www.rendsburg-port.com">www.rendsburg-port.com</a>
REPACK Industrieverpackung + Service GmbH	<a href="http://www.repack.de">www.repack.de</a>
Rhenus Midgard Hamburg GmbH	<a href="http://www.rhenus.group/de">www.rhenus.group/de</a>
Rhenus PartnerShip – ČSPL, s.r.o.	<a href="http://www.cspl.cz">www.cspl.cz</a>
Rhenus SE & Co. KG	<a href="http://www.rhenus.com">www.rhenus.com</a>
ROSTOCK PORT GMBH	<a href="http://www.rostock-port.de">www.rostock-port.de</a>

Rostocker Fracht- und Fischereihafen GmbH	<a href="http://www.rfh.de">www.rfh.de</a>
Ruscon Novorossiysk	<a href="http://www.ruscon.global">www.ruscon.global</a>

### S

Sächsische Binnenhäfen Oberelbe GmbH	<a href="http://www.binnenhafen-sachsen.de">www.binnenhafen-sachsen.de</a>
SACO Shipping GmbH	<a href="http://www.saco.de">www.saco.de</a>
SAMSKIP GmbH	<a href="http://www.samskip.com">www.samskip.com</a>
Sandtorkai Handel Papenhagen KG	<a href="http://www.sandtorkai-handel.de">www.sandtorkai-handel.de</a>
Sartori & Berger GmbH & Co. KG	<a href="http://www.sartori-berger.de">www.sartori-berger.de</a>
SCA Logistics GmbH	<a href="http://www.sca.com">www.sca.com</a>
Schiffsvermietung BARKASSEN-MEYER Touristik GmbH & Co.KG	<a href="http://www.barkassen-meyer.de">www.barkassen-meyer.de</a>
Schmidt-Ohm + Partner Werbeagentur GmbH	<a href="http://www.sop-hamburg.de">www.sop-hamburg.de</a>
Schönes Hamburg	<a href="http://www.heute-stadtfuehrung.hamburg">www.heute-stadtfuehrung.hamburg</a>
SCHRAMM Ports & Logistics Sweden AB	<a href="http://www.brunsbuettel-ports.de/schweden.html">www.brunsbuettel-ports.de/schweden.html</a>
Schwarze & Consort. GmbH	<a href="http://www.schwarze-cons.de">www.schwarze-cons.de</a>
Seaco International Leasing GmbH	<a href="http://www.seacoglobal.com">www.seacoglobal.com</a>
SECURITAS GmbH Sicherheitsdienste	<a href="http://www.securitas.de">www.securitas.de</a>
SEEHAFEN KIEL GmbH & Co. KG	<a href="http://www.portofkiel.com">www.portofkiel.com</a>
Seehafen Stade e.V.	<a href="http://www.seehafen-stade.de">www.seehafen-stade.de</a>
SGKV - Studiengesellschaft für den Kombinierten Verkehr e. V. (SGKV)	<a href="http://www.sgkv.de">www.sgkv.de</a>
SGS Germany GmbH	<a href="http://www.sgsgroup.de">www.sgsgroup.de</a>
Siemens AG	<a href="http://www.siemens.de">www.siemens.de</a>
Silo P. Kruse Betriebs- GmbH & Co. KG	<a href="http://www.silo-p-kruse.de">www.silo-p-kruse.de</a>
SIS Internationale Speditions-GmbH	<a href="http://www.schaefer-sis.de">www.schaefer-sis.de</a>
Skandic Service-Gesellschaft mbH	<a href="http://www.skandic-service.de">www.skandic-service.de</a>
STAQ Port Services GmbH & Co. KG	<a href="http://www.staq.de">www.staq.de</a>
Stena Line GmbH & Co. KG	<a href="http://www.stenaline.com">www.stenaline.com</a>
STRABAG AG	<a href="http://www.strabag.de">www.strabag.de</a>

## Member companies of Port of Hamburg Marketing

This list covers those companies who were members on 31 December 2021.

### T

TB Logistik GmbH	<a href="http://www.tblogistik.com">www.tblogistik.com</a>
TCI Transcontainer International Holding GmbH	<a href="http://www.mycigroup.com">www.mycigroup.com</a>
TCO TRANSCARGO GmbH	<a href="http://www.tco-transcargo.de">www.tco-transcargo.de</a>
TCU GmbH & Co. KG	<a href="http://www.tcu.de">www.tcu.de</a>
TFG Transfracht GmbH	<a href="http://www.transfracht.com">www.transfracht.com</a>
TransContainer Europe GmbH	<a href="http://www.trcont.com/en">www.trcont.com/en</a>
TRANSPORTWERK Magdeburger Hafen GmbH	<a href="http://www.magdeburg-hafen.de">www.magdeburg-hafen.de</a>
Trellborgs Hamn AB - Port of Trelleborg	<a href="http://www.trelleborgshamn.se">www.trelleborgshamn.se</a>
TX Logistik AG	<a href="http://www.txlogistik.eu">www.txlogistik.eu</a>

### U

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

### V

Vanguard Logistics Services	<a href="http://www.vls-global.com">www.vls-global.com</a>
Vattenfall Heizkraftwerk Moorburg GmbH	<a href="http://kraftwerk-moorburg.hamburg">http://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.uvhh.de">www.uvhh.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>
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### 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>
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>





## Your contact with us

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

Below are the contact data of all staff in Head Office in Hamburg.



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### Press and Public Relations, Social Media

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### Director Finance & Controlling

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weidemann@hafen-hamburg.de



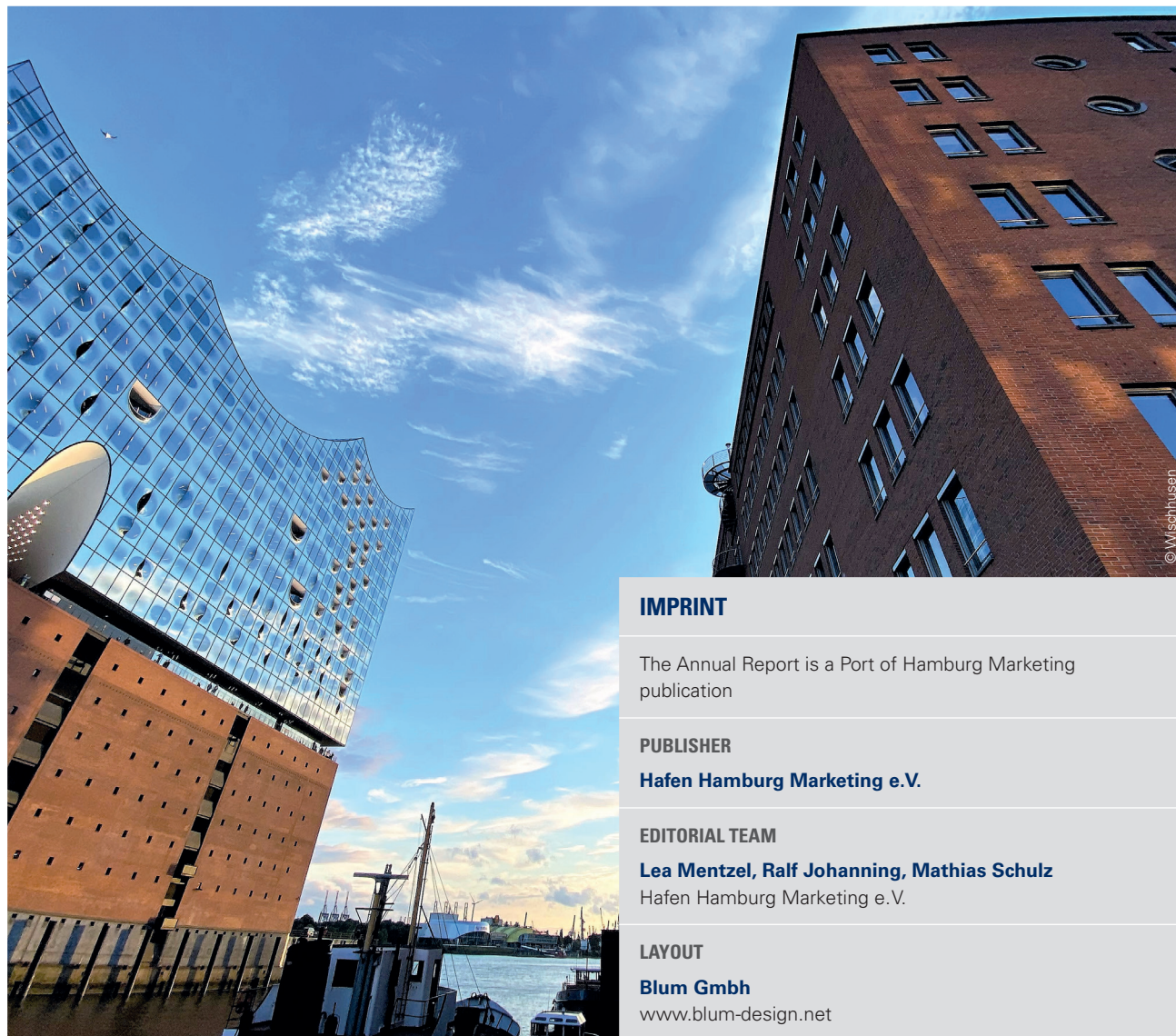
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**Head of Online Media & IT  
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## IMPRINT

The Annual Report is a Port of Hamburg Marketing publication

## PUBLISHER

**Hafen Hamburg Marketing e.V.**

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Hafen Hamburg Marketing e.V.

## LAYOUT

**Blum Gmbh**  
www.blum-design.net





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