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GLOBAL CHANCES

PORT OF HAMBURG MAGAZINE

Port of Hamburg

FORECASTS BY MANY EXPERTS PREDICT A DIVERSIFICATION ON WORLD MARKETS IN THE NEXT FIVE TO TEN YEARS. THE SE ASIAN REGION, AFRICA AND AMERICA OFFER NUMEROUS OLD, ALSO NEW, FIELDS FOR ACTION.

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Dear Readers,

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We are seeing an upheaval in world markets. Crises in quick succession have made supply chains fragile and sparked an energy crisis – at least for Europe. This was a shock, both for companies with international operations, and also many countries.

To counter such occurrences better in future, they aim to position themselves more broadly. The keyword there is resilience. Current deliberations will have an effect on world markets. For economist Vincent Stamer of the Kiel Institute for the World Economy, the extent of this is not yet certain. In his analysis, however, he sees initial pointers to possible shifts in international trade flows. As inventor of the Kiel Trade Indicator, this is his area of expertise.

China as the Port of Hamburg's top trading partner will in future be playing a major part in international trade, and therefore also for us. A few countries could follow suit too. Forecasts by many experts predict a diversification on world markets in the next five to ten years. The SE Asian region, Africa and America offer numerous old, also new, fields for action. In this issue of Port of Hamburg Magazine, we are delighted to show you which markets are on the up and up, and how trade routes could be shifting in future. Let yourselves be inspired by our contributions.

Above all, stay curious!

AXEL MATTERN
CEO Port of Hamburg Marketing

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“India could become one of the upcoming countries”

Dr. Vincent Stamer is a foreign trade expert at the Kiel-based Institute for the World Economy and also the creator of the Kiel Trade Indicator. In this interview with POHM editor Ralf Johanning, he discusses current trade flows and future markets.

POHM: Mr. Stamer, you are the father of the Kiel Trade Indicator that uses worldwide containership movements to assess the trade flows of 75 countries and regions. How did you come up with this idea?
Vincent Stamer: You will hardly believe this, but I developed the Indicator as part of my doctoral thesis. The idea in the first place was to use ship data to evaluate trade flows between Asia and Europe. The Red Sea is a central geographical point for doing so. At the beginning, I used the MarineTraffic app that shows all ships worldwide in real-time. In the Red Sea I counted these manually. For the second step I then had assistance from additional scientific aides. Only at the third stage did I succeed in automating all this and applying it to all the world's oceans.

What does this mean for the Trade Indicator?
The AIS position allows every container vessel to be clearly identified. We now take account of all containerships with a length of over 80 metres. These total around 6,000. Every day, we receive a position and port call details from these.

What can then be deduced from these movements?
During the Corona pandemic, for instance, we were able to clearly monitor the repercussions of the various lockdowns. In January and February, 2020 the first of these occurred in China. This led to a decline in Chinese exports. In March and April, these recovered briefly. Yet ever since, both imports and exports in the Red Sea have remained at a very low level, or around 10-15 percent below the anticipated figure. The overall weakness could subsequently be explained by lower European exports to Asia. By contrast, some imports to Europe increased.

Does that suggest a certain dependency on China?
It suggests at least the significance of trade with China. Yet at this stage, not only Europe is affected. The world economy also profited from the fact that China continued to produce after the first lockdown. That means the reverse conclusion that had we only traded with ourselves, the world economic crisis would have been worse. Although trade flows continued to be very low, in this case we even profited from Chinese imports, although trade flows remained very low.

Let us stay with dependencies on China. Are these so grave, then, as many politicians assert?
As an economist, I can only confirm that. Naturally, certain dependencies exist in a few areas. Let us take electronics, for example. Should an economic conflict arise, it would actually be hard to obtain laptops in Europe, since two-thirds of these come from China.


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BRIEF CV

Dr. Vincent Stamer gained a BA degree at Brown University in the USA and an MA at Munich University. After work experience with Boston Consulting Group, he started to research at the Kiel Institute for the World Economy and wrote his dissertation on interaction between the container shipping network and international trade. He currently works as a scientific staffer in the Economy & Growth Research Centre, specializing in German foreign trade.

Are there any other examples then?
Basically, it can be said that not all trade with China is bad. Christmas trees decorations are one fine example, since almost 100 percent of these come from China. Even this is of national economic value, although I would not speak of 'dependency' there. This only exists when we are unable as a national economy to replace a product, and one that is essential for everyday life.

6,000

Container ships with a length of 80 meters or more are listed in the Kiel Trade Indicator with daily position and port calls.

Dependencies on China are also feared in the case of financial stakes. Cosco is one of the most recent examples.
I tend to see less of a dependency here. The Port of Hamburg already handles one-third of its containers with China. Should the European Union embark on a trade war with China, the problem would be different. I therefore see the whole debate about Cosco's entry as much too agitated.

Cosco is already a major partner in the port. Won't the trades instead tend to remain stable?
That is not necessarily so. The Port of Piraeus is an indication of how strongly Cosco is becoming committed, but not necessarily forcing others out of the market. If this also applies to Hamburg, that could be a positive impulse for the port. Cosco, for instance, could decide not to build up any liner services around the Skagerrak and instead to go for transhipment into the Baltic.

The German government is currently in the process of slightly distancing itself from the People's Republic. Are you finding that this is having initial repercussions on companies' sourcing strategies?
China's economic weakness has already been interpreted in that sense by some experts. Yet in my opinion it is extraordinarily difficult to quantify this. I should be very cautious. Normally a diversification of this kind from China should be accompanied by

an increase in trading volume in SE Asia and in the same technology sector. That cannot be seen to a large extent. Instead, surveys tend to indicate that two-thirds of companies are continuing to stick by China. Diversification does not mean either that companies will close their plants in China.

So it has so far been nothing more than hot air?
Even for the future, I do not anticipate that companies committed in China will close down their activities. My forecast is that in the next five or ten years this will tend to be reflected in having a very slightly smaller share in China's growth. Investments will probably grow less and move to other countries. That will be a creeping process and one barely possible to quantify.

How can you succeed there?
We must always calculate how great trade with China would be, had we not diversified. For that, we need to be aware of the two countries' economic growth, also that of additional countries in order to able to arrive at a contrafactual example. That is the only way of calculating how the situation would have been without the political tensions. As a scientist, I can only say that it is far too early to verify these strong tendencies.

Would India be one of the countries in which German companies will become more involved?
India could be one of the up-and-coming countries. There is much to suggest that. The potential is there. The population is well educated and speaks English and the level of wages remains low. Yet we are still seeing no investments in production. So far these have been confined to services.

What needs to happen?
First, a tipping point needs to be reached. As soon as the first concerns invest, the infrastructure will adapt. As a sequel, economic/political parameters will change and a lot will become simpler until change receives its own momentum. It remains

true that India has other potential, but I don't yet see the country as being on a par with China.

Which additional countries enter the reckoning in addition?

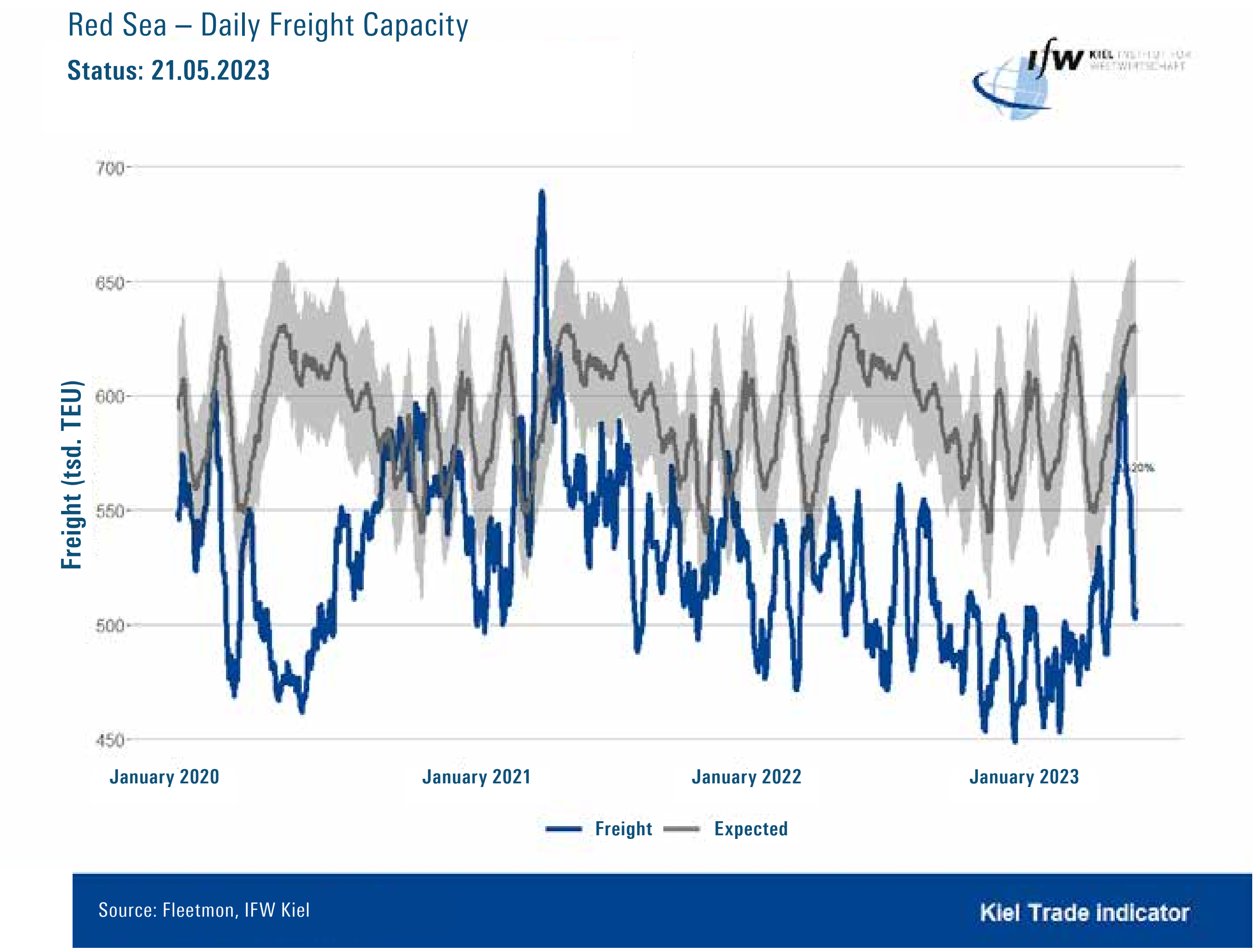
The diversification mentioned will at first remain in SE Asia, i.e. Malaysia, Indonesia and possibly Vietnam, although that could be politically uncertain. I should like to point out that a few years will pass until we find clear tendencies indicating that trade flows are changing.

Which factors could speed up diversification?

An escalation in the Taiwan question would be one such factor. Should it actually come to that, there will probably be no cessation of trade. Instead, I assume that penal Customs duties would arise, as in the trade ware between China and the USA. This approach would then enable European companies still to source specific cargoes.

Can anything be concluded from the conflict between the USA and China?

Trade flow suffered during the Trump presidency. A strong downturn occurred with goods of some types. Yet trade did not fall to zero. For the most part, these dues are still in force and yet the North Americans purchased a great deal in China during



This diagram provides a clear picture of the lockdowns, measuring total capacity of the containerships located daily in the Red Sea and the Suez Canal. The Red Sea's special geographical location means that shipping there reflects trading activity between Europe and Asia. The anticipated figure is calculated on the basis of the average in the years 2017 to 2019, scaled on to the years 2020 and 2021 with the aid of past growth rates.

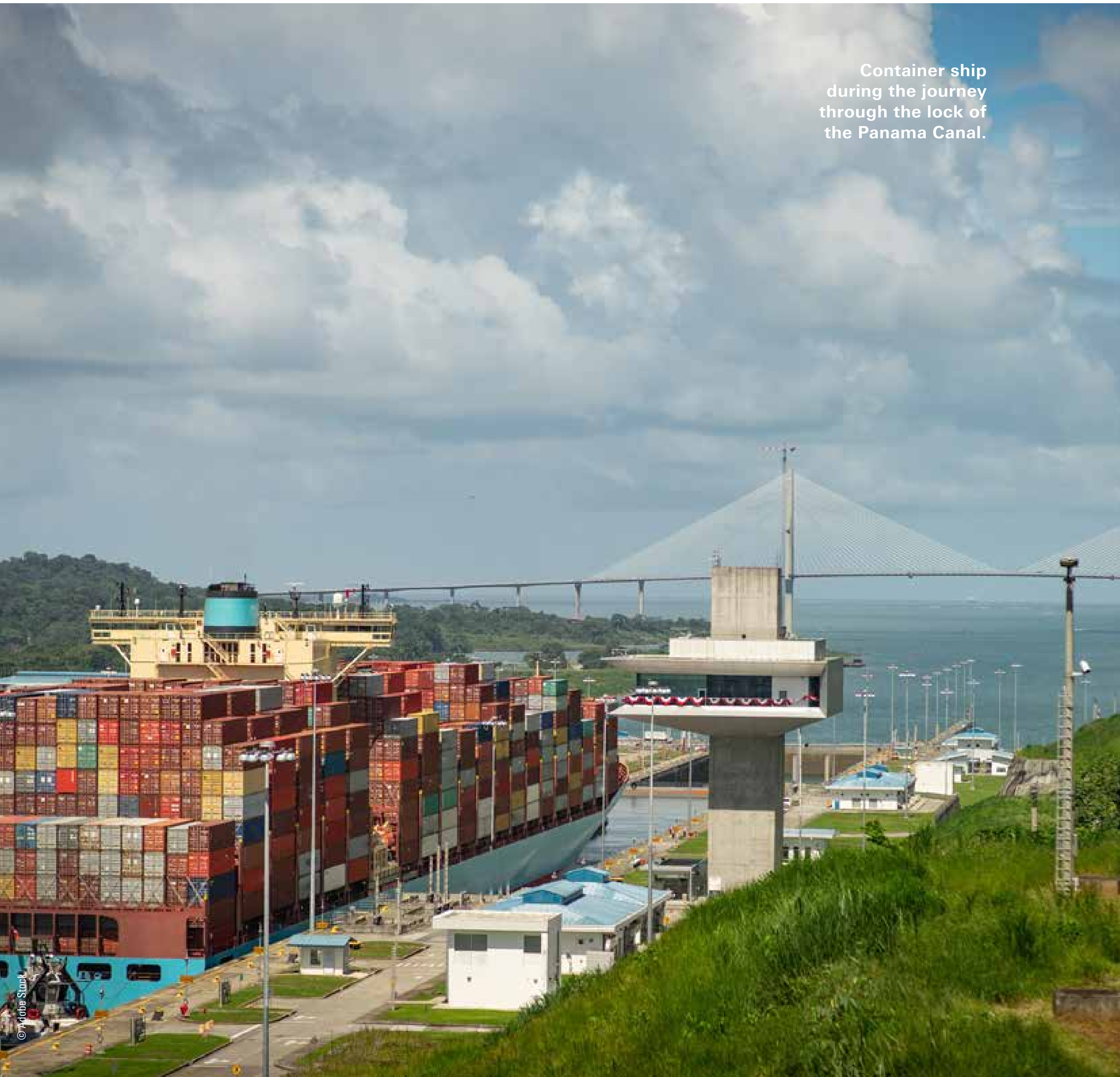
the corona crisis. That, incidentally, also caused the ship queues off Los Angeles.

In recent months, new liner services have emerged to North America, among other places. Shall we be seeing a revival in Transatlantic relations?

North America is very exciting. Just recently, trade volume here has climbed steeply. German ports are among those to profit. Many raw materials are involved. I could well imagine that the USA could play a greater part in this area. Sanctions against Russia have caused the countries of Europe to look around for partners sharing values, so as to source raw materials from there.

What impetus would still be of importance for an economic recovery?

We should lay an additional focus on the Eurozone. If we look now at Europe as a whole, this zone is our largest trading partner, accounting for over 50



Container ship during the journey through the lock of the Panama Canal.

percent. This also means that as soon as the economy in Europe picks up again, Germany, especially, will notice that. So one impetus for growth could originate from Europe.

If you were to sum up, will a transformation of trade flows occur?
It is still too early for a major turnround. But I believe that we are seeing initial signs that trade with America is rising. Nor should we be losing sight of Europe. My plea is that while we should become aware of certain dependencies, not all trade with China is bad. Not every import from China leads to a dependency.

About the Kiel Trade Indicator

The Kiel Trade Indicator estimates the trade flows – imports and exports – of 75 countries and regions worldwide, along with world trade as whole. Individual estimates cover over 50 countries, as well as regions such as the EU, Sub-Saharan Africa, North Africa, the Middle East, and the Asian threshold countries. It is based on evaluation of ship movement data in real-time. An algorhythm programmed at Kiel Institute for the World Economy evaluated this with the assistance of AI and 'translates' ship movements into growth figures on the previous month, adjusted for prices and seasons.

Ship arrivals and sailings are covered for 500 ports worldwide. In addition, ship movements are analyzed in 100 sea regions, and effective load factor for containerships measured on the basis of draft. Country-port correlations enable forecasts to be made, even for countries without deepsea ports of their own.

Compared to previous early-stage indicators on trade, the Kiel Trade Indicator is available considerably earlier, is distinctly more comprehensive, is founded on a hitherto uniquely sizeable database with the help of 'big data' and embodies comparatively minimal statistical errors. With growing data availability the Kiel Trade Indicator learns more, so that forecast quality rises over time. (Source: ifw Kiel)

Information at: www.ifw-kiel.de

Almost all containerships in the Europe-Asia trade pass through the Red Sea.

Asia means more than China

East Asia is an important trade for the Port of Hamburg. In future China cargo flows will shift into other Asian countries.

BY **KERSTIN KLOSS**


Yangshan deepwater port in Shanghai is among the world's largest.

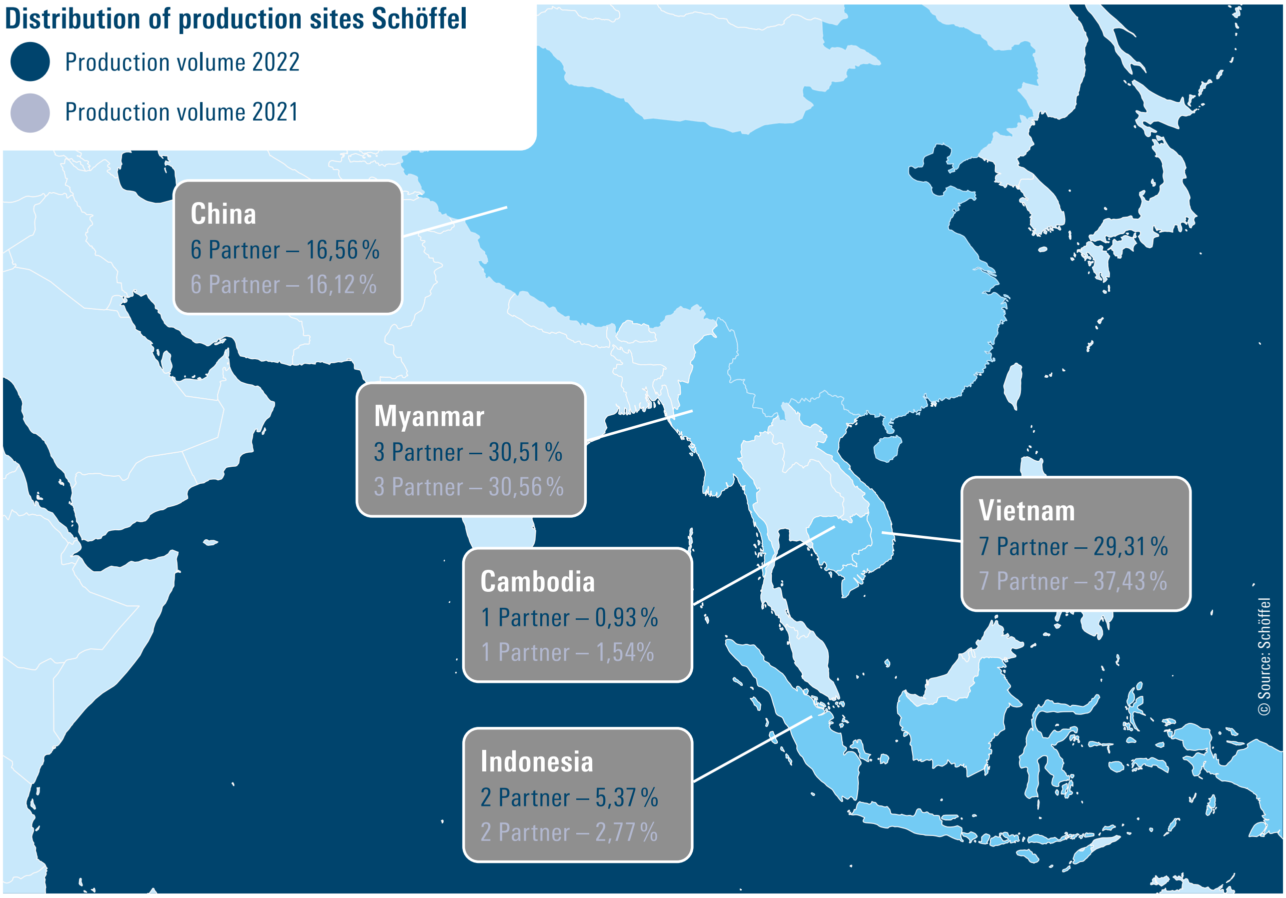
© Wang Zhengming/SMCT SIPG

The red beam behind China still runs from left to right over the whole screen page. The country heads the Top Ten partner countries in the Port of Hamburg's seaborne transport by a wide margin. Last year, China alone accounted for 2.46 million TEU, while Singapore took third place with 423,000 TEU, and South Korea was in tenth with 186,000 TEU. At the beginning of May, Hamburg deepened the port partnership with Busan founded in 2010. With NE and SE Asia, the East Asia trade has long been a top area for Hamburg's seaborne container transport – but in future cargo flows here could shift.

Major container shipping companies already have the shift within Asia on the radar. "We are seeing that with some companies, the geographical re-orientation starts as part of the China-plus-one strategy," says Andreas Bütfering, responsible at Hapag-Lloyd in Hamburg for the Far East trade. The 'C+1' involves companies, not just in investing in China, but in extending their production to other countries, as Schwabmünchen-based Schöffel Sports Gear is doing.

Major container shipping companies already have the shift within Asia on the radar.

This mid-sized family company is having most of its functional, technical workwear made in Asia, since it sees 'special expertise for high-quality textile processing and production on commercially interesting conditions settled there.' In view of our CO2 strategy, shipborne logistics are our first choice," says Schöffel spokeswoman Katrin Lörch. In 2022, partners from China supplied 16.56 percent of total worldwide pro-



ductions, Myanmar contributed 30.51 percent, and Vietnam, 29.31 percent. According to Lörch, "there are prospects" of a reduction of manufacture in Myanmar. 5.37 percent of future world factories will be built in Indonesia, and 0.93 percent, in Cambodia.

A SEARCH FOR NEW LOCATIONS

For Anne Thiesen, Schöffel is a typical example of how companies are organizing their supply chains in Asia increasingly resiliently to reduce risks of cancellations caused by geopolitical conflicts, price peaks or material bottlenecks. She advises companies on access to the Asian market, and as a representative of the Port of Hamburg has done so for years, e.g. on establishing companies or the search of business partners in Hong Kong, South China, and SE Asia. Increasingly often, her network has the job of working out a Plan B for factories in China. "Many companies are in the process of transferring their production, primarily to Vietnam, India or Thailand," she observes.

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The trend is confirmed by Marko Walde, CEO of the German Economic Delegation in Vietnam: "Since mid-March 2022, we have assisted 20 German companies with the search for investment opportunities in Vietnam." The C+1 strategy has gained momentum over the last three years: "The chamber in Vietnam has received over 120 enquiries from German companies wishing to settle in Vietnam." Most of these were related to China and "came from production facilities located there, or regional head offices." According to Walde, 21 manufacturers invested in Vietnam during the period mentioned – these included Beiersdorf subsidiary Tesa – self-sealants , Leonhard Kurz – thin film technology, Hartung – garden, gift and stationery items, Fischer – fixing systems, Viessmann – heating, cooling and ventilation technology, Magnetec – inductive construction elements and Ziehl-Abegg – ventilation, drive and regulation technology.

CHINA REMAINS IMPORTANT

In view of the imposing list, Walde feels that is important to state that diversification does not entail any complete retreat from China. Now as before, German companies regard China as one of the top markets. Exactly the same view is taken by Michael Bönisch, who as Managing Partner with Continuums Hong Kong has specialized in securing client-specific product from sub-contractors in Asia and ships 95 percent of his export cargoes for Europe via the Port of Hamburg. His trade clients order household goods and kitchen utensils – and for these China has developed a dominant acquisition system since the 1990s. In view of higher costs in China, full warehouse and fewer orders, Bönisch sees many trading companies reconsidering their companies supply chains.

In the household goods sector Bönisch is currently seeing an 'extremely strong shift' to Vietnam: "The supply chains are already there, suppliers have sub-contractors there, even medium-sized companies – or the 'Mittelstand'- are already there on the spot. In Indonesia, by contrast, production is 'in the starting blocks,' Bönisch currently still obtains three-quarters of his wares in China, one-fifth in Vietnam and five percent in Indonesia. "The situation shifts relatively quickly, project business has become considerably more flexible, prices are decisive," he says. From 2024 he will adapt to "acquiring larger quantities from India". Hitherto there have been "serious problems with raw material" for household goods, but by the end of the year two Indian conglomerates were able to offer capacities for stainless steel in the desired quality. Above all, for his US customers that could prove to be a tempting alternative.

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INDIA WILL BECOME MORE ATTRACTIVE

As a production location, India is profiting from the USA–China trade war. According to a current evaluation by the online portal Statista, "currently almost the entire volume of trade between the USA – around 550 billion US dollars – and China – around 185 billion US dollars – is subject to penal and countervailing duties, although not all duties are active." The US media group Bloomberg sees signs of a 'reglobalization,' because since 2018 China's share of US imports has shrunk in favour of other Asian export nations. By March this year, Apple tripled its production capacities in India, manufacturing iPhones to the value of more than seven billion US dollars there. At the beginning of May, US technology group Cisco announced that it would be building up central production capacities in India to achieve 'resilience of the supply chain.' Such global shoes manufacturers as Nike, Adidas, Puma and Reebok are also pursuing their C+1 strategy on the sub-continent. Experts are assuming that other sectors will be following, in particular the retail trade. For two years now, Dirk Matter, CEO of AHK India in Düsseldorf, has been receiving 'significantly more enquiries' because German companies are looking for new sourcing markets. He

Stefan Halusa, CEO of the German-Indian Chamber of Commerce in Mumbai

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"Industrial jobs are the answer to population growth"

sees potential in India primarily for such metal products as cast and forged parts, automotive components, and chemical, pharmaceutical, electrical and electronic products.

To make India an exporting country, in 2020 the government announced 'production-linked incentive schemes' for 14 key industries, starting with automotive parts, via battery units and textiles, to white goods. "Industrial workplaces are the answer to population growth," says Stefan Halusa, CEO of the German-Indian Chamber of Commerce in Mumbai. With its national logistics policy, the Indian government is attempting "to make available a competitive logistics infrastructure for exporting", for logistics costs are still twice as high as in Europe. Yet Halusa stresses

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that: "Owing to the shorter transport route, India enjoys a geographic advantage over China and other Asian countries."

Thomas Heck, head of the China Business Group at chartered accountants PricewaterhouseCoopers in Frankfurt, is aware of which de-risking strategies companies are pursuing just now in China "We are hearing on the market that the great majority of companies are staying in China and continuing to invest, but mid-sized companies, especially, are also precisely scrutinizing other markets," he says. While groups "in case of doubt can live with production ceasing for a few years in China or no dividends coming for a certain time from China, this can be of existential significance for mid-sized companies with only three or four plants worldwide. Heck mentions Singapore as the main winner, since not only are expats moving there in droves from Hong Kong and mainland China. Companies such as Evonik in chemicals and semi-conductor manufacturer Infineon are positioning themselves with Asia headquarters in the island nation.

Over 2,000 German companies are active in Singapore, according to Tim Philippi, Executive Director of the German-Singapore Chamber of Industry and Trade. over 2,000 German companies. This global finance centre is also an important production site – Philippi says that "more than 20 percent of GDP is generated by the manufacturing sector." Like many other international companies, they use the city-state "primarily as a regional base for expanding in other SE Asian markets." This is confirmed by Peter Dressler, Vice President Logistics for Infineon Technologies: „We have sites in Malaysia, Indonesia, Singapore, Thailand and on the Philippines. Many of our production partners are in the SE Asia regions. Singapore is an important logistics hub for us."

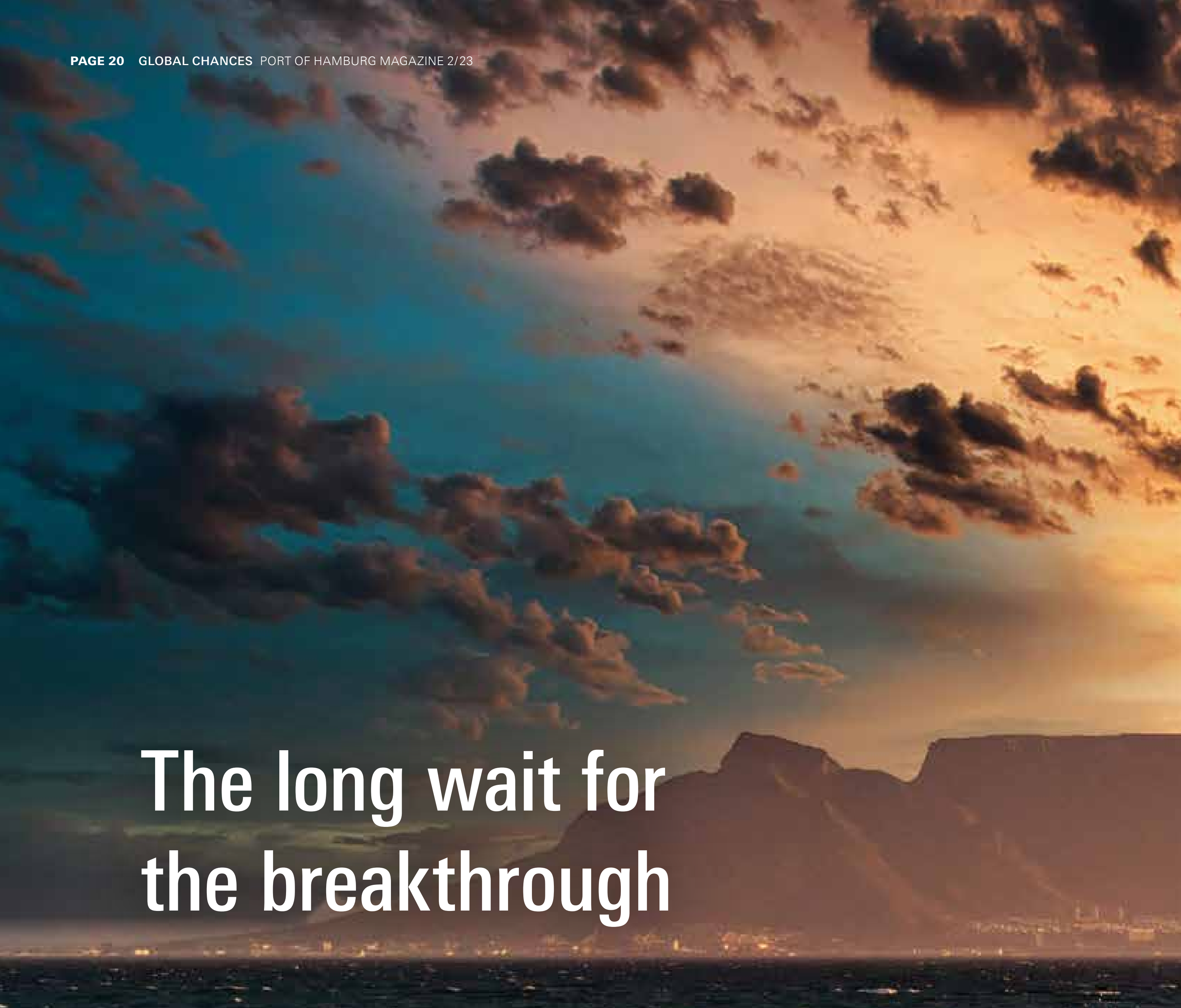
37.29 million TEU crossed the quay walls last year in the Port of Singapore, the world's second largest. By 2040, additional capacities of 65 million TEU will be created in Tuas Port to meet the growing demands of global trade.

Vietnam also possesses a state-of-the-art seaport system – Hai Phong, Ho-Chi-Minh-City, Ba Ria and Vung Tau are all on the list of the 50 ports worldwide with the greatest freight throughput. Gateway ports like Lach Huyen, Hai Phong, Cai Mep, Ba Ria and Vung Tau can handle mega-containerships. The Vietnamese Statistics Office estimates total container volume for all Vietnam's seaports in 2022 as 25.09 million TEU – or five percent more than in the previous year. "Steep growth of the trades to China, Japan, South Korea, SE Asia and on some European routes, along with high sea-freight rates, have helped many Vietnamese shipping companies to solid turnover and profit growth," reports Walde of the Vietnam chamber.

Indian seaports are profiting from private investments, e.g. for the expansion of the Container terminal in Jawaharlal Nehru Port in Mumbai, with participation from J M Baxi Ports & Logistics Ltd. (JMBPL). Since January, 35 percent von JMBPL has belonged to Hapag-Lloyd, whose CEO Rolf Habben Jansen sees India as "one of our most important growth markets."

Along with the world's largest container port in Shanghai, six additional Chinese ports are among the Top Ten for throughput. Leo Xu as Sales & Pricing Manager South China for international forwarder Spedition A. Hartrodt, is located at the centre of the action – with Shenzhen, Guangzhou-Nansha and Hong Kong, the Greater Bay Area contains three of the world's largest container ports. Xu is relaxed about the relocation of some labour-intensive industries such as textile and shoe manufacturing, electronic assembly and processing: "We are concentrating on other sectors that export from China, in the Greater Bay Area we still have high tech, electronics and plant construction." In addition, Hartrodt is paying more attention to domestic trade, with some raw material needing to be shipped from China to SE Asia

Hapag-Lloyd's Bütfering also gives the all-clear: "The Chinese share of exports will remain dominant for a long time, and from my point of view we shall need to reach the end of the decade before see significant shifts to other countries." The red beam behind China among the Port of Hamburg's top partner countries should remain a long one for some time. ■



The long wait for the breakthrough

The earth's second largest continent is notable for its youthful and growing population, rich deposits of raw materials, and strong growth rates. It is therefore attracting companies seeking to position themselves more diversely.

BY **NICOLE DE JONG**

Current crises have once more put the focus on Africa. The continent will again become of greater importance for investment and trade partners. It is increasingly luring companies seeking to position themselves more diversely. African states also wish to diversify their businesses. Free and fair elections are taking place in a growing number of African countries. The continent's economic growth has been climbing for a decade, and prospects are good.

A report by the Federal Ministry of Economics and Energy ascribes this to ongoing urbanization, an increasingly broad middle class, and a growing services sector. Investments in infrastructure and revenues from the sale of such raw materials as crude oil are also responsible for the growth. In addition, many African states – Kenya, for instance – are pursuing a build-up of renewable energies. The German Foreign Ministry stresses that Africa is bursting with potential: A youthful, growing population, a wealth of natural resources and strong growth rates.

Olaf Scholz, Federal German Chancellor, visited the three West/South African states of Senegal, Niger, and South Africa in May 2022. The primary objective was to strengthen economic relations. During a sec-

© Hapag-Lloyd

Hapag-Lloyd is continually developing its liner services to Africa.

View on the harbour of Durban, South Africa.

ond trip in May this year, to Ethiopia and Kenya, the focus was again on economic topics, but he stressed the great importance of countering climate change and current conflicts.

"We must face up to a world that will be multi-polar, in which many countries of the global South will come to be highly significant," said Scholz on his arrival in East Africa. He was plainly impressed by the fact that Kenya is already deriving more than 90 percent of its electric power from renewable energy sources. "Africa is of crucial importance for us in Germany, for us in Europe," stressed the Chancellor. The countries of Africa need to be seen in a new light, and partnerships established on an equal footing.

IMPROVING OPERATING CONDITIONS

The German Ministry of Economics and Climate Protection writes that apart from Africa's opportunities for the future, the continent has immense challenges to master. Factors such as poverty, political instability and inadequate infrastructure confront Germany's economic commitment and the activities of foreign investors with extraordinary background conditions, adding that Africa's economic potential has been considerably exploited but is by no means exhausted yet. For many German enterprises, it not only since the energy crisis and pandemic that Africa is an attractive continent. Above all, South Africa is a significant trading partner for Germany, in that it possesses reserves of chrome, gold, manganese and platinum metals. Yet trade with Egypt, Libya, Tunisia, Nigeria, Morocco, Algeria, and Ivory Coast is also growing on account of their mineral deposits.

The Hamburg-based container shipping company Hapag-Lloyd entered the African sub-Saharan market 15 years ago and has reported a continual growth in transport volume to/from Africa ever since. Africa has been a particularly important market for the group since 2006, when Hapag-Lloyd and CP Ships merged. Activities in Senegal marked the start, whereupon the company soon also became active in South Africa, at the time in an alliance with Swiss liner shipowner Mediterranean Shipping Company (MSC) that has lasted more than ten years.

"Last year we took over the container liner business of German Africa Lines (DAL) to correspondingly expand our own there," explains Sascha Godemann, Hapag-Lloyd's Director Trade Management Africa. Takeover of DAL represents a splendid addition to existing activities on the continent of Africa, with the range to and from South Africa the main area to profit.

Integration of container liner activities is meanwhile completed. Hapag-Lloyd took on the 150 staff working in Hamburg and the DAL offices in South Africa. Similarly, the 6,589-TEU containership 'Kalahari-Express' plus the fleet of almost 18,000 owned and leased containers have been transferred to the ownership of the Hamburg-based shipowner.

EXPANSION TO WEST AFRICA

A year earlier, Hapag-Lloyd acquired the NileDutch shipping company, specializing in Africa, in doing so clearly expanding its presence and service range to and from West Africa. "Until than we had been represented in NW Africa, Ghana and Nigeria among other countries," says Godemann. The acquisition added offices in Angola, the Congo and Cameroon. In South Africa the company now operates a headquarters in Durban, offices in Johannesburg and Cape Town, and a very dense agency network. NileDutch has contributed seven liner services, a transport capacity of around 35,000 TEU and an approx. 80,000-TEU container fleet. Hapag-Lloyd also has offices of its own in Morocco, Ghana, Nigeria, Kenya, and Senegal and has extended its network to East Africa with services to Kenya and Tanzania.

Morocco, for example, is an important exporter of such chilled produce as fruit, vegetables and seafoods and an important element of development strategy in the reefer trades segment. Among other goods that the country exports are minerals, chemicals, textiles and such foodstuffs as wheat maize, oilseeds and sugar. The main imports are of electronic equipment, spare parts, and foodstuffs. The country is linked with the global Hapag-Lloyd network via the port of Tanger-Med. In addition, the shipping company has taken a ten-percent stake in TC 3 – Container Terminal 3 in the Port of Tanger-Med 2.

From Senegal, Hapag-Lloyd mainly transports nuts, cotton, and minerals. The export of fish and fish products is also one of the country's important sources of income. In 2023 a start is due to be made on offshore oil and gas production. Senegal's main imports consist of chemicals, food, and textiles. The country is connected to the company's network by the weekly WAX – West Africa Express. In East Africa, EAS 3 – East Africa Service 3 connects Kenya with the most important terminals in Singapore and Shanghai, while EAS2 – East Africa Service 2 links the country with India's West coast and Jebel Ali in Dubai.

Across the whole of Africa, the company maintains 14 liner services plus three Intra-Africa Short Sea Services, with just a few exceptions, all with a weekly frequency. The key partners are Maersk, CMA and ONE, but the company also cooperates with PIL, GSL – Goldstar and ESL – Emirates Shipping Line. Hapag-Lloyd emphatically operates on the hub-and-spoke principle. "We are constantly in the process of finding synergies and optimizing and expanding our products – and not just in Africa," explains Godemann. In recent years the company has reported double-digit growth in volume, partly generated naturally and partly through the purchase of additional carriers.

The Africa business meanwhile accounts for almost seven percent of Hapag-Lloyd's total volume. The goal is to boost this share to between eight and nine percent shortly and to breach the one-million TEU barrier that is no longer far off. The company keeps the market under constant observation, monitors import and export data and accordingly exchanges knowhow with colleagues on the spot so as to discover where opportunities for further growth lie. "We check whether the business is profitable and what investment will be required. Are there any strategic partners whom one can bring in and what advantages for the Hapag-Lloyd world will result?" This analysis concludes with a simple Yes or No. ■

African foreign trade

According to the Africa Business Guide published by Berlin-based GTAI – Germany Trade and Invest, in 2022 German foreign trade with Africa grew by 21.3 percent to a new, record level of 59.8 billion euros. Imports from Africa rose by 27.4 percent to 33.4 billion euros. From the Republic of South Africa alone, Germany imported goods worth 14.4 billion euros – after 12.3 billion euros in the previous year. Libya followed in second place, whence Germany imported almost only oil, to the value of 3.6 billion euros. Also supplying a share of Germany's higher imports from Africa were oil producers Nigeria – with 1.9 billion euros – and Tchad – with 1.2 billion euros.

According to GTAI, German exports did not increase quite so fast, with a 14.5 percent rise to 26.4 billion euros. Here again, South Africa was right at the top with deliveries totalling 9.8 billion euros. In North Africa, Egypt – 4.2 billion euros – and Morocco – 2,8 billion euros – were the largest customer countries. Along with South Africa, in Sub-Saharan Africa it was Nigeria, taking exports worth 1.1 billion euros, the Ivory Coast, taking deliveries worth 334 million euros, and Kenya, taking exports totalling 260 million euros, that were important markets for Germany.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Three questions to …

Sascha Godemann, Hapag-Lloyd's Director Trade Management Africa

1. You have been active in Africa for more than a decade. Why is the continent a strategically important market for Hapag Lloyd?

The expectation is that in the next five to ten years, by comparison with world markets, the continent will be reporting the highest growth rates. We expect that further growth in containerized volume, and as a container carrier we see good chances of growing further there. The middle class in Africa is young and constantly growing, especially in South Africa or such industrial zones as Nigeria, Ghana, or Kenya. Saturated markets in industrialized countries or the familiar problems in business with Russia are awakening interest in the African market. Companies like Volkswagen have already invested in local production plants. For example, this car group operates vehicle assembly facilities in South Africa, Kenya, Nigeria, Rwanda, and Ghana. India is also investing in Africa, for instance in textile production plants. Instead of bringing cotton for processing to Bangladesh, Pakistan or China, textiles are being manufactured on the spot and shipped to the USA, for example. The main objective are shorter transport routes, but another is to support the local population.

2. Which challenges do you have to confront and what is different by comparison with other continents?

Many African countries suffer from being drawn into conflicts. Political disturbances of the kind we are now experiencing in Sudan rage in many places. We always witness election or regime change with a great deal of interest, hoping that these do no result in disturbances. Millions of people in Africa still live below the poverty line and the general public rarely profits from growth. In many African countries, social tensions and corruption are a breeding ground for frustration and upheavals. People often lack any prospects. Hoping for a better life, country folk move into the towns. While a few African countries have even developed stable national economies in recent years, unstable working conditions with low wages are still widespread. The infrastructure in the ports, but above all in the hinterland, is a challenge. There are some foreign investors who are building roads, so far though many places lack good road and rail networks. Doing business is often made harder by challenges of an operative kind, e.g. draft limitations and port bottlenecks.

3. What tips would you give companies wanting to start doing business with Africa?

This question is one that it is by no means so simple to answer. Every country in Africa is different, there are so many differences, from coast to coast from country to country, that no general statement is feasible. Aiming to enter as a complete newcomer, specifically preparing for the country concerned and its market certainly makes sense.

Which language is spoken there, can English or French be used to communicate? Which customs need to be observed? It is also sensible to get in touch with local companies, to listen and to learn, and above all to employ local staff. But take care, what is customary in Morocco must not necessarily function precisely the same way elsewhere. Nor should contact with the local authorities be neglected. Flexibility certainly pays. Incidentally, as a rule Germans are expected to be punctual.

The Port of Montevideo and the ANP building.

© National Port Administration (ANP) Uruguay

Hydrogen from Uruguay and Canada

The Port of Hamburg is playing an important part in the build-up of an international hydrogen economy.

BY **NICOLE DE JONG**

Uruguay and Canada also aim to position themselves there. Hamburg has accordingly signed basic agreements covering cooperation with the ports in Montevideo, Uruguay and Belledune, Canada.

The sea links the Port of Hamburg with more than 1,000 ports worldwide. Those include the Port of Montevideo, capital of the South American country of Uruguay. This small nation, lying roughly speaking between Argentina and Brazil, and accessible by ship across the South Atlantic, is seen as one of Latin America's most stable, democratic, and prosperous countries. Happy to be termed a model, this state has managed to position itself as a strategic transit point for international trade. Along with Chile, it is the South American country with the most sophisticated port infrastructure. Montevideo is seen as the most import commercial port on the East coast of South America. The Ports of Hamburg and Montevideo have been cooperating for many years. They signed a first Memorandum of Understanding in 2005, renewed in 2013. Signed last August, the third declaration of intent provided for an intensification of cooperation on hinterland transport, intelligent ports, and green hydrogen. Montevideo's port is meanwhile seen as an energy hub, proclaiming itself as set to play a central part in importing and exporting renewable energies.

"The Port of Hamburg offers Uruguay access to Germany and Europe, and has for many years been a valued partner for knowhow transfer and expansion of commercial links," says Franziska Gruber, Head of Services, Foreign Trade and Sustainability Department of the Montevideo-based German-Uruguayan Chamber of Industry and Commerce. Especially in the build-up of an international hydrogen economy, in which Uruguay seeks to position itself as a supplier of climate-friendly energy sources, cooperation with the Port of Hamburg will be of great importance. Given the agreement with the EU, as a freeport and gateway to the international trading organization Mercosur in Latin America, the Port of Montevideo will in future offer enhanced access to trade flows from and into this economic bloc.

Uruguay already produces 97 percent on average of its energy needs now from renewable sources. The country's Hydrogen Roadmap to 2030 indicates that it will be producing an additional ten gigawatts of green hydrogen, mainly for export. "Cooperation between the two ports on energy questions, plus knowhow transfer, are reflected in additional partnerships in the public and private sectors, producing a win-win situation for the two countries," adds Gruber. "The Ports of Hamburg and Montevideo can contribute towards the transport of green energy from South America to Europe," emphasized Dr Peter Tschentscher, First Mayor of the Free and Hanseatic City of Hamburg, at the signature of the MoU in 2022.

"Along with already existing business, we are looking at the idea of exchanging experience with the Port of Hamburg and seeing which tools utilized there could be useful for the Montevideo port area," added Andrés Nieto, National System Ports Area Manager of the ANP, Uruguay's national port authority. Consideration is also being given to the possibility of making the Port of Montevideo available, not simply for Uruguayan imports and exports, but also to such

'Federal Oshima': The laker has linked the Port of Hamburg directly with the Great Lakes since the beginning of April.

Daniel Loureiro, Vice-President of Uruguay's National Ports Administration and Axel Mattern, CEO, Port of Hamburg Marketing, at the signature of the MoU between the Ports of Montevideo and Hamburg.

countries as Paraguay and Bolivia, which have no seaports, for theirs. "And Uruguay will be investing about 1.9 billion euros in developing green hydrogen by 2040. Being situated so close to the Atlantic, the Port of Montevideo is ideal for exporting," he says. The country began to develop alternative energies in the years after 2010, mainly working with a mix of solar, water and wind power. This facilitated production of a large quantity of green hydrogen. Uruguay could play a key role as a supplier of renewable energy sources. In addition, it possesses production capacities that could cover future German demand for methanol. This could be of special importance for decarbonizing the chemical industry.

Back in 2020, AHK Uruguay, along with the German embassy in Montevideo and several German companies, launched an initiative for supplying Germany with green hydrogen. One of the firms behind the initiative was Enertrag, which is developing Uruguay's first export project with the Tambor Green Hydrogen Hub in Tacuaremboin in the centre of the north of the country. In foreign trade, moreover, Germany is Uruguay's most important partner in Europe, taking sixth place in the Uruguayan trading statistics. The main German imports from there are cellulose, beef, wool and textiles. Germany exports chiefly pharmaceuticals, vehicles, automotive parts, and chemicals to Uruguay.

Germany also seeks to cooperate more closely with Canada on hydrogen. The Canadian and German governments have agreed to create an energy partnership. The aim of this is for both countries to achieve zero-net emissions, thus implementing the Paris climate treaty endorsed by both Canada and Germany. They also back the joint Declaration of Intent signed between Germany and Canada in 2022 in Stephenville, Newfoundland in August 2022. This provided for the launch of the German-Canadian hydrogen alliance.

To ensure safe and secure access for the transport of clean fuels, green energy, and other products between the two countries, the BPA – Belledune Port Authority in Canada and the Port of Hamburg signed a declaration of intent in December 2022. The two ports wish to cooperate on the carriage of dry and liquid bulk cargoes and industrial products. The emphasis there is on the production, storage and transport

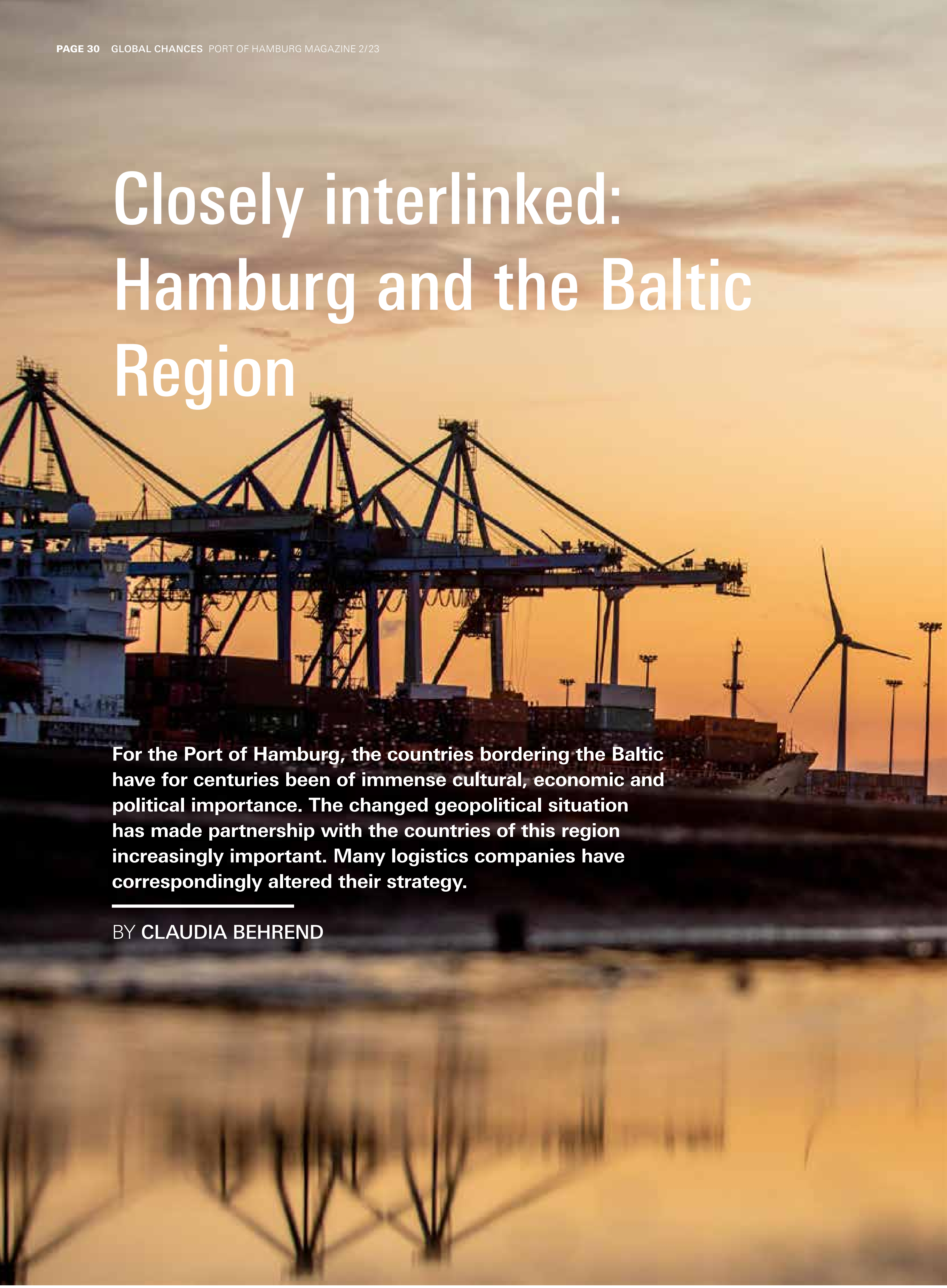
© HHM/Weidemann

Denis Caron, President & CEO, Belledune Port Authority, and Axel Mattern, CEO of HHM, sign the MoU.

of environment-friendly fuels such as green ammonia, biomass, and renewable natural gas. The Port of Belledune lies on the Atlantic and offers some of the shortest sea transport routes to Europe. It offers four deepsea terminals, an industrial zone covering 1,600 hectares, and state-of-the-art infrastructure.

Via the Canadian Fednav shipping company with its Atlantic Lakes line 'FAL Line' service, since the beginning of April the Port of Hamburg has also been directly linked with the Great Lakes, a group of five conjoined freshwater lakes in North America. Hamilton in Canada and Cleveland in den USA are among the overseas destinations. As the first so-called 'laker,' the 'Federal Oshima,' with a displacement of 36,000 tons, calls in Hamburg at Terminal C. Steinweg. Fednav operates a fleet of around 120 bulk carriers, sailing worldwide, of which the company owns around 60. Fednav is based in Montreal, employs about 300 office staff, and operates trading offices worldwide.
"This new service indicates that we are seeing growing diversification of lines," says Axel Mattern, CEO of Port of Hamburg Marketing. Additional liner services listed in the Port of Hamburg during the first quarter underline this trend. In February, for instance, the Peter W. Lampke shipping company as the German representative of Ellermann City Liners added Hamburg to the transatlantic USX line. Five ships with capacities of up to 5,000 TEU ply between Hamburg, Tilbury, New York, Jacksonville, Wilmington, Bilbao, Antwerp, and Rotterdam, linking Hamburg directly with the US East coast.

"The USA trade was always the classic route for every shipbroker or liner agent with long-standing Hanseatic ties," explains Andree Brinkmann, CEO of PWL Shipping. With its new agency for Ellerman City Liners of Britain, the company is seen as one of the last 'independent liner agents' in Germany in the full container trade with the USA. "Our experience as an independent shipbroker and a privately-run company in the US trade have for several years also extended to the RoRo liner shipping companies representing PWL Shipping between German ports and the USA," he explains. The shipowner has so far as a rule transported high-grade consumer and industrial goods from renowned manufacturers in Germany, Austria, and Switzerland, as well as Poland and Czechia, among other countries. The weekly sailings are from HHLA's CTB – Container Terminal Burchardkai. ■



Closely interlinked: Hamburg and the Baltic Region

For the Port of Hamburg, the countries bordering the Baltic have for centuries been of immense cultural, economic and political importance. The changed geopolitical situation has made partnership with the countries of this region increasingly important. Many logistics companies have correspondingly altered their strategy.

BY CLAUDIA BEHREND

Evening mood over the Finnish port of Hamina Kotka.

The countries of the Baltic region have remained significant trading partners of the Port of Hamburg – and are growing increasingly important. Germany's largest universal port currently offers an average of

around 35 weekly feeder and short-sea services into the Baltic region, assuming a leading role as transit hub in seaborne foreign trade with countries bordering the Baltic.

Last year Poland took fourth place – 2021: seventh, followed by Sweden – fifth for the third year running and Finland – 2022: sixth, 2021: 13th, 2020: 12th. Growth with Poland was especially strong: at 237,000 TEU, throughput was 24.3 percent up on 2021. Container traffic with Finland developed similarly well, with a 22 percent increase to around 213,000 TEU.

Their trading relations with Russia meant that its assault on the Ukraine posed some challenges for countries on the Baltic, Poland, for instance. "Within a very brief period, existing transport corridors became less significant, and stabilization of the European economy depended on the reaction from logistics companies and the taking into service of new corridors," reports Krzysztof Kamiński, CEO Of Hamburg-based PKP Cargo Connect.

DIVERSION OF UKRAINIAN WHEAT SHIPMENTS THROUGH POLAND

Until 2022, the internationally operating logistics provider and the German company in PKP CARGO Group mainly looked after intermodal shipments via the New Silk Road. "Owing to the immense changes on the market, the company has partly changed its business profile. It is now responsible for delivering over 200,000 tons of energy raw materials to Poland via German ports," explained Kamiński, adding that: "For wheat and wheat derivatives from Poland, we have backed shipments to German ports and processing facilities. Specialized wheat cars have enabled us to transport over 40,000 tons of wheat products to terminals in Hamburg, Drentwede and Brake."

THE PORT OF HAMBURG'S SEA CONTAINER TRAFFIC WITH …
(IN TEU), STATUS: 23.1.23

RANK 2022	RANK 2021	RANK 2020	PARTNER COUNTRY	2021	2022	DIFFERENCE	IN %
4	7	10	Poland	236	294	56	24.3%
5	5	5	Sweden	298	292	–4	–2.2%
6	13	12	Finland	174	213	38	22.3%
19	19	19	Lithuania	117	112	–5	–4.4%

Source: HHM

PKP Group expects the European logistics sector to be affected again by geopolitical factors and the war. Logistics companies there need to be flexible and open towards new transport solutions. "Apart from imports of military equipment and fuels, as well as exports in support of Ukraine, we must create stable transport corridors – also covering intermodal traffic – between the EU and Ukraine. These will be fixed elements in Europe's new logistics architecture," says Kamiński. The situation will improve on the intermodal rail transport market, especially on the New Silk Road. PKP regards the current downturn in volume as temporary, and is ensuring a constant increase in intermodal cargo in seaports, especially in Hamburg.

MODERN VESSELS FOR SWEDISH DESTINATIONS

Seen purely commercially, Stena Line was able to react flexibly to Russia's attack on Ukraine, and sees potential in the further growing together of Central and Eastern Europe. Specializing in Ro-Pax ferry services, it was only recently that the Swedish ferry company was able to secure the services of ferry and RoRo terminals in the Port of Ventspils, Latvia. Last year a new and meanwhile established service was opened on the Nynäshman-Hanko route, in Finland.

To satisfy the demand for more capacity, Stena Line has deployed modernized, and in some cases length-

From Ireland in the West to Latvia in the East, Stena Line links virtually all the Nordic countries with 18 permanent routes, and a fleet of 39 vessels, like these seen here in Mecklenburg-Western Pomerania. Foto: Stena Line.

As the world's most heavily used artificial waterway, the Kiel Canal links the North Sea and the Baltic. That's why Hamburg is sometimes described as the westernmost Baltic port.

ened, ferries on the routes Travemünde-Liepaja, Latvia, and Nynäshamn-Ventspils. In 2022 the two brand-new e-flexer ferries 'Stena Ebba' and 'Stena Estrid' were taken into service on the Karlskrona-Gdynia route, producing higher freight volume and passenger numbers between the continually growing Polish market and Southern Sweden. In addition, for the Rostock-Trelleborg and Travemünde-Liepaja routes, the emphasis is more on freight.

Despite the lack of a ferry link on the River Elbe, there are several reasons why Stena's head office in Germany is located there. "We opted for Hamburg in 2020 as our commercial centre in Germany, because that it where Germany's maritime heart beats and the city lies in a favourable location strategically, between our departure ports of Kiel, Rostock and Travemünde," explains Mikko Juelich, Trade Director Germany and CEO Germany for Stena Line in Hamburg. "In addition, the Stena group has two companies on the spot there with Stena Recycling and Stena Glovis, and with Stena Logistik in Bremen another not far off, with which we shall be stepping up cooperation in the future."

Freight, as the company's second mainstay after passengers, has developed well recently: "We were able to further stabilize our freight segment last year, with both accompanied/unaccompanied and project cargo, and also in the intermodal segment", said Juelich. All the same, "The good 2022 results will benefit us this year, when the costs of the energy crisis hit business. From a good position, we need to be alert."

BRISK EXCHANGE WITH FINLAND

With eight full-container liner services operating weekly in terms of traffic technology, Finland is among the Port of Hamburg's top partner countries in Baltic container traffic. Among the ports called are Helsinki, Hamina-Kotka, Rauma, Tornio and Oulu. Around 97 percent of Finnish container traffic is handled through Hamina-Kotka, Helsinki and Rauma.

The containerships operated in the Finland trade have capacities of between 850 and 1,900 TEU -standard containers. Depending on the port, traffic direction and rotation, transit time is normally between three and four days. If required, conventional shjipments are transported by a general cargo shipping company's multi-purpose vessels.

Kimmo Naski, CEO of Finland's large universal port, is somebody else who underlines how significant the Port of Hamburg is for Hamina-Kotka, where total traffic in 2022 was 11.7 percent up on the previous year. "A large part of our container-feeder transport runs through the Port of Hamburg." Naski is also optimistic for 2023: Despite strikes for two longer periods this year, growth after January-April totalled 11,4 percent. All the same: "At the moment it doesn't look as if the Finnish export industry is going with such a swing as at the start of the year." That makes any forecast to the end of the year difficult.

Here too, repercussions on trade with Russia are naturally strong: "As good as no trade exists between the two countries any longer, reports the CEO. "Of Russian transit traffic via our ports, only fertilizers remain, these belonging in the foodstuffs category. Finnish companies, moreover, previously imported many goods from Russia. "These were transported across the border by train or by truck" Since this no longer possible such goods, especially timber, are now imported from other countries, now arriving in the port by ship.

CLOSE COOPERATION WITH LITHUANIA

In addition, Lithuania is an important partner for the Port of Hamburg for maritime and land transport services. There are currently eight container-liner services with Lithuania, all calling the Port of Klaipeda. Containerships with slot capacities of between 870 and 1,400 TEU are deployed. Depending on direction and the number of additional ports served, transit time between Hamburg and Lithuania is between two and four days. ■

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"We certainly face West""

Algis Latakas, since 2020 Director-General of the State Seaport Authority of Klaipèda, explains in an interview how he aims to position the port.

What is your first thought when you consider the relationship between the Ports of Klaipèda and Hamburg?
That as between all ports there are a few differences, but they have many things in common. To start with, nearly all ports are trimodal. Lithuania and Germany are also closely interwoven commercially: Around twelve percent of our total cargo comes from Germany. And our mentality is similar. Hamburg could become our best friend.

What does the HHM membership sealed in May mean for you?
The aim is not only cooperation, but also illustrates that Klaipèda is looking for strong partners and not simply remaining in its own bubble. The two ports can do more than simply exchange data, experience, analyses and statistics, but also mutually promote each other commercially. We are very happy that Port of Hamburg Marketing has accepted us as a member, and that's partly due to the good way we have developed.

How has freight throughput developed?
We finished last year with freight volume of 36.1 million tons and were able to assert our fourth place among the ports of the Eastern area of the Baltic. Total freight was 21 percent lower than 45.6 million tons in 2021. That was due to the loss of almost all transit cargo due to sanctions against

Algis Latakas, since 2020 Director-General of the State Seaport Authority of Klaipėda.

Belarus and the war in Ukraine. However, the result is better than originally forecast.

Which cargoes are affected by the war and sanctions?
The downturn is primarily in transit freight, which is down by 35 percent. That the total is only 21 percent lower shows that we have been able to compensate for part of the volume. The main produce no longer being loaded was white Russian fertilizer as a bulk cargo. This was at least partly offset by a record number of containers and an increase of LNG and other oil product shipments. The Port of Klaipėda has confirmed its position on the East coast of the Baltic and with 57 percent increase and more than one million TEU is now the leader for handling containerized freight. Another reason for this is that as a new hub, we are called by MSC in the main services to and from Asia, Pakistan and India, along with North and South America, and operate feeder services in the Baltic countries for this leading shipping company.

In view of the war and the challenging geopolitical situation, what strategy are you pursuing?
For us one thing is clear: We face West. In addition, we need to create additional value for the ports over and above cargo throughput. The aim is to compensate for cargo losses - namely 40 percent less transhipment cargo since the start of the war in February 2022.

Are there already firm steps towards this?
Lithuania has just invited tenders for offshore wind energy plants with 700 megawatts. Additional ones for an extra 700 megawatts will follow in the autumn. That means that we are in process of expanding our infrastructure so that we can operate as an installations and base port. Water power is a further exciting area. During a visit to Hamburg, I saw some of Hamburg Port Authority's hydrogen powered vehicles, which I found most exciting.

What are your expectations for 2023?
How we develop depends greatly on the sanctions packages, which we unreservedly support. We are therefore busying ourselves with compensation through other categories of goods. With three million tons, in the first quarter of this year we handled twelve percent less cargo compared to last year. For the year, I reckon with 35 million tons. On container handling, we want to retain one million TEU. What helps us there is that as a universal port, we are positioned very diversely and from bulk to RoRo and liquid cargoes and to containers, we handle virtually everything, even passengers. It is hard for me to say what we do not handle, except hazardous goods and biological freight.

Write to me at: facebook.com/hafenhamburg

PETER PICKHUBEN'S PINBOARD

By the way

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

- HAFENHAMBURG
- PORTOFHAMBURG
- PORTOFHAMBURG
- PORT OF HAMBURG

ASIEN BRÜCKE

Asienbrücke - Euro-Asian Initiative is new HHM member

The Asienbrücke Initiative champions more intensive cooperation measures between the countries of the Asia-Pacific region and Germany, as well as the European Union. Cultivating and intensifying German-Asian relations at the political, economic, social and cultural levels is one of the main features of the initiative's work. The Initiative also strives to achieve a respectful exchange of interests and joint search for solutions of global problems.

HHM welcomes Klaipeda State Seaport Authority as member

Klaipeda Seaport is Lithuania's most important transport hub and therefore Lithuania's gateway to the world. The main goal of the seaport that was nationalized in 1992 is to achieve continuous further development, to maintain its competitiveness, and to boost its cargo throughput. The Port of Klaipeda is an essential element of Lithuanian transport policy. It is one of the region's most important ports and in recent years has become he Baltic port with the highest turnover. Stronger cooperation and partnership between the Port of Hamburg and the Port of Klaipeda have facilitated expansion and strengthening of maritime and land transport services between the two countries.

KLAIPĖDOS UOSTAS
PORT OF KLAIPĖDA

Together we are stronger

HHM – Port of Hamburg Marketing is happy to be able to welcome four new members in one go from the Logistics Services and Forwarding Sector.

SRTS Europe is a leading player in international logistics consultancy. Highly competent in analysis and consulting, also calling on innovative pooling schemes, for clients worldwide the company devises part or complete solutions along the supply chain.

CONTEX Packing has been active for 30 years as logistics service provider for important exports in the Port of Hamburg. Ever since 1990, the company has been able to build up and continuously expand a broad network. Its services cover complete warehousing logistics. These include unloading, storage, picking and transhipment of containers, as well as the related Customs normalities.

SDZ is an internationally experienced company for logistic planning simulation and trend-setting software designed for the future. The company's experts have been planning, simulating and digitalizing national and international supply and value-added chains for production, distribution and transport. Able to call on their sector expertise, comprehensive engineering performance and a widely trusted team, they accompany their customers in mastering highly complex processes.

Along with customized block train solutions worldwide, **Martin Tolksdorf Logistics** offers intermodal transport as well as comprehensive Customs services, along with customized block train solutions worldwide. Since being founded in 2000, the focus for this family-run company has been on advising forwarders, taking over logistics services as outsourcing partners, as well as on network development, and administration of shipments overseas. In addition, both for container and conventional freight traffic, they place their own tenders for overland transport with the GUS states.

© HHM / Johanning

Trades fairs remain the key to success

Port of Hamburg Marketing organized two joint stands at two world-renowned trade fairs at the same time.

This spring has once again demonstrated how essential trade fairs are for various industries. The days of corona are past. Both at transport logistic, the top international trade fair for logistics, mobility, IT and supply chain management, and Breakbulk Europe in Rotterdam, the number of exhibitors and visitors provided impressive proof.

transport logistic, finally an in-person event again this year, attracted more than 75,000 visitors from over 120 countries. The selection of exhibitors was equally impressive. A total of 2,320 companies from 67 countries showcased their products and services.

Nor could the Port of Hamburg be missing. Along with the Hamburg Logistics Initiative, HHM – Port of Hamburg Marketing once again organized the 'Gateway Hamburg' joint venture stand. Over 50 exhibitors expressed themselves extremely satisfied with Hamburg's showing and the trade fair as a whole. Prominent politicians were not be denied a visit to the 'Gateway Hamburg' stand. HHM was able to welcome Volker Wissing, German Minister of Transport and Digital Infrastructure, and Dr. Melanie Leonhard, Hamburg's Senator of Economics and Innovation, on the stand. Many international business delegations also attended to brief themselves on the Port of Hamburg and companies there.

With over 850 exhibitors from 141 countries, for Breakbulk Europe in Rotterdam the start was rather more specialized. Here again, the importance of personal contacts was evident after an unavoidable break of a couple of years. Twelve co-exhibitors joined HHM on their stand. What they had to say was most impressive. This trade fair had once again proved a success for everybody.

Port of Hamburg Marketing organized the joint-venture stands at transport logistic and Breakbulk Europe.

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