



The growth market of logistics



Logistics is the growth market in Germany

- Third largest industry in Germany
- According to a World Bank-study the best logistics location world-wide
- With an value creation of 200bn € in 2009
- provides more than 2,7m jobs

Hamburg - leading in logistics

- The most important maritime logistics hub for Northern Europe
- 6.000 logistic companies with more than 250.000 employees within the metropolitan area









Metropolitan Region Hamburg



Metropolitan Region of Hamburg: Who we are...



- Germany's 2nd largest city with a population of 1.750.000
 - > 20% international population
- pacemaker in a Metropolitan Region of 4,2 M
- own Parliament ("Bürgerschaft") with law making powers
- green city on the waterside (40 % green and water spaces), situated



Metropolitan Region of Hamburg: Who we are ...



- foreign trade hub for 800 years and turntable between Northern Europe and Asia, Latin America and Africa
- first European logistics hub
- second largest port & aviation technology centre in Europe
- regional cluster policies in aviation, logistics, maritime industry, life science, health, new energies (main focus: wind), media & IT, creative industries



Metropolitan Region of Hamburg: Who we are ...



3 Federal States

17 Counties

800 Communities

2012 expected enlargement by

Lübeck

Neumünster,

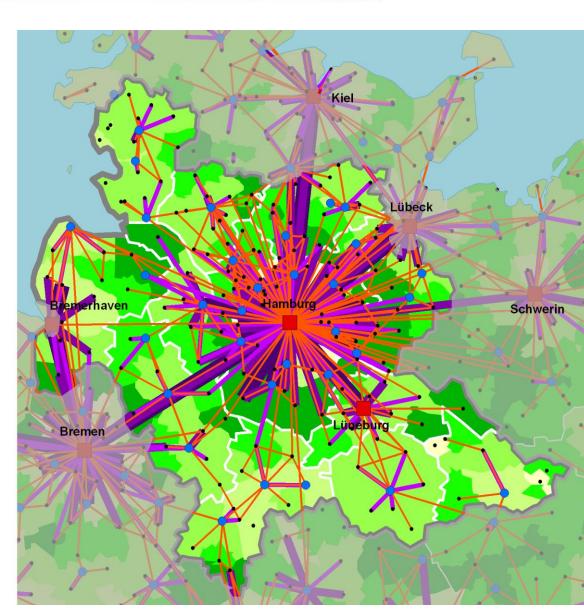
Nordwestmecklenburg, Ostholstein and Landkreis Ludwigslust



Metropolitan Region of Hamburg: Who we are ...



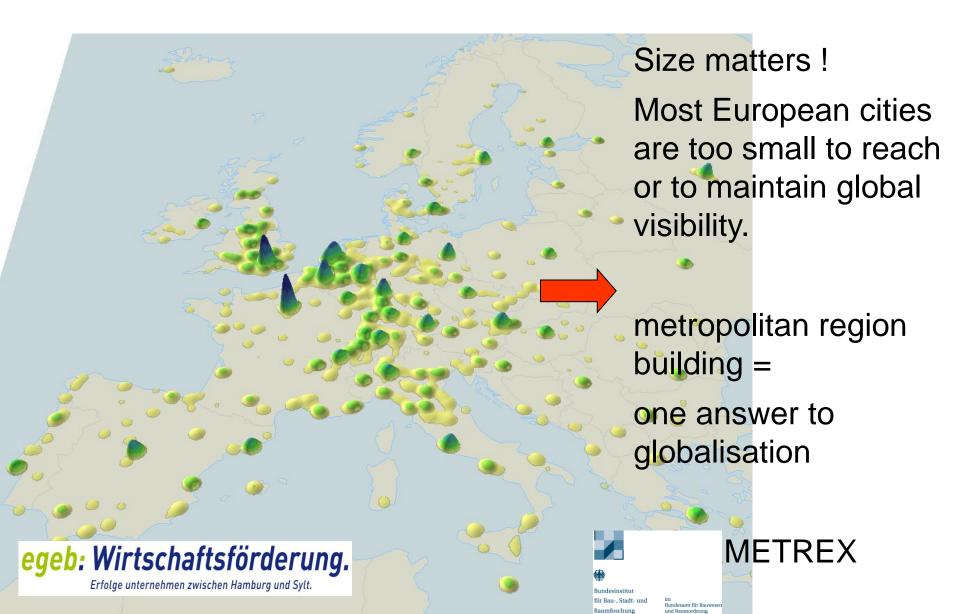
- Functional region commuter relations:
 340.000 inbound
 150.000 outbound
- 2001: Hamburg develops a comprehensive growth strategy for itself – and the region: "Hamburg – City of Growth" ("Metropole Hamburg – Wachsende Stadt")
- 2003: Hamburg initiates a city- regional process on Federal level



Globalisation: New Challenges for Cities and Regions

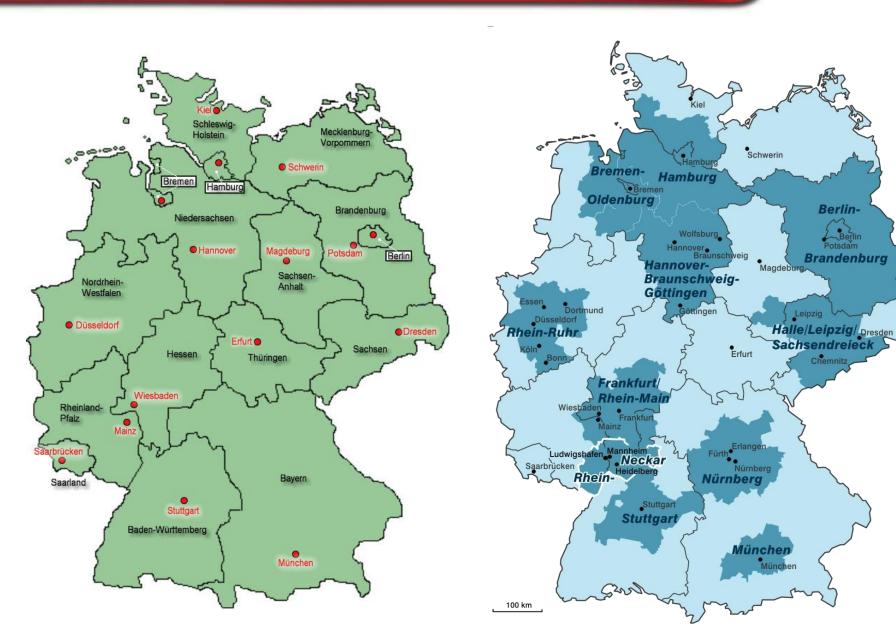
Globalisation: Megatrend Metropolitan Regions





Federal States vs. Metropolitan Regions

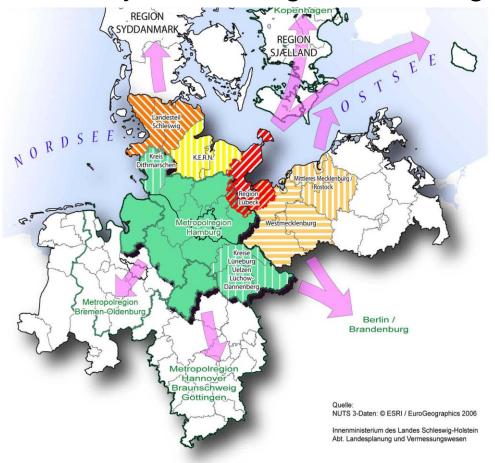




Inter-Regional Cooperation Study Project 2007-2010; Continuation as "Project Partnership North" 2011



Territorial Partnership Northern Germany – Metroregion Hamburg



- Participants:
- Hamburg/Metropolitan Region
- Schleswig-Holstein
- Mecklenburg
- Denmark

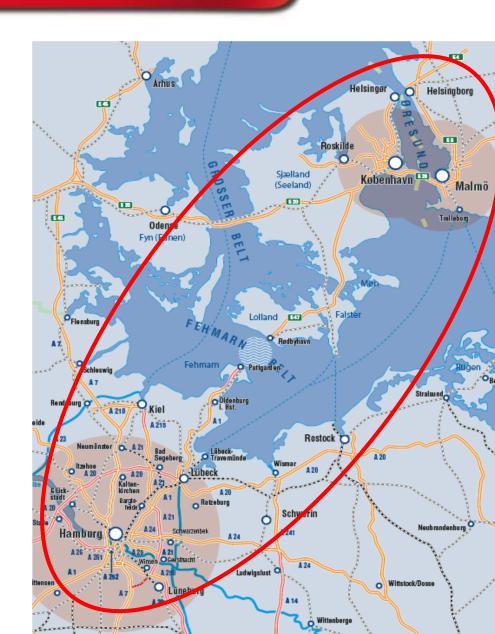
Working Groups:

- Campus Nord (University Network like Øresund University)
- Qualified workforce in technical sectors
- Fehmarn Belt Bridge: Mental Bridge
- Maritime Industry
- Logistics
- Life Science
- Regional Food Initiatives
- Tourism
- Marketing
- Public transport

Fixed Fehmarn Belt Link: New Geography 2020 – Possible Fields of Cooperation with Öresund



- Cluster Policies (Life Science, Logistics, Food, New Energies, Creative Industries)
- Science & Research (DESY, ESS: Material Sciences)
- Tourism
- Innovation, Design
- European Affairs
- High Speed Link



egeb: Wirtschaftsförderung.

Erfolge unternehmen zwischen Hamburg und Sylt.

Fixed Fehmarn Belt Link: New Geography 2020 Effects of Fixed Fehmarn Belt Link



- Connection to the first European logistics hub (Metropolitan Region Hamburg)
- Stronger position of Öresund Region as Scandinaviens logistics hub
- Green corridor (STRINGcooperation)
- Directly connection to the scandinavian market with nearly 20 m inhabitants (Sweden, Denmark, Norway)





A network for the future



Objectives of the Logistics Initiative Hamburg



- To link the actors within in the field of logistics at the location
 - To improve educational as well as further educational programs
 - To promote innovation
 - To create expansion opportunities for logistics companies based in the sectors of industry, trade and logistics services
- To distinguish the Hamburg Metropolitan Region as Europeans leading region for logistics
 - To establish a positive climate for logistics
 - To market expertise of the location worldwide
 - To locate new companies in the HMR
 - To promote sustainable economic management in the field of logistics



Effects of the Logistics Initiative until 2015



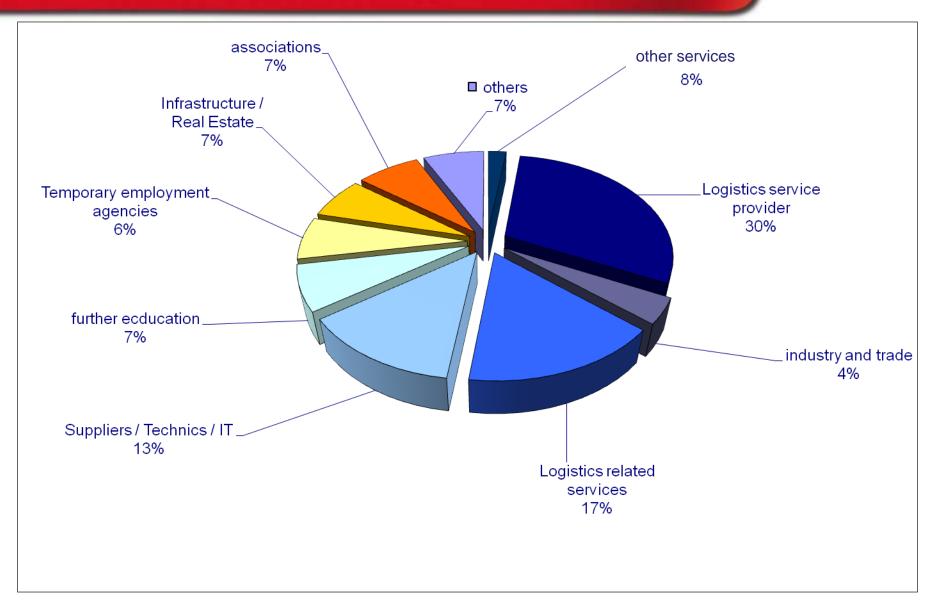
- The Logistics Initiative is a network composed of politics, business, science and research – by appointment of the Hamburg Senat in august 2005
- Aims and effects:
 - 14.000 additional employees until 2015
 - around 8.500 through settlement of firms
 - 6,6 Bn. € additional added growth value, additional tax revenue
 - Growth impulse for industry and trade





Membership structure





Fields of activity: Competence Network



- More than 480 members within the registered association (companies, institutions, private persons)
- Working groups in all fields of activities
- Organization of roughly 100 events per year with approx. 10,000 participants
- Database with about 8,000 contacts
- email newsletters to around 4,000 addressees
- Collaboration in particular with Port of Hamburg Marketing reg. assoc.



Cluster Management



Tasks and aims of the Logistics Initiative are being coordinated and pushed by the cluster management.

The team of the cluster management:

- Carmen Schwarz, Project manager (HWF)
- Katrin Vogt, Project manager personnel+qualification (HWF)
- Stefan Neumann, Project manager areas (HWF)
- Anja Gröger, Member Office and Event manager (LIHH e.V.)
- Volker Jahnke, Northern metropolitan region (egeb)
- Dr. Jürgen Glaser, Southern metropolitan region (Süderelbe AG)













Vision Statement



How would we like to be looked at? What does Hamburg stand for?

- Hamburg is a internationally leading location for logistics
- It is orientating itself at the hanseatic moral concepts and pushes world trade through its excellent infrastructure
- In that context, the attractiveness and the variety of sectors of Hamburg act as magnetic powers
- Keywords: Sustainability, Values/Responsibility, diverse competencies in logistics
- Mission:
 - Respectable businessman
 - Trust
 - Reliability
 - Fair Trade
- Hamburg is the TOP-location for networked logistics in world trade.

The Logistics Initiative Hamburg



Thank you very much for your attention!

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