

# We have some exciting news from Hamburg!

In this month's newsletter, discover Hamburg's present economic outlook while delving into its fascinating historical anecdotes.

## APRIL 2024

### HAMBURG HIGHLIGHTS

The latest updates from the Hanseatic City of Hamburg



#### [Hamburg strengthens trade ties with Asia](#)

Hamburg's exports increased 2.5 times from 2003 to 2023, with exports to Asia surpassing those to Europe. The proportion of goods exported to other European countries declined significantly. Hamburg imported goods worth EUR 74.2 billion in 2023, almost doubling the amount imported in 2003.



#### [Women champion sustainability in Hamburg](#)

More Hamburg-based women are leading sustainable startups than in traditional companies, according to the Green Startup Monitor 2024 by the Borderstep Institute and Startup Association. Of the top jobs in sustainable startups, 24% were held by women, compared to just 17% in traditional companies!



#### [Hamburg gears up for the Port Anniversary](#)

The Port of Hamburg is all set to celebrate its 835<sup>th</sup> anniversary celebration from 9-12 May. The port would welcome over 250 ships into its waters, besides hosting an array of activities including guided tours, exhibitions, cultural highlights, and more!

Source – Hamburg News

## MOIN MOIN AND NAMASTE!

Once again, Hamburg continues to champion economics, innovation, sustainability, and growth. We at the [Hamburg Representation Mumbai](#), are back with some interesting news and updates for you.

New numbers from Hamburg reveal a surge in exports with Asia at an all-time high propelling city towards an ideal location for foreign trade. The city's dynamic start-up environment has provided a fruitful platform for its women, who continue to champion leadership, equality and sustainability in the city. Hamburg has emerged as a logistics powerhouse through its well-established industry network. The city's maritime prowess extends beyond conventional indicators of economic development, as Hamburg gears up to celebrate the anniversary of its port in May. The Hamburg Representation Mumbai has also gained insights into Indo-German dialogue and appreciation, as we interacted with Mr. Walter J. Lindner, a former German diplomat and a fervent India enthusiast! The thriving research landscape of Hamburg, especially in the fields of innovation, biotechnology and pharmaceutical sciences is a testament to the achievement of its economic targets. Hamburg is further expanding its digital horizons through quantum technology while awaiting a fruitful bilateral exchange with India. The city continues its streak as a pivotal hub for economic expansion, sustainability, and communal well-being.

To delve deeper into Hamburg, do check out the Hamburg Insight section to learn about the International Maritime Museum of Hamburg, a maritime marvel of the city. Find out more about WindEnergy Hamburg in the HRM Spotlight section. Upcoming events in Mumbai and Hamburg have been linked at the end.

Want to get in touch with us? Follow us on [LinkedIn](#) and [Instagram](#).

## HAMBURG UPDATES

### [Hamburg cements its position as a Logistics Powerhouse](#)

Hamburg is home to a flourishing maritime and logistics sector, with active contribution from both private and public players. One such player is the Logistik-Initiative Hamburg Management GmbH (LIHH), an industry network that brings together logistics companies and institutions in Hamburg. With a cohort of climate-conscious member companies in its network, the LIHH has tapped into exploring growth and cooperation especially in harnessing green hydrogen and championing energy transition in Hamburg. In addition to that, it identifies the use of AI and quantum computing as the roadmap to the future of logistics and innovation. To learn more about this, click [here](#)!

### [A Glimpse into Hamburg's Research Landscape](#)

Hamburg is home to a plethora of institutions dedicated to various topics such as science, technology, innovation, culture, sustainability and research. In addition to its thriving academic science centers, Hamburg boasts a diverse array of research institutions spanning private enterprises, state-funded organizations, and non-academic research facilities. The DESY (Deutsches Elektronen-Synchrotron) is one such publicly funded facility that is publicly funded by the state of Hamburg and Germany. Research has also branched into life sciences, a primary example of which is the Life Science Nord, the regional industry cluster for medical technology, and pharmaceutical sciences in Hamburg and north Germany. Research has also forayed into the logistics sector, with the Fraunhofer Center for Maritime Logistics and Services (CML), a research institute that develops and implements solutions tailored to the needs of the maritime sector. Click [here](#) to read more!

### [Expanding Digital Horizons](#)

Globalization and digitalization have been the only constants through changing world orders and consumption climate, that require staying up-to-date and keeping up with unpredictable advancements in technology. Hamburg has been a pioneer in this regard and is seeking to stay relevant by exploring the possibilities of quantum technology in different sectors. Quantum computers hold huge potential for the aviation, shipping, manufacturing, and logistics sectors, by simplifying complex industrial processes in manufacturing and machinery. This technology is of special importance for Hamburg, as a city that is climate-conscious and channelizes its efforts towards achieving its sustainability targets. Quantum technology now stares at a promising future of increased production, capacity building, investments and an area of fruitful collaboration between India and Hamburg. To know more about Quantum Technology in Hamburg, click [here!](#)

## HRM SPOTLIGHT

### [WindEnergyHamburg 2024](#)



WindEnergy Hamburg is one of the world's biggest and most important wind business platforms for exchanging news and views, building networks and closing major deals. At WindEnergy Hamburg more than 1,400 companies from 37 countries present their innovations and solutions in ten exhibition halls to up to 37,000 attendees from 93 countries. This year's edition of the event will take place from 24 –27th September. Stay tuned for further updates!

## HAMBURG INSIGHT

### **International Maritime Museum of Hamburg**



The International Maritime Museum of Hamburg is a museum that showcases the personal collection of Peter Tamm (1928-2016), who was an avid collector of all things related to maritime history. The museum takes an interactive approach, offering its visitors the opportunity to navigate through each telling a unique story through artefacts. Visitors are encouraged to start exploring at the top and work their way back down to the ground level, as recommended by Peter Tamm himself. Located in the

historic Kaispeicher B, the collection was maintained by the esteemed Peter Tamm Sen Foundation.

Opened in 2008, this museum in HafenCity Hamburg spans nine levels, and is home to over 1 million pictures, 100,000 books, 38,000 miniature ships, and more!  
Read more about the Maritime Museum [here!](#)

Source – <https://www.hamburg.com/museums/11750292/immh/>

## HRM Activities

### Interview with Mr. Walter J.Lindner



#### [Chronicles on India: A Journey through the eyes of Mr. Walter J. Lindner](#)

In a captivating interaction on 22 March 2024, the Hamburg Representation Mumbai delved into a multifaceted dialogue with the esteemed Walter J. Lindner, Former State Secretary and Ambassador to India. A luminary figure with a plethora of accomplishments Mr. Lindner's journey transcends borders, blending his roles as a former State Secretary, Ambassador to India, author, musician, and ardent enthusiast of India.

Catch our exclusive interaction, as we discussed India, Hamburg, his infamous red car in India (one that broke traditional norms of diplomacy), and his latest book on India: "Der alte Westen und der neue Süden: Was wir von Indien lernen sollten, bevor es zu spät ist".

Click [here](#) to read more!

## UPCOMING EVENTS

### Engagements For Hamburg and Mumbai

#### [International Hydrogen Business Forum](#)

Hydrogen will take center stage in the upcoming Third International Hydrogen Business Forum on May 7th, 2024. Business leaders, academics, and politicians will gather to discuss the role of hydrogen in the energy transition.

#### [SMM 2024](#)

Hamburg is all set to host this year's edition of SMM on its grounds from 3-6 September. SMM 2024 aims to bring together about 40,000 participants from over 120 countries and serve as a unique platform for business, the exchange of ideas and cooperation in the maritime industry.

#### [WindEnergy Hamburg: 2024](#)

WindEnergy Hamburg is one of the world's biggest and most important wind business platforms for exchanging news and views, building networks and closing major deals. At WindEnergy Hamburg more than 1,400 companies from 37 countries present their innovations and solutions in ten exhibition halls to up to 37,000 attendees from 93 countries. This year's edition of the event will take place from 24 –27 September.

***Ms. Sameeha Sule, the Chief Representative in Mumbai will be visiting Hamburg in June & July.***

**Seize the opportunity, widen your horizons in India & Hamburg at:**  
[sameeha.sule@hamburgmumbai.com](mailto:sameeha.sule@hamburgmumbai.com)

## CALL FOR INTERNS!

Are you a student of economics, international relations, or a related field? A exciting opportunity awaits you!

The Hamburg Representation Mumbai is seeking an **intern/project trainee** starting from April 2024.

Engage with topics related to India and Hamburg affairs, and get a chance to work in a dynamic environment and explore the vibrant city of Mumbai!

**Send your English application documents (letter of motivation, CV, and corresponding job references and certificates) by e-mail to:** [sameeha.sule@hamburgmumbai.com](mailto:sameeha.sule@hamburgmumbai.com)

## CONNECT WITH US!



### Hamburg Representation Mumbai

Maker Tower "E", 1st Floor, Cuffe Parade, Mumbai, India

You are receiving this email as you are subscribed to Hamburg Representation Mumbai

[Unsubscribe](#)

