



Hamburg | Representation Mumbai

We have some exciting news from Hamburg!

In this month's newsletter, explore the seamless integration of commerce, tourism and sustainability in Hamburg.

SEPTEMBER 2023

HAMBURG HIGHLIGHTS

The latest updates from the Hanseatic City of Hamburg



[Hamburg Airport to Build its Own Wind Farm](#)

Hamburg Airport progresses further in its pursuit of a "Net Zero 2035" climate protection strategy. It has announced plans to build its own wind farm at a cost of EUR 70 million, aimed at achieving energy self-sufficiency.



[Hamburg Welcomes its 500th e-taxi on Roads](#)

As a part of the "Future Taxi" project underway since 2021, Hamburg has been leading the way in green taxi services, thereby saving over 4000 tons of carbon emissions to date.



[The Hanseatic City – A Popular Business Destination](#)

New business registrations reached a record high in the first half of 2023. The North confirmed that the record 2847 registrations are the highest since 2015.



[Digitization of Logistics at the Port of Hamburg](#)

By 2024, container terminal operators at the Port of Hamburg will be equipped with digital networks, thereby facilitating more secure, flexible and efficient digital control. This shall pave way towards innovative logistical solutions.



[Hamburg's Growing Ties With India](#)

In the first half of 2023, Hamburg experienced a substantial 12.4 percent growth in its exports. India, with a 7.1 percent share, secured its position as Hamburg's largest importer, closely trailing behind the United States, which held a 7.2 percent share.

MOIN MOIN AND NAMASTE!

Once again, Hamburg has demonstrated a harmonious coexistence between business, tourism and sustainability. We at the [Hamburg Representation Mumbai](#), are back with some interesting news and updates for you.

Experiencing an unprecedented surge in new business registrations, Hamburg has attracted the most number of businesses this year. The port city has adeptly maintained an upward trajectory, defying economic challenges to sustain trade volumes, as the Port of Hamburg proactively diversifies its trading partners. But Hamburg's pursuit of progress does not halt there. The introduction of cutting-edge 5G networks within the Port of Hamburg is poised to usher in a new era of heightened efficiency and innovation in logistics, thereby amplifying economic activity in the already bustling port city. This robust digital infrastructure extends beyond business—it forms the bedrock for the city's green transition. This fact has contributed to Hamburg's success as a top destination for renewable energy accessibility. Such endeavours affirm that Hamburg's economic vigor seamlessly aligns with ecological well-being. Further underscoring this commitment, Hamburg's airport is poised to fulfill its energy requirements through its very own wind farm, while environmentally friendly taxis are gaining popularity throughout the city. Visitors have praised this city, as overnight stays reached a historic peak in the first half of this year.

To delve deeper into Hamburg, do check out the Hamburg Insight section to learn about Energy Mountain Georgeswerder, an exemplar of urban sustainable transformation. Find out more about India Week Hamburg in the HRM Spotlight section. Latest activities of HRM and 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

[Half-Yearly Numbers at Port of Hamburg Reflect Underlying Geo-Economic Landscape](#)

Amidst a challenging economic situation across Europe, the Port of Hamburg witnesses a 7.7 percent rise in bulk cargoes in the first half of 2023. While China remains steadfastly atop the list of trading partners, proactive endeavors to diversify markets have fostered increased trade with North America and South East Asia, particularly India. Visit our website deeper insights into the narrative behind evolving trade flows.

[Hamburg is a Real Tourist Magnet](#)

Hamburg, one of Germany's foremost tourist destinations, now stands among the select European cities that draw visitors on such a grand scale. With approximately 7.6 million overnight stays recorded in the first half of this year, Hamburg's tourism sector has solidified as a crucial economic

contributor. International tourists hailed predominantly from Switzerland, Denmark, Austria, Britain, and the United States. Despite prevailing economic challenges, the authorities remain optimistic about alluring a substantial number of tourists in anticipation of upcoming festivities such as [Hamburg Cruise Days \(8-10 Sept 2023\)](#) and [German Unity Day \(2-3 October 2023\)](#). If you haven't experienced Hamburg yet, you can explore the city by visiting [here](#). Feel free to reach out to [Hamburg Representation Mumbai](#) for any assistance you may need!

Hamburg: A Prime Destination for Green Initiatives

In a recent survey assessing the accessibility of renewable energy sources across Germany, Hamburg has emerged as the front-runner, closely trailed by North Rhine-Westphalia, Berlin, and Bavaria. Hamburg's remarkable achievement can be attributed to its abundant skilled workforce and robust digital and transportation infrastructures. Hamburg's dominance in the domain of digitization, particularly its solid broadband infrastructure, serves as a fundamental underpinning for green transition. This accomplishment has solidified the city's reputation as a prime destination for companies with an interest in green energy initiatives.



HRM SPOTLIGHT

India Week Hamburg: 20-26 November 2023

India Week Hamburg is a flagship event organized by esteemed stakeholders aimed at deepening the close ties shared between India and Hamburg. It is a week of 60 to 80 events around politics, society, science, business, culture and sport that occurs annually at various locations across Hamburg.

It provides a unique opportunity for individuals and institutions to present their work, network and experience the richness of Indian culture. The event welcomes all individuals and institutions who find themselves associated with India in any way to organize

or simply to participate.

Seize your final opportunity to join us in the celebrations. To register or to know more, get in touch with us through our website or social media handles, and we would be happy to assist you.

HAMBURG INSIGHT

Have you heard about **Energieberg Georgswerder**? The name translates to “**Energy Mountain**

Georgswerder“. Following World War II, this 40 meter high artificial mountain located at the South of Hamburg was born out of a landfill for dumping hazardous waste. As public pressure grew, the mountain was eventually sealed off. In a remarkable transformation, wind turbines and other equipment were installed, turning what was once a garbage dump into a hub of renewable energy! Today, this hill has earned multiple awards and provides green electricity to approximately 4000 households.

From March/April to October/November, Energieberg Georgswerder is open to the public. It offers a unique opportunity to explore its renewable energy applications through guided tours of the information center, animated films for children, and weekend exhibitions. Visitors also get to enjoy an unparalleled view of the city of Hamburg. Energieberg Georgswerder stands as a living testament to how visionary efforts can convert unsustainable urban spaces into exemplars of sustainability.

Read more about the synergy between environment and urbanization exemplified by Energieberg Georgswerder [here](#).



HRM ACTIVITIES

HRM in New Delhi

In July 2023, the Hamburg Representation Mumbai had a wonderful meeting with Mr. Paras Parekh at the Ministry of Ports, Shipping and Waterways during the visit to New Delhi. Discussions unfolded on a wide range of topics such as cutting-edge technologies and advancements at different ports. Such initiatives lay the foundation for future collaborations, thereby creating potential for deeper bilateral ties between India and Germany.

Indo – German Business Forum

The Hamburg Representation Mumbai participated in the [Indo-German Business Forum](#) held by the

Indo-German Chamber of Commerce in July 2023, which was graced by the esteemed presence of Dr. Robert Habeck, the Vice Chancellor and Federal Minister of the Federal Ministry for Economics and Climate Action of Germany. Discussions centered around sustainable development, innovation, and digitization, underscoring India and Germany's journey towards a greener future.

UPCOMING EVENTS

Engagements For Hamburg and Mumbai

[INMEX SMM India, Mumbai: 4-6 October 2023](#)

This exhibition offers an optimal avenue for tapping into the South Asian market and enhancing existing business relationships within the region through a comprehensive spectrum of maritime technologies and services. Around 250 exhibiting companies from more than 20 countries and over 6,500 trade visitors are expected to attend this event.

[WindEnergy Hamburg: 24-27 September 2024](#)

WindEnergy Hamburg is one of the world's biggest and most vital wind business platforms for exchanging latest knowledge and views, building networks and closing important business deals. The Global Wind Energy Capital that houses two-thirds of the global know-how in the sector offers attendees with an unparalleled opportunity. With over 1,400 companies hailing from 37 countries, the event unfolds across ten expansive exhibition halls, showcasing innovations and solutions to an audience of up to 37,000 attendees representing 93 countries.

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