



# Hamburg

Representation  
Mumbai

We have some exciting news from Hamburg!

In this month's newsletter find out how the city and port are working to become future-ready

## HAMBURG HIGHLIGHTS

The latest updates from the Hanseatic City of Hamburg



### [Hamburg backing ten international green tech start-ups](#)

Ten green tech start-ups are to receive backing from Hamburg Invest's Scaleup Landing Pad Hamburg. The companies also gain mentoring worth up to EUR 50,000



### [Partnership agreement to further develop automatic stacking crane systems](#)

Hamburger Hafen und Logistik AG and ABB have agreed on a partnership to improve efficiency in long-term operation of large automatic stacking crane (ASC) systems.



### [Future Food Campus in Hamburg offers glimpse of future](#)

Eva Keretic, founder of the Future Food Campus in Hamburg, now hopes to advance regenerative food production and to create a sustainable circular system.



### [Hamburg to increase supply of hydrogen from Scandinavia](#)

Hydrogen pipeline to link up Denmark and north Germany - talks on possible routes from Norway

**MOIN MOIN AND NAMASTE!**

A study has revealed that the residents of Hamburg are the happiest and most satisfied city dwellers in all of Germany. This accomplishment can be attributed to the city's efficient government administration and favourable business environment. However Hamburg's pursuit of excellence does not stop at happiness alone, it is also striving to become one of the most sustainable cities. The Senate along with the Port of Hamburg has devised a visionary 2040 Port Development Plan to maintain competitiveness and achieve climate neutrality. Similarly, if your start-up embraces a digital and sustainable business model, then you have the opportunity to apply for the Future Hamburg Award 2023 and win one of the unique prizes. For more details on these, check the links in the Hamburg Updates section.

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

Find out more about India Week Hamburg in the HRM Spotlight section.

Do check out the Hamburg Insight section to know about Pflanzen und Blumen, the perfect place to unwind in Hamburg.

Upcoming events in Mumbai and Hamburg have been linked at the end.

## HAMBURG UPDATES

### [Hamburg tops the Happiness Index](#)

Discover Hamburg's secret to happiness! Hamburg, the crowned jewel of Germany, has been officially declared the happiest city in the nation by the renowned SKL Glücksatlas.

From a thriving economy and soaring incomes to a remarkable emphasis on health and an awe-inspiring cultural scene, Hamburg has it all. That's not all, the Hanseatic city is a magnet for global businesses with its bustling port and flourishing entrepreneurial ecosystem.

[Read](#) the blog on our website where we reveal why Hamburg is the ultimate destination to both live and do business!

### [Navigating the Future: Port of Hamburg's visionary 2040 Development Plan](#)

The Port of Hamburg has released a new 2040 Development Plan that outlines how the port will adapt to the challenges of the future. This strategic blueprint sets the stage for the port's growth until 2040, emphasizing sustainability, innovation and customer focus.

The plan is ambitious and will require significant investment. However, the Hamburg Senate is committed to making the port future-ready and ensuring its continued success.

How will these targets be achieved? To learn more about the 2040 Port Development Plan, please [read](#) the blog on our website.

### [Future Hamburg Award 2023](#)

Start-ups in all corners of the globe with business models in logistics, mobility and green technology now have until the deadline of July 9, 2023 to apply for the Future Hamburg Award. The award honors international and national start-ups whose digital and sustainable business models have been on the market

for at least two years, but no more than four. International and national founders can apply for one of three awards, which will be presented on October 5, 2023 during the international Plug and Play Expo at Factory Hammerbrooklyn in Hamburg.

## HRM SPOTLIGHT

### [India Week Hamburg: 20-26 November 2023](#)

India Week Hamburg is being organized to celebrate India's diversity and highlight India's enormous potential. It offers a platform to organizations and individuals in Hamburg whose engagement with India contributes to the long-standing, friendly relations between Hamburg and India.

India Week is known for its wide range of events on politics, society, science, business, culture and sport. This year too, visitors can look forward to a varied program that is as diverse and colourful as the country itself.

**Seize the opportunity – become part of India Week Hamburg 2023!** This year we are offering multiple partnership opportunities and look forward to your support. If you are interested in becoming a sponsor of the week, do not hesitate to contact us.



## HAMBURG INSIGHT

Did you know that Hamburg boasts an enchanting green oasis called Planten un Blomen? This captivating park in the heart of the city offers a blend of nature, art and entertainment. It showcases Hamburg's dedication to green spaces and cultural experiences.

It is the perfect escape from the city buzz. Right in the centre of Planten un Blomen park sits the biggest Japanese garden in Europe. It was completed in 1990 by the Japanese landscape designer Yoshikuni Araki.

The Consulate General of India in Hamburg is celebrating the International Day of Yoga at Planten un Blomen on 21 June 2023 from 11:00-13:00 CET.



## UPCOMING EVENTS

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

Covering the entire range of maritime technologies and services, the show provides the ideal platform for entering the South Asian market or expanding existing business relationships in the region. Around 250 exhibiting companies from more than 20 countries and over 6,500 trade visitors are expected to attend.

[WindEnergy Hamburg: 24-27 September 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.

## CONNECT WITH US!



### **Hamburg Representation Mumbai**

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