



Hamburg | Representation Mumbai

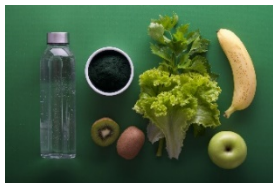
We have some exciting news from Hamburg!

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

OCTOBER 2023

HAMBURG HIGHLIGHTS

The latest updates from the Hanseatic City of Hamburg



[Hamburg as a Food Location](#)

On October 10, 2023, the Senate granted approval for the creation of a new food cluster aimed at strengthening Hamburg's prominence within the European food industry. The Senate is making proactive investments in the city's food start-up ecosystem to foster innovation.



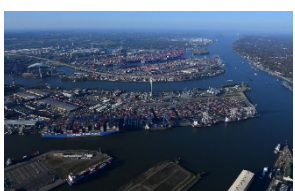
[Emission Free Shipping on Lake Alster](#)

As part of the "E-Mobility on the Alster" project, emission-free shipping on Lake Alster will take effect in November. All vessels shall be converted to green engines. Climate-neutral shipping on the Elbe tributary is expected to save 900 metric tons of CO2 per year.



[Hamburg's Economic Downturn](#)

An increasing number of Hamburg-based companies find themselves grappling with the ongoing economic downturn. The most significant concern, affecting 65.2 percent of them, is the scarcity of skilled labor, closely followed by weakening domestic demand and soaring energy prices.



[Port of Hamburg Adjusts Fees for 2024](#)

Owing to persistent inflation, the Hamburg Port Authority (HPA) will raise port fees by an average of 6.5 percent from January 01, 2024. Port authorities have deemed this adjustment essential to continue the provision of efficient infrastructure.

MOIN MOIN AND NAMASTE!

In the midst of an uncertain economic landscape, Hamburg remains steadfast in its commitment to foster new investments and promote green initiatives, while deepening its business and cultural ties with India. We at the [Hamburg Representation Mumbai](#), are back with some interesting news and updates for you.

While Hamburg's economic horizon may appear somewhat unclear, it has prompted businesses as well as the Port of Hamburg to adapt financially. Nevertheless, the city's dedication for sustainable practices remains unwavering, with Lake Alster preparing for emission free shipping. The state is also proactively investing to promote Hamburg as a global food location. Most importantly, efforts to diversify trade partnerships are in full swing, particularly in light of rising geopolitical uncertainties. India has emerged as one of Hamburg's foremost trade partners, with promising opportunities for collaboration in the realms of green technology and artificial intelligence. In this newsletter, delve into how these two partners are eager to harness each other's expertise. Furthermore, the two partners are set to celebrate their long-standing business and cultural ties through the flagship event, India Week Hamburg, scheduled for November. Find out more about India Week Hamburg in the HRM Spotlight section.

To delve deeper into Hamburg, do check out the Hamburg Insight section to learn about Deichstrasse, the last remaining ensemble of traditional Hamburg architecture. 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

[Empowering Green Futures](#)

In recent times, the global surge in green businesses has gained remarkable momentum, driven by the urgent need for climate mitigation. One city that stands out for its relentless pursuit of green innovations is Hamburg – a hub of renewable energies. However, as Europe grapples with energy crisis, similar challenges are being encountered by India, where green transition has taken centre stage. As India recognizes the advantages of Hamburg's green investments and technological expertise, Hamburg is equally eager to leverage India's manufacturing capacity. Click [here](#) to read more about the multitude of opportunities for collaboration between the two partners.

[Revolutionizing Business in Hamburg: The Digital Transformation Powered by AI](#)

On August 31, 2023, Hamburg hosted an AI Summit centred around the theme "AI as a boom or doom?". The increasing popularity of AI in Hamburg can be attributed to several factors. Studies reveal that companies in Hamburg consider the lack of skilled labour as one of the most significant risks to their business. Hence, the implementation of AI-driven workflows serves as a major catalyst impacting the entire economic value chain. As Hamburg and India collaborate in this field, Indian businesses seeking to establish themselves in the AI sector are poised to embrace a multitude of collaboration opportunities. Click [here](#) to read more!

[India is Stepping out of the Shadows](#)

The Hamburg Senate acknowledges the necessity of diversifying trade relations for Hamburg. While Asia continues to serve as a crucial growth region for Hamburg-based companies, the focus is now extending beyond China. India is emerging as a complementary production hub, rising to the eighth place among the Port of Hamburg's top ten trading partners. The Hamburg Representation Mumbai office has observed a significant surge in interest in sourcing from India over the past few months. Click [here](#) to delve deeper into the valuable insights shared by our HRM office on the trends in India-Hamburg trade.

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.

To join us in the celebrations or to know more, click [here](#).

HAMBURG INSIGHT



The last remaining ensemble of traditional Hamburg architecture can be found in the **Deichstrasse**, where the old Hamburg townhouses grace the banks of the Nikolai Canal. Right next to the historic Speicherstadt, the tall and narrow houses of Deichstrasse resemble Amsterdam's architecture, originating from the 17th through the 19th century. In those times, large parts of Hamburg's city center looked like today's Deichstrasse.



As soon as one enters Deichstrasse, the atmosphere suddenly changes. There is no longer any trace of the cool flair of modern office buildings in the immediate vicinity. Here, quaint cafés, charming restaurants and small boutiques beckon visitors to savor the ambience of old Hamburg. Narrow alleys alongside these townhouses provide access to the waterfront. The Nikolai Canal, connecting the Alster with the harbor

docks on the river Elbe, once served as the political and economic center of Hamburg in old times. The merchants living there used the canal for goods trade.

But a catastrophic event in 1842 forever altered the cityscape: **the Great Fire!** It was in one of these houses, now converted into a restaurant, that the devastating fire broke out. Despite significant efforts, it took three and a half days to finally bring the raging flames under control. Furthermore, the Second World War also left an indelible mark on the city center. Through extensive efforts in the 1970s, the houses were able to be restored. The old and simple townhouses, standing in rather stark contrast to the pompous facades of modernity, serve as a reminder of the days gone by. Deichstrasse is an essential destination for all tourists visiting Hamburg, a place where the essence of the city's history and charm is elegantly preserved. For more information, click [here](#).

HRM ACTIVITIES

[HRM at INMEX SMM India 2023](#)



In October 2023, the Hamburg Representation Mumbai participated in the INMEX SMM India 2023, South Asia's largest maritime trade fair which took place in Mumbai. This event held particular significance for our office, since both Hamburg and Mumbai are port cities. It was lovely to meet our colleagues from Hamburg, Ms. Silke Eidam and Mr. Claus Ulrich Selbach. The event provided us with a valuable opportunity to connect and share business insights, setting the stage for strong collaborations in the years ahead. Click [here](#) to know more!

[Annual General Meeting 2023, Indo – German Chamber of Commerce](#)



The Hamburg Representation Mumbai served as a Gold Partner at the prestigious Annual General Meeting (AGM) of the Indo-German Chamber of Commerce in 2023. Our team had the honour of connecting with influential members of the Indo-German business community, opening up exciting networking opportunities. With Hamburg and Mumbai playing increasingly vital roles in Indo-German trade, this AGM has set the stage for strong collaborations in the years ahead. Click [here](#) to know more!

[Hosting a Delegation from Germany Trade and Invest](#)



In September 2023, the Hamburg Representation Mumbai hosted a delegate from Germany Trade and Invest, who visited Mumbai to further his research on ports and logistical connectivity across East Asia. We are proud to have facilitated meetings with the Mumbai Port Trust, the Jawaharlal Nehru Port Authority (JNPA) and India Ports Global Limited (IPGL). We look forward to robust Indo-German bilateral relations in the years to come.

UPCOMING EVENTS

Engagements For Hamburg and Mumbai

Port Evening 2024

We are delighted to introduce the "Hafenabend," making its debut in India, scheduled for February 2024 in Mumbai. The Port of Hamburg, Europe's primary gateway, and Mumbai, India's key maritime hub, have cultivated robust business ties over the years. To celebrate this synergy, the Hamburg Representation Mumbai is hosting the prestigious "Hafenabend," or "Port Evening" event. This exclusive gathering offers networking opportunities with a stunning view of Mumbai's coastline, followed by drinks and dinner. In partnership with the Port of Hamburg, we are collaborating with the Indo-German Chamber of Commerce (IGCC), and look forward to your support to make this event a success. The event provides an ideal platform for businesses looking to strengthen their presence across India-Hamburg maritime sector. To know more about partnership opportunities, get in touch with us at info@hamburgmumbai.com.

[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 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. With registrations now open, Hamburg eagerly anticipates the arrival of visitors. To register or to know more, click [here!](#)

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](#)