



Hamburg | Representation
Mumbai

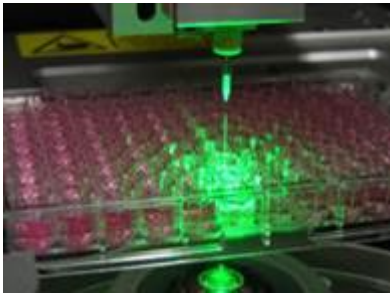
We have some exciting news from Hamburg!

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

MARCH 2024

HAMBURG HIGHLIGHTS

The latest updates from the Hanseatic City of Hamburg



[Researchers from UKE bag the Dr. Martini Prize](#)

On February 12th, 2024, three young scientists at the University Hospital Hamburg-Eppendorf (UKE) were awarded the Dr. Martini prize worth EUR 10,000. Named after the renowned surgeon Dr. Erich Martini, it was awarded for outstanding work on cancer, liver, and bone marrow diseases.



[Hamburg Airport among the top 25 holiday destinations in 2023](#)

Hamburg Airport is the fifth-largest airport in Germany and has modern infrastructure to meet the challenges of aviation in the future. As the world's oldest commercial airport, it was ranked among the 25 most popular holiday destinations for North Germans in February 2024.



[India advances as Hamburg's strategic partner in maritime trade](#)

India has emerged as an increasingly important trading partner for Germany, as per foreign trade statistics. The Port of Hamburg plays a crucial role in facilitating the exchange of goods between the two countries. India now ranks third among the Asian partner countries.

Moin Moin And Namaste!

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

Hamburg is pursuing excellence as a hub of sustainability and renewable energies, through a wide range of events and activities. One such event is the Wind Energy Hamburg, that is all set to happen later this year. Moreover, Hamburg Invest, the city-state's business development agency has announced this year's edition of the Scale-up Launching Pad, that would open doors for green-tech firms to gain a stronger foothold in Hamburg and at large in Germany. These events have propelled the city-state to an amplified position of business and economic growth and furthered its commitment to social welfare. The city also plays a strong role in combatting climate change through decarbonisation and sustainability. Additionally, the Port of Hamburg Evening Reception held in February brought together the Port of Hamburg along with private and public sectors in the Indian maritime sector, in Mumbai. The networking event served as an opportunity to strengthen the ties between India and Hamburg. In other news, Hamburg is revamping its Flak Tower, with the opening of a contemporary hotel, a juncture of history and sustainability.

Hamburg seeks to advance further, by expanding and committing to its economic, social and cultural priorities. To delve deeper into Hamburg, do check out the Hamburg Insight section to learn about the Speicherstadt, the last remaining ensemble of traditional Hamburg architecture. Find out more about **Scaleup Launching Pad Hamburg, and 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](#).

EVENT REPORT



PORT OF HAMBURG EVENING RECEPTION 2024

On 21st February, the Hamburg Representation Mumbai organized the Port of Hamburg Evening Reception in association with the Port of Hamburg Marketing, Hamburg Port Authority, including private players such as Hamburger Hafen und Logistik AG (HHLA) and a.hartrodt GmbH & Co KG, along with the Indo-German Chamber of Commerce (IGCC). Held in the bustling port city of Mumbai, the evening hosted a myriad of esteemed guests from Hamburg & India from the maritime and logistics sector.

Click [here](#) to read more about the event!

HAMBURG UPDATES

[Hamburg Invest to support budding GreenTech firms](#)

Hamburg Invest has announced a new round of applications for the Scaleup Landing Pad. The initiative aims to attract international green-tech scale-ups in the mobility, logistics, energy, and construction sectors who want to establish themselves in the Hamburg Metropolitan Region.

The Scaleup Landing Pad was launched in 2022 by the Ministry of Economics and Innovation and won the Startup Ecosystem Start Award in December 2023 with the GovTechHH of the Hamburg Senate Chancellery.

The program seeks to strengthen Hamburg's innovation ecosystem by promoting collaboration between scale-ups and established companies across the metropolitan region.

If you're a Hamburg-based company interested in the initiative, you can submit your innovation projects before the application procedure to find suitable partnerships.

To be eligible for the program, scale-ups must have a successful business track record in their home market, be in a strong growth phase, and have a desire to establish themselves within Hamburg's ecosystem.

Hamburg Invest is accepting applications until 31st March, and onboarding will commence in May 2024. Join the ranks of successful start-ups and learn more about Hamburg Invest [here!](#)

[Empowering Greener Futures](#)

Hamburg is a city that is working tirelessly towards sustainability and has become a hub for renewable energies. It is recognized for its green investments and technological expertise, and India is keen to tap into this knowledge and work with Hamburg to leverage India's manufacturing capacity.

Furthermore, Hamburg organizes the Wind Energy Trade Fair every year since 2014, which is renowned internationally. The next edition of this trade fair is scheduled from September 24th to 27th, 2024, and registrations are now open. Hamburg is eagerly looking forward to welcoming visitors and offering them a range of opportunities to connect, share insights, and discover the latest advancements in the industry. Click [here](#) to read more.

[The Hamburg Flak Tower gears up to open a new hotel](#)

The Reverb by Hard Rock hotel located in Hamburg's flak tower is preparing for its soft opening on April 7, 2024. The hotel offers 134 rooms, restaurants, a concert hall, a multifunctional hall, and a garden for its guests. The hall is named after the resistance fighter and Hitler assassin Georg Elser.

The hotel has a unique architecture that aims to bring history to life for younger generations in Hamburg. In collaboration with the Hilldegarden Association, the hotel is working closely to achieve this goal. Additionally, the hotel is committed to sustainability, and around 4,700 plants and trees on the rooftop garden will turn the bunker into a green landmark, improving the urban climate.

The hotel will serve as a melting pot of hospitality, music, history, and sustainability, reflecting the spirit of the city and state of Hamburg. Click [here](#) to read more about this future hotspot in Hamburg!

HRM SPOTLIGHT



Scaleup Landing Pad Hamburg 2024

The Scaleup Landing Pad Hamburg is a program for attracting and establishing international scaleups. Hamburg Invest, on behalf of Hamburg's Ministry of Economics and Innovation, has been conducting the initiative since 2022, with the participation of over 24 scaleups from 14 countries. Scaleups in the field of **Innovation in Green-Tech**, can apply till **31st March 2024**. Join the ranks of successful start-ups and learn more about Hamburg Invest [here!](#)



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



Speicherstadt, also known as the "warehouse city," is indeed a remarkable historical and cultural site located in Hamburg, Germany. The extensive complex of warehouses, covering 260,000 square meters, has a rich history dating back to its inauguration on Emperor's Day, 29 October 1888, by Emperor Wilhelm II. Its construction occurred between 1883 and the late 1920s, situated on the Elbe River as part of Hamburg's port. In 2015, Speicherstadt, along with Kontorhausviertel and Chilehaus, received UNESCO World Heritage Site status, acknowledging its architectural and historical significance. Read more about the Speicherstadt [here](#).

Source – <https://www.hamburg.com/architecture/11748606/speicherstadt/>

HRM ACTIVITIES



Delegation visit from Hamburg to Mumbai

We are proud to have hosted a business delegation visit by the authorities of the Port City of Hamburg. The high-level delegation included Axel Mattern, CEO, Port of Hamburg Marketing; Jens Meier, CEO, Hamburg Port Authority; Volker Werner, Managing Director, Sales, HHLA; Felix Wenzel, Managing Partner, a.hartrodt; Lennart Kinau, Head of Strategy and Communication, Hamburg Port Authority; Inga Gurries, Head of Market development Asia, Port of Hamburg Marketing; Dr. Rolf Strittmatter, CEO, Hamburg Invest; and Amita Desai, Honorary Consul, Federal Republic of Germany,

Hyderabad and the Hamburg Ambassador. The delegates visited the Jawaharlal Nehru Port Authority and met with the officials of the Mumbai Port Authority.



Interaction with Adani Ports, Mundra, Gujarat

In February 2024, the Hamburg Representation Mumbai facilitated an interaction between the Port of Hamburg Marketing and Adani Ports and Special Economic Zone Limited, Mundra, Gujarat. The insightful interaction delved into port development, and sustainability, and provided insights into the role of private players in the shipping and maritime sector in India, sparking discussions on the vast collaboration potential and fortifying the ongoing ties between India and Germany.



Founder's Day Meet IGCC 2024

We took part in the 68th Founder's Day Meet of the Indo-German Chamber of Commerce (IGCC). This year's edition of the annual celebration hosted esteemed speakers like Stefan Halusa, Director General, IGCC, Achim Fabig, Consul General, Federal Republic of Germany, and George Ettiyil, President, IGCC, and Senior Director – South Asia Lufthansa Group. The evening featured an exciting panel discussion on "Creating a Skilled Workforce for the Future," featuring keynote speaker Mr. Deepak Kesarkar, Minister of School Education & Marathi Language, Government of

Maharashtra.



Interaction with Helm and Plantix

It was a delight to have met and interacted with Mr. Daniel Tepe, Executive Vice President of HELM AG, based in Hamburg, and managing director of Plantix, an agri-tech firm in Germany. The insightful interaction provided an insight into the advancement of technology in small-scale farming and connecting small-scale farmers and agri-retailers in one ecosystem.

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:

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CONNECT WITH US!



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