

Hamburg Highlights



[Job sharing: a popular working time model in Hamburg](#)

Job sharing, i.e. dividing a position between two or more people is becoming increasingly popular in Hamburg. As a way of attracting more women and parents to the corporate world, job sharing is an innovative management tool that helps secure and retain skilled workers and can contribute to more diversity in leadership positions.

Source: HK Hamburg



[Hamburg Port Anniversary 2024](#)

The Hamburg Hafengeburtstag or Port Anniversary is an annual public festival held in Hamburg. Typically occurring during the first weekend of May, this event commemorates the founding of Hamburg's port, which is the largest in Germany. This year, the festival celebrated its 835th anniversary from 9th to 12th May, with a diverse three-day program at the festival – with something for everyone, whether young or old, and from the morning until late at night. Featuring open-air concerts, live performances, drone shows, and much more, Hamburg once again demonstrated its ability to blend tradition with innovation, history with modernity, and community spirit with international appeal.



[Climate and transport: This is how the switch to electric trucks can be successful](#)

When it comes to climate protection in Germany, traffic continues to be a problem. In order to reduce CO2 emissions, electric trucks could be an important component - as a replacement for diesel trucks. Two logistics companies have gained initial practical experience in the north.

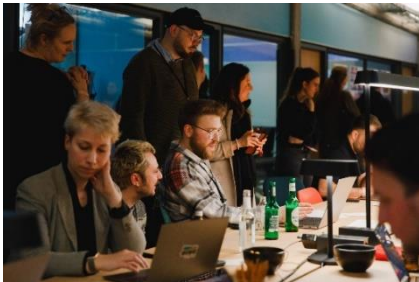
Source: NHK



[Female Start Aperitivo Competition in Hamburg:](#)

The annual Female Start Aperitivo pitch competition, which is a nationwide pitch competition for more visibility, capital and a better network for female founders is currently taking place in Hamburg. The event series gives female founders a platform to present their ideas to a jury, investors and a large audience.

Source: Hamburg Business



Hamburg's media landscape is experiencing dynamic development:

In the modern world, the interface between content and technology is becoming increasingly relevant. With most of the public consuming content online instead of from newspapers and with the increasing popularity of AI, Hamburg's media landscape is currently experiencing a development that affects all Hamburg companies in the content sector.

Source: Hamburg Business



CLARION Project between the Ports of Hamburg, Rotterdam, and Antwerp-Bruges:

Hamburg is participating in the CLARION Project, together with the Ports of Rotterdam and Antwerp-Bruges. This 48-month-long project, with a funding of around 7 million euros, aims to enhance the sustainability and resilience of European ports in the face of climate-related challenges.

Source: Hamburg Port Authority

Welcome and Summary

Moin Moin and Namaste!

Once again, Hamburg showcases its unique blend of economic dynamism, sustainable practices, and cultural vibrancy. We, at the Hamburg Representation Mumbai, are thrilled to bring you the latest updates and developments from this thriving city.

The appointment of the new State Secretary of Hamburg to the Federal Government, the European Union, and Foreign Affairs marks a major transition in Hamburg's diplomatic landscape.

Moreover, the city continues its journey towards sustainability. Hamburg's innovative solution of using electric trucks as a way to curb CO2 emissions, as well as its exciting collaboration with a handful of other major ports in order to strengthen European ports against climate-related challenges, shows its dedication to working towards a greener future.

In the realm of the corporate world, Hamburg has embraced a new and innovative work model, which has the potential to achieve diversity and inclusivity in the corporate sphere. Additionally, a nationwide pitch competition for female start-up founders is under way.

Amidst these developments, Hamburg continues to advance its position in other sectors as well. Besides having solidified its position at the forefront of cruise travel, Hamburg has experienced a massive evolution in its media landscape.

Read more about these endeavours in our newsletter sections and keep an eye out for upcoming events and collaborations between Mumbai and Hamburg. This edition of our newsletter features a brand-new section – From the Intern’s Desk, which will give you an insight into HRM, from the perspective of an intern!

Another exciting update from our side is the impending visit of HRM to Hamburg in the month of June! Stay tuned!

Want to stay connected? Follow us on [LinkedIn](#) and [Instagram](#) for more updates and insights.

Hamburg Updates



[Partial takeover of HHLA: MSC makes progress with share purchase.](#)

After the Hamburg Senate’s decision of planned entry into Hamburger Hafen und Logistik AG (HHLA) with the Swiss shipping company MSC seven months ago, MSC has made progress in buying up HHLA shares, little by little.

Source: NDA



[Competence network for renewable energies has been founded in Hamburg:](#)

With the aim of strengthening cross-border cooperation on renewable energies and green hydrogen in northern Germany, advancing the green energy transition, the Hamburg Metropolitan Region has established a cross-state competence network “Innovation and Science Park (IWP)” for renewable energies and green hydrogen.

Source: Hamburg Business



[Hamburg at the forefront of cruise travel](#)

With a record number of over 1 million passengers embarking on cruises from Hamburg last year, the Hanseatic City has consolidated its position as Germany's leading cruise port. The strong result underlines Hamburg's attractiveness in the cruise tourism sector. With the Port of Hamburg remaining a major German cruise port and a popular starting point for year-round departures, positive developments are also expected for the current year 2024.

Source: *Hafen Hamburg*



[Liv Assmann becomes new Foreign Affairs Commissioner of Hamburg](#)

Liv Assmann (50) will be taking over the duties of Plenipotentiary of the Free and Hanseatic City of Hamburg to the Federal Government, the European Union and Foreign Affairs. She is taking the place of Almut Möller, who has given up office for personal reasons. Assmann was appointed by Mayor Peter Tschentscher (SPD) as his successor on Tuesday, 28th April. Liv Assmann's appointment as the new Plenipotentiary, marks a significant transition in Hamburg's diplomatic landscape. As Hamburg continues to forge international partnerships and navigate global challenges, Assmann's leadership promises to further strengthen the city's standing on the international stage.

Source: *Hamburg.de*

Hamburg Spotlight



Windenergy Hamburg 2024: Your platform for onshore and offshore success

The winds of change are blowing stronger than ever as WindEnergy Hamburg prepares to return in 2024, promising a brilliant showcase of innovation, collaboration, and progress in the global wind energy sector. WindEnergy is the global trade fair for the onshore and offshore wind industry, which takes place every two years in Hamburg. From September 24th to 27th this year, WindEnergy Hamburg will once again take centre stage, offering a comprehensive platform for industry players to showcase the latest innovations and solutions. With a keen focus on key topics such as Digitalisation, Markets, Finance, etc., the event promises to address the most pressing challenges and opportunities facing the industry today. Booking applications are now open for WindEnergy Hamburg 2024. Contact

Ms. Tanu Ailawadi for more details and secure your place at the forefront of wind energy innovation and collaboration [here](#). If you are interested in visiting Windenergy as a delegate, reach out to Ms. Sameeha Sule [here](#). Read more about the event on [Windenergy Hamburg's official website](#).



SMM 2024

Not only is SMM the world's leading trade fair and conference event for the maritime industry, but it is also regarded as the prime networking hotspot for the maritime community. SMM 2024 will bring together about 40,000 participants from over 120 countries and serve as a unique platform for business, the exchange of ideas and cooperation. On the exhibition floor, more than 2,000 companies will present state of the art technologies and services. Seize the opportunity to make valuable contacts and to meet established players as well as exciting newcomers.

Click [here](#) for more information and tickets to the event! Get them now!

HRM Insights



Hamburg Harbour's Ship Welcoming Committee: A time-honoured tradition

In June 1952, a charming tradition was born at Hamburg's harbour. It all started when the "Willkomm-Höft" or the Welcoming Committee greeted its first ship with a simple yet heartfelt message: "Welcome to Hamburg! We're excited to have you here." Since then, this greeting has become a daily ritual for ships from all corners of the globe.

Over the years, the Willkomm-Höft has welcomed hundreds of thousands of vessels, big and small. Public loudspeakers on the pier play the national anthem of every large vessel that passes, depending on the flag the ship is flying, along

with a welcome message in their respective language as well as in German and English. This charming procedure is the same every time and provides a spectacular sight for visitors both at the Welcome Point itself and the nearby Schulauer Fährhaus restaurant. The staff at the restaurant will also gladly provide their patrons with additional information on the passing vessels, such as length, width, draught, shipping company and other basic facts – a great service for ship spotters!

What's truly impressive, is that the five 'welcoming captains' are always up to date on information about the ships and any current changes. Over time, a carefully collected, handwritten card index has been created, including facts and data on around 17,000 vessels! With this comprehensive collection of national anthems and ship data, ensure that each vessel receives a personalized welcome.

Despite facing challenges over the years, including flood catastrophes, the spirit of hospitality at the "Willkomm-Höft" remains unwavering. Today, it stands as a symbol of Hamburg's enduring connection to the sea and its warm welcome to sailors from around the world.

Read more about the Welcoming Committee [here](#) and [here](#).

Upcoming events

Business delegation trip to India 2024

The Hamburg Chamber of Commerce cordially invites you to participate in a business trip to India in the run-up to the [18th Asia-Pacific Conference of German Business](#), from 20 to 24 October 2024.

Potential destinations include, in addition to New Delhi, the port city of Chennai as well as Bengaluru (Bangalore) and Hyderabad. The highlight of the trip is the Asia-Pacific Conference in New Delhi from October 24 to 26, 2024, where Prime Minister Modi and Chancellor Scholz are expected to attend. Please note that tickets for the conference are in high demand, so early registration is required.

Take advantage of this unique opportunity to explore investment opportunities in the Indian market, strengthen strategic business partnerships, and benefit from extensive networking opportunities with leading decision-makers. Get your tickets ASAP! Click [here](#).

Webinar - 'Corporate Law in India and China: What German companies must know'

The Webinar 'Gesellschaftsrecht in Indien und China: Was deutsche Unternehmen wissen müssen' or 'Corporate Law in India and China: What German companies must know', organised by Handelskammer Hamburg will take place on 28th May 2024 from 10 am to 11:15 CET.

In 2023, India has overtaken China in terms of population and is gaining importance as a market due to economic development and geopolitical reasons. At the same time, China remains the most important trading partner for German companies in Asia. What legal reforms relevant to companies are currently taking place in India? What should be considered when entering the Indian market? And what will change for companies in China as a result of the revised company law? Get the answers to these questions and more useful knowledge at the webinar.

The webinar will be graced by seasoned speakers such as Mr. Timm Rohweder, Regional Expert Greater China at the Hamburg Chamber of Commerce, Mr. Simone Puddu, Senior Consultant at Rödl und Partner, and Mr. Ralph Koppitz, Rödl und Partner, Shanghai.

Participation in the webinar is free of cost. Don't miss out! Click on the [registration link](#) to register yourself!

Hamburg Foreign Trade Day 2024

The Hamburg Foreign Trade Day introduces a new annual networking format aimed at consolidating expertise on current topics and challenges faced by companies engaged in international business at the local level. The focus of the 2024 event is on risk management and sustainability compliance. Through a blend of practical keynote presentations, discussions, and personalized consultations, this event will provide a platform for networking, as well as opportunities for both professional and informal exchange of ideas. To register for the event, click [here](#).

Hamburg@work Business Breakfast Event

The BusinessBreakfast event is an event series that aims to stimulate exchange of experiences, and new ideas. Organised by Hamburg@work, this year's event will give you the opportunity to learn about the Research Allowance program—an essential opportunity for digital enterprises. This initiative, introduced through the Law on the Tax Promotion of Research and Development, allows companies to reclaim a significant portion of their investment in development projects, fostering innovation and growth. Led by Sten Küster, Business Development Manager at EurA, this event promises insights into eligibility criteria, funding details, and application processes. Discover how your company can benefit from this program and gain a competitive edge in the digital landscape. The BusinessBreakfast features an exciting expert presentation of around 45 minutes, intense technical discussions with the speakers, plenty of time for networking, and a rich breakfast buffet. The event series aims to stimulate exchange of experiences, new ideas, and impulses. Members and industry stakeholders are brought together. Guests are welcome to establish new networking contacts, exchange experiences with members, and contribute ideas and impulses.

Don't miss out—register now to secure your spot and unlock the potential for growth and innovation in your business!

Hamburg Founder's Day - Inform, educate, network

Hamburg's Founders' Day, organised by the Hamburg Chamber of Commerce, is the place for start-ups everything that Hamburg's start-up scene has to offer: advice, lectures and workshops from experts as well as lots of inspiration for their own business. The Founders' Day offers a compact range of information about starting a business and becoming self-employed. This year, the event is set to take place on September 13th, 2024 from 10 am to 6pm in the Hamburg Chamber of Commerce. Around 40 exhibitors from start-up initiatives, advice centers, associations, banks, universities and chambers will be offering quick and easy information about starting a business on site. Additionally, a part of the 'Frau und Arbeit' team will be participating this year. Under the title Tailwind for Female Founders - Prizes and Projects, there will be an interesting conversation and interview with successful women entrepreneurs. Click [here!](#) Get your tickets to the event!

Hydrogen Technology Expo

The Hydrogen Technology Expo, organised by the Hydrogen Technology Expo Europe and the Hamburg Messe and Congress is the world's largest suppliers trade fair for hydrogen technologies, materials, components, and engineering solutions. The event is a solutions-driven trade fair and conference dedicated to the development of new technologies to overcome these technical challenges and propel hydrogen into the mainstream for stationary and mobile applications.

This year, the event will take place on 23rd and 24th October in the Messe Hamburg. The event offers the opportunity to meet new suppliers, as well as some of the biggest names in the industry who will be demonstrating the very latest technology, solutions, materials, components, test & evaluation tools, and engineering capabilities to help accelerate your next hydrogen project.

Click [here](#) for more information and passes to the event!



From the Intern's desk

Hey there! Welcome to our new section in this newsletter – From the Intern's Desk, where I'll be sharing insights, reflections, and discoveries about the industry during my time here at Hamburg Representation Mumbai. I'm excited to dive into topics that matter, starting with a discussion on skilled labour migration and the challenges involved in it. Let's jump right in!

On the very first day of my internship, I came across the term 'Skilled Labour Migration' in almost every conversation. As someone who is new to the field of trade and commerce, and the corporate world in general, I didn't fully understand the term, apart from its basic definition:

relocating to another country for work. It wasn't until I started working more closely with the topic, that I realised the nuances and intricacies that define Skilled Labour Migration.

One of the initial assignments I worked on, involved structuring a visit from Hamburg Representation Mumbai to a German company. This company, known for employing a significant number of skilled workers from India, presented a unique opportunity for us to engage with the Indian community working there. Our objective was twofold: to gain insights into the challenges they encountered during the integration process in a new country and to collaboratively explore strategies to address these challenges. This assignment helped me delve deeper into the topic of Skilled Labor Migration, and I was able to understand it from a completely new perspective.

Skilled labor migration essentially encompasses the movement of qualified individuals from one country to another in search of employment opportunities. According to my previous understanding of the subject, this process is promising new beginnings and professional growth, but a major aspect of this topic is the myriad of challenges it brings for these migrant workers as well as their families. For Indian immigrants in Germany, navigating the complexities of cultural adaptation and language barriers can prove to be significant hurdles. Indian migrants may struggle to understand and navigate German customs, social norms, and etiquette. Given that the Indian society is largely community-based, while the German society is more or less individualistic, many Indians find themselves grappling with feelings of isolation and alienation, which are especially exacerbated if the individual is moving away from their family back in India. Moreover, the language barrier presents a formidable challenge as well.

Beyond the challenges faced by migrants, their families also contend with their own set of obstacles, which sometimes tend to get overlooked. In most cases, the companies in the host country provide certain integration courses for their migrant employees or at the very least, assistance with integrating into the country. Moreover, these working individuals have opportunities in the workplace to socialize and form connections with people around them. For spouses and children, however, adjusting to a new environment and educational system can be difficult. Sometimes, spouses must leave behind their jobs to relocate to Germany, where they could fail to get new employment. This is known as the Dual Career Issue. With limited opportunities to socialize, it is possible for them to experience feelings of foreignness and isolation.

Skilled labor migration offers exciting possibilities for professional growth, but it's not all smooth sailing. According to my previous understanding of the subject, this process promises new beginnings and professional growth, but a major aspect of this topic is the myriad of challenges it brings for these migrant workers as well as their families. Indian immigrants in Germany, for example, face cultural and linguistic hurdles. Adapting to a more individualistic society from a community-based one can lead to isolation, especially for those leaving family behind. The language barrier adds another layer of difficulty.

While companies often offer integration support to migrant workers, their families struggle too. Spouses may have to give up their careers facing limited job prospects and social circles, leading to feelings of alienation. This "Dual Career

Issue" can lead to feelings of isolation and hinder their sense of belonging in the new country. Despite the challenges, skilled migration offers a chance for growth. With proper support systems, both workers and their families can thrive in their new environment.

As a way to alleviate these problems faced by migrants, we came up with the initiative of organizing a Community Meet and Greet event for the Indian diaspora in Hamburg, especially the family members of migrant workers, where they would be presented with the opportunity to have informal interactions with each other and build connections (Stay tuned with the upcoming newsletters for more updates on this!) In addition to such community outreach initiatives, integration programs by companies for their migrant workers, as well as their families would play an important role in addressing these challenges.

To create a truly welcoming environment and foster successful integration, intercultural training for German citizens who will be working and interacting with migrant workers can be highly beneficial. This training equips Germans with the knowledge and skills to understand and appreciate different cultural backgrounds, fostering a more inclusive and productive work environment for everyone involved.

Delving into the complexities of skilled labour migration has not only broadened my understanding of the global labour market but has also deepened my appreciation for the resilience and determination of migrant communities. As I continue my internship journey, I'm committed to learning more about the challenges of skilled labour migration and what we can do to address them. By working together – governments, employers, and individuals – we can create a more inclusive and supportive environment for migrating workers and their families. Germany and India partnership and collective efforts to make this possible truly showcases the power of international collaboration in developing effective solutions and support systems for skilled migrants.

THANK YOU FOR READING AND STAY TUNED FOR MORE!

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