

## HRM Newsletter – January 2025

### HAMBURG HIGHLIGHTS

#### The latest updates from the Hanseatic City of Hamburg



#### [New warehouses in the Hamburg port- Altenwerder](#)

The Port of Hamburg is expanding its infrastructure with new warehouses in Altenwerder. This development aims to enhance the efficiency and capacity of the logistics hub.



#### [St Pauli celebrates home victory thanks to Guilavogui](#)

FC St. Pauli achieved their second home win with a standout performance from Guilavogui, who scored spectacular goals. The victory boosts the team's confidence and league standing.



#### [Uni Hamburg shines in QS Sustainability Ranking](#)

The University of Hamburg ranks among the top institutions in the QS Sustainability Rankings. This highlights its strong commitment to environmental and social sustainability.



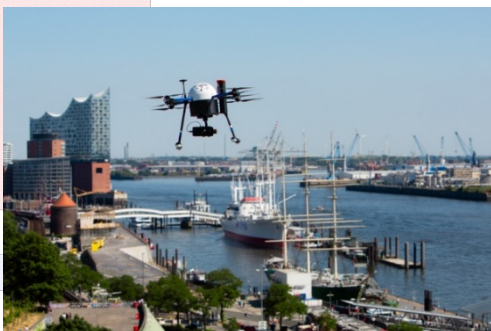
#### [Hamburg: First fully digitalized S-Bahn network](#)

Hamburg will soon operate Germany's first fully digitalized S-Bahn network. The initiative promises improved efficiency, fewer delays, and sets a precedent for modern public transport systems.



#### [Hamburg bus driver goes viral on social media](#)

A Hamburg bus driver's humorous announcement went viral on Instagram and Tik-Tok, catching the attention of prominent figures like Robert Habeck. The video highlights the lighter side of daily commutes.



#### [Long-haul drone flies over German Bight](#)

A long-range drone successfully completed a flight over the German Bight for the first time. The achievement showcases advancements in unmanned aerial technology and its potential applications.



### Hamburgs Prominence at the New Years Gala

Prominent figures from Hamburg gathered for a New Year's gala, creating a lively and entertaining event. The celebration highlighted the city's cultural and social vibrancy.



### Natural History Museum planned at the Elbtower

Hamburg is considering plans to integrate a natural history museum into the Elbtower. The idea is currently under review to assess its feasibility and impact.



### Redesigning the Hammaburg Sqaure

Plans are underway to redesign Hammaburg-Platz in Hamburg's city centre. The project aims to enhance the area's appeal and create a more inviting public space.



### Increased club funding in the Hamburg household 2025/2026

Hamburg's budget for 2025/2026 includes a nearly threefold increase in funding for clubs. The measure supports the city's vibrant nightlife and cultural scene.



## MOIN MOIN AND NAMASTE!

Dear readers,

Welcome to the first edition of Hamburg Newsletter this year!

This month, Hamburg continues to shine with dynamic developments across diverse sectors, including sustainability, transportation, culture, and innovation. We at the Hamburg Representation Mumbai are excited to share the latest updates from this vibrant city.

On the sustainability front, Hamburg reaffirms its commitment to green mobility by introducing a mandate for all taxis to be emission-free starting January 2025, further solidifying its leadership in climate protection. Additionally, studies reveal Hamburg's potential to become Germany's hydrogen hub, leveraging its strong infrastructure and renewable energy resources.

In transportation, Hamburg is set to launch Germany's first fully digitalized S-Bahn network, promising improved efficiency and fewer delays. The city's airport reported a successful 2024, with rising passenger numbers and enhanced sustainability measures, reflecting Hamburg's growing role as a global connectivity hub.

Culturally, Hamburg's vibrant nightlife gets a boost with a nearly threefold increase in funding for clubs in the 2025/2026 budget. The city also hosted a spectacular New Year's gala, showcasing the unity and vibrancy of its cultural scene. Meanwhile, the redesign of Hammaburg-Platz and plans for a natural history museum in the Elbtower highlight Hamburg's efforts to enhance public spaces and cultural attractions.

Infrastructure remains a focus as the Port of Hamburg expands with new warehouses in Altenwerder, enhancing logistics capabilities. The successful flight of a long-range drone over the German Bight also underscores the city's advancements in innovative technologies.

Stay connected with us on LinkedIn and Instagram for more insights and updates about this dynamic city and our Indo-German partnerships. Dive into the full articles to uncover the details behind these headlines and more.

Enjoy reading!

## HAMBURG UPDATES



### [Hamburg setzt auf emissionsfreie Taxis ab 2025](#)

From January 2025, Hamburg will require all taxis to be emission-free. The initiative aims to boost climate protection and stimulate economic growth in green technologies.



### [Funding of transport projects in Germany](#)

Over half a billion euros in funding has been approved for transportation projects across Germany. These investments aim to modernize infrastructure and promote sustainable mobility.



### [Hamburg Airport draws positive balance for 2024](#)

The view would appear to be in keeping with the Food Cluster Hamburg's motto of anchoring this strong food industry regionally and raising Hamburg's international visibility as a key food centre. "We are working on our international visibility and are pressing ahead regionally, nationally and internationally,"



### [Hamburg as Germany's hydrogen hub](#)

A recent study highlights Hamburg's potential to become Germany's hydrogen hub. With its strong infrastructure and renewable energy resources, the city is poised for leadership in green energy.



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## UPDATES FROM INDIA



### India's car market in the fast lane

India's automotive market is becoming increasingly attractive to European manufacturers, with companies like the Volkswagen Group intensifying their efforts in the region. The country's significant economic growth, expanding middle class, and youthful, affluent population are driving a surge in demand for automobiles, making it a promising market for global carmakers.



### Critical Minerals Mission: India's \$4 billion effort to become future-ready amid global tech war

After a brief pause, heavy monsoon rains swept across Maharashtra starting 13<sup>th</sup> June, Friday, with Mumbai also experiencing a resurgence of monsoon showers. Mumbai's Santacruz observatory logged 19 mm rainfall between 14<sup>th</sup> June, Saturday and 15<sup>th</sup> June, Sunday morning,

while the Colaba coastal observatory recorded 34 mm rainfall.



### India budget: Fiscal deficit, slowing growth challenge

India is facing economic challenges, including a widening fiscal deficit and slowing growth, with the fiscal deficit reaching 46.5% of the FY25 target. The government is under pressure to stimulate the economy through measures such as income tax cuts and increased spending on infrastructure and rural

development, while balancing the need for fiscal consolidation.





## HRM SPOTLIGHT



**Scaleup Hamburg Soft Landing Programme**, an offer for international scaleups with solutions in Green Tech that want to expand to the German and European market. Scaleups participating in the programme will benefit from tailor-made incentive and services-packages free of charge which have been designed to solve typical expansion pain points of scaleups. For more information on the exact services, please take a look at Scaleup Hamburg's website:

<https://scaleup-hamburg.com/>

The programme is run by Hamburg's business development agency Hamburg Invest and has been initiated by the city's Ministry of Economy and Innovation. The current application phase runs from January 27th until February 23rd and scaleups can simply apply online on the Scaleup Hamburg website. If this is something that might be of value to your scaleup, [apply here](#).



## INDIA WEEK 2025

[India Week](#), a celebrated event that highlights the vibrant cultural, economic, and political ties between India and Hamburg, is set to return on the 23rd to the 29th of June 2025. This biennial event showcases a wide array of activities, including art exhibitions, business forums, and panel discussions, fostering deeper engagement between the two regions. India Week provides a unique platform to explore collaborative opportunities in trade, culture, and sustainable development, further strengthening

Indo-German relations. The 2025 edition promises to continue this tradition, expanding on the success of previous years.

**Seize the opportunity and become a partner at India Week Hamburg 2025. Explore our diverse partnership options and contact us for more information.**

## HRM ACTIVITIES



### Jawaharlal Nehru Port Tour

We were delighted to facilitate a delegation for Heyport GmbH's Head of Product, Mr. Daniel Gerhardt and his Indian Colleagues on the 21st of January 2025. As part of the delegation's itinerary, we arranged an insightful and guided port tour at the Jawaharlal Nehru Port, showcasing its state-of-the-art infrastructure and operations and an informative presentation held

by the Port Authorities at the administrative office. This engaging experience provided Heyport GmbH representatives with a comprehensive understanding of one of India's busiest ports, fostering opportunities for dynamic global partnerships in the maritime sector.



### Maritime India Conference

From January 22nd to 24th, the Hamburg Representation Mumbai attended the Maritime India Summit 2024, engaging with key industry leaders to strengthen Indo-German maritime collaboration. As a global port city, Hamburg shares deep synergies with India's growing maritime sector, making this summit a crucial platform for dialogue on port infrastructure, green shipping, and digitalization. Our participation reinforced Hamburg's commitment to fostering sustainable and efficient maritime trade between Germany and India. With increasing opportunities for

cooperation in port logistics, shipbuilding, and smart port solutions, we look forward to driving impactful partnerships that benefit both regions.



## HAMBURG INSIGHT



### Hamburg Fish Market: A Must-Visit Morning Experience

Hamburg's Fischmarkt is one of the city's most iconic attractions, blending history, culture, and a lively atmosphere. Located along the Elbe River in Altona, this historic market has been a weekend tradition since 1703. Every Sunday morning from 5:00 AM to 9:30 AM (7:00 AM in winter), early risers and night owls alike gather to experience its

unique charm. Whether you're looking for the freshest seafood, exotic fruits, or just a fun place to soak in the energy of Hamburg, the Fischmarkt has something for everyone.

One of the highlights is the legendary fish auction hall, where live bands play everything from rock to jazz while visitors enjoy a hearty breakfast or a beer after a night out in Reeperbahn. The market stalls are packed with vendors loudly promoting their goods—be it massive baskets of fresh fish, locally sourced cheese, or souvenirs. A must-try is the classic Fischbrötchen, a fresh fish sandwich filled with pickled herring, smoked salmon, or shrimp. Beyond the food, the market is a great place to meet locals, experience authentic Hamburg hospitality, and enjoy stunning sunrise views over the Elbe. Whether you're a food lover, a partygoer wrapping up the night, or just a curious traveler, the Fischmarkt is a Hamburg experience you won't forget!

To read more about it, visit here: <https://shorturl.at/z60dZ>

## FROM THE INTERNS DESK

### Hamburg: Your Gateway to Global Business Success!



Hey there! I'm Vaishnavi Keer, an intern at the Hamburg Representation Mumbai and in today's Newsletter, we'll go ahead and see why, Hamburg, Germany, presents itself as an exceptional choice for businesses seeking expansion. Its strategic location, thriving sectors, and business-friendly environment create a compelling proposition for companies looking to establish a strong foothold in Europe.

For businesses looking to expand into Europe, choosing the right destination is crucial. The ideal city offers not only strong market potential but also a robust infrastructure, skilled workforce, and a supportive economic environment. Hamburg, Germany, emerges as a top contender, offering a combination of strategic advantages that cater to businesses across various sectors.

**A Hub of Global Connectivity:** One of Hamburg's biggest strengths lies in its connectivity. As Europe's second-largest port, after Rotterdam, the city serves as a gateway to global markets. Its well-established trade networks make it an ideal base for businesses engaged in international commerce, ensuring seamless access to European and global supply chains.

**A Powerhouse of Innovation:** Beyond its logistical advantages, Hamburg is a dynamic economic powerhouse. The city fosters innovation across multiple sectors, including logistics, aviation, renewable energy, and life sciences. Its commitment to research and technological advancements attracts leading companies, creating an ecosystem that encourages collaboration and growth.

**A Supportive Ecosystem for Business Success:** Setting up and scaling a business requires more than just a good location. Hamburg offers a robust infrastructure, from efficient transportation networks to modern telecommunications, ensuring smooth business operations. Additionally, the city is home to a skilled and multilingual workforce, further enhancing its appeal for international enterprises.

**Strong Indo-German Collaboration:** India and Hamburg share a deep-rooted economic relationship. Over the years, Indian businesses have found immense success in Hamburg, leveraging the city's strengths and well-established networks. This growing collaboration presents numerous opportunities for Indian companies seeking to enter and expand within the European market.

**A Commitment to Sustainability:** As sustainability becomes a key focus for global businesses, Hamburg leads the way in green initiatives. The city prioritizes environmental protection, promotes sustainable business practices, and integrates eco-friendly policies into its economic framework. For companies aligning their growth strategies with sustainability goals, Hamburg provides a competitive edge.

Hamburg's blend of connectivity, innovation, and economic support makes it a natural choice for businesses looking to establish themselves in Europe. With strong ties to India and a commitment to sustainability, the city offers not just opportunities for growth but also a vision for the future. Businesses that choose Hamburg position themselves at the heart of an evolving global economy, ready to thrive in a forward-thinking and well-connected environment.



THANK YOU FOR READING AND STAY TUNED FOR MORE!

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