HRM Newsletter – June 2024

Hamburg Highlights

[Hydrogen week in Germany]

Hydrogen is a key component of the energy and mobility transition. The "Hydrogen Week" from **15 to 23 June** 2024 offers several hydrogen-related events free exhibitions, presentations, webinars, lectures and factory and laboratory tours throughout Germany. From 15 to 23 June 2024, hydrogen-related events will take place across Germany - with HH-Energie-Bus-Tour in Hamburg.

[European Football Championship: Tens of thousands of fans celebrate in Hamburg]

Tens of thousands of football fans were in Hamburg on Wednesday for the European Football Championship. In the afternoon, Albania played Croatia in the Volksparkstadion. In the evening, tens of thousands again went to the Heiligengeistfeld to watch the German national team's game at a public viewing.

[Mobility Solutions in Hamburg – New paths in transport]

Hamburg is a great place for trying out new mobility solutions and topped the Smart City Index 2023 in terms of mobility. Hamburg is set to become a trendsetter for the future of mobility. All means of transport are on show here. The city is also experiencing ideal conditions for the expansion of its pioneering role in innovative and sustainable mobility solutions - on the road and rail, on water and in the air.

Hamburg plans record budget of 44 billion

For the first time, the Hamburg Senate's budget for 2025/2026 includes annual expenditure of over 20 billion euros. The red-green Hamburg Senate is planning record spending of almost 44 billion euros for the next two years. The opposition is critical.

Population forecast: Hamburg grows to over 2 million

What will Hamburg look like in around 20 years? A new calculation has concluded that the population will increase by ten percent. The forecast shows that due to immigration, Hamburg’s population will increase to more than two million by 2045

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Welcome and Summary

Moin Moin and Namaste!

Welcome to the June edition of our Hamburg newsletter! This month, we delve into a plethora of exciting developments that continue to make Hamburg a beacon of innovation and sustainability.

As **Hydrogen Week** kicks off, Hamburg is once again at the forefront of sustainable energy solutions. This week-long event highlights the city's commitment to a greener future through various activities and exhibitions.

Hamburg's dedication to sustainability is further evidenced by its recent forward-thinking initiatives. Discover how the city is setting new benchmarks in **transportation,** topping the **Smart City Index 2023**, and making history with an unprecedented and **monumental budget** aimed at fostering unprecedented growth and development.

The recent **District Elections** have reshaped Hamburg's political landscape, with various parties securing key districts. Simultaneously, football fever has swept through the city with the **European Football Championship**, bringing together fans and fueling the vibrant atmosphere in Hamburg.

Looking ahead, we spotlight huge and exciting upcoming events, which promise to strengthen international ties and offer invaluable opportunities for networking and collaboration.

There's much more to explore in this edition. Stay connected with us on LinkedIn and Instagram for regular updates and insights. Dive into the full articles to uncover the details behind these headlines and more. Enjoy reading!

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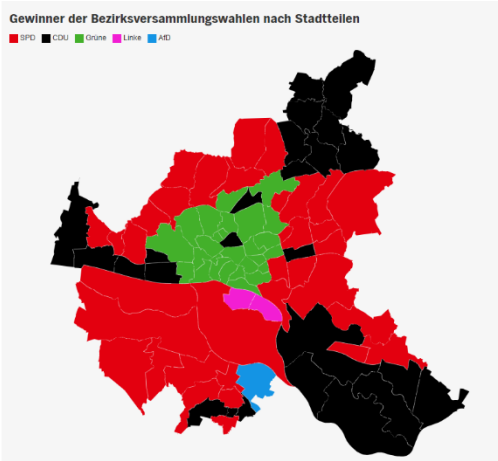
HAMBURG UPDATES



[District Elections in Hamburg]

The 2024 Hamburg borough elections were held on 9 June 2024, the same day of the European elections. The Greens became the strongest force in three districts, the SPD in two, and the CDU in two more. Interim results for the individual districts were also announced during Tuesday, and some of them were updated on Wednesday.

[E-vessels to advance zero-emission concept for sustainable shipping]

Flotte Hamburg, a subsidiary of the Hamburg Port Authority (HPA), has ordered two fully electric vessels from the Hermann Barthel GmbH shipyard at a cost of EUR 8 million. The upgrade is expected to accelerate the transition to sustainable mobility, as the vessels will be equipped with zero-emission engines.

Start-up to end microplastics

Hamburg-based start-up presents alternative to wasteful to-go cups full of microplastics. Camm Solutions, founded by Christoph Bertsch in 2019, has come up with a new type of plastic that is water-soluble and biodegradable without releasing microplastic particles.

Hamburg advances to next round of start-up competition organized by DESY and University of Hamburg

Hamburg has advanced to the next round of the nationwide "Startup Factory" lighthouse competition. The University of Hamburg, in cooperation with the Hamburg University of Technology and the Deutsches Elektronen-Synchrotron (DESY), has successfully qualified for the final selection of the "Startup Factory Lighthouse Competition" organised by the Federal Ministry of Economics and Climate (BMWK).

Emission-free taxis in Hamburg funded with 3.6 million

From next year, only emission-free taxis will be allowed in Hamburg. Almost one in five taxis in Hamburg already travel without a fossil-fuel combustion engine. The city has so far spent almost 3.6 million Euros on converting Hamburg's taxi fleet to emission-free drives.

HAMBURG SPOTLIGHT

HRM in Hamburg – Annual Trip 2024

Every year, we organize an annual trip to Hamburg, a key event where our Chief Representative of Hamburg to Mumbai, Ms. Sameeha Sule, travels to Hamburg to engage with key partners and stakeholders. This year's trip, from June 17th to July 3rd, is focused on strengthening existing relationships and exploring new opportunities for collaboration.

HAMBURG ACTIVITIES

Fachkräfte Initiative: Experience Exchange with Hapag Lloyd and Senate ChancelleryThe migration of skilled labor is a significant topic in both Germany and India. Many Indian professionals are attracted to Germany due to better work-life balance, higher salaries, and superior career opportunities. To understand this trend, the Hamburg Representation and Senate Chancellery engaged with the Indian community at Hapag-Lloyd. This initiative aimed to gain insights into the skilled labor influx and foster mutual benefits.

UPCOMING EVENTS

Engagements For Hamburg and Mumbai

[Asia-Pacific Conference - 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 24th October 2024.
The APK is the flagship event for business leaders, executives, and political representatives to discuss and promote economic relations between Germany and Asia-Pacific.
Potential destinations for the delegation trip include, in addition to New Delhi, the port city of Chennai as well as Bengaluru (Bangalore) and Hyderabad. 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.

3-6 sept 2024
leading international
maritime trade fair
smm-hamburg.com

SMM

[SMM 2024: Technologies for the future of shipping]

From 3rd to 6th September, the Who's Who of the maritime industry meets at SMM 2024. Apart from current geopolitical challenges, the agenda of the global flagship fair in Hamburg will focus on the decarbonisation of ships, Artificial Intelligence (AI), and the recruitment of young talent. With these topics, SMM spells out key priorities for the future of the shipping sector.

[Windenergy Hamburg 2024: Your platform for onshore and offshore success]

WindEnergy Hamburg 2024 is returning with a focus on innovation, collaboration, and progress in the global wind energy sector. As the leading trade fair for both onshore and offshore wind industries, WindEnergy Hamburg takes place biennially in Hamburg. This year, from September 24th to 27th, the event will provide a prominent platform for industry leaders to showcase the latest innovations. Booking applications are now open for WindEnergy Hamburg 2024. For more details and to participate in this important event, please contact Ms. Tanu Ailawadi here. To attend as a delegate, please reach out to Ms. Sameeha Sule here.

[Hamburg Founder's Day - Inform, educate, network]

Hamburg's Founders' Day, organised by the Hamburg Chamber of Commerce, is the place for start-ups to experience everything that Hamburg's start-up scene has to offer: advice, lectures, workshops from experts, and lots of inspiration for their own business. This year, the event is set to take place on September 13th, 2024 from 10 am to 6pm in the Hamburg Chamber of Commerce.

HAMBURG INSIGHTS

Hamburg's Wälderhaus: A Gem of Sustainable Architecture

Located in Wilhelmsburg, Hamburg, the Wälderhaus embodies Germany's dedication to sustainable living. Constructed in 2012 by Studio Andreas Heller, this distinctive building is predominantly made of solid wood, exceeding Germany's strict energy-saving standards with innovative photovoltaic and geothermal systems.

Beyond its eco-friendly design, the Wälderhaus serves as an educational center and community hub. It features a permanent exhibition exploring the harmony between forests and urban environments, alongside a science center and event hall for discussions on green energy and ecological initiatives.

The Wälderhaus also includes a 3-star superior hotel on Elbe Island, offering 82 rooms named after local tree species. Each room combines natural materials and modern amenities, ensuring a comfortable and sustainable stay.

Surrounded by other sustainable projects in Wilhelmsburg, the Wälderhaus is a testament to Hamburg's commitment to environmental sustainability. Despite its focus on eco-friendliness, the Wälderhaus remains easily accessible via public transport, inviting both locals and visitors to explore its innovative design and ecological principles.

FROM THE INTERNS DESK:

Hamburg – Germany's Most Liveable City

Hey there! My name is Siya Shinde, and I am an intern here at Hamburg Representation Mumbai. In this section - 'From the Intern's Desk', I'll be sharing insights, reflections, and discoveries about the industry during my time here at Hamburg Representation Mumbai. Today, I'm excited to explore a topic close to my heart: the livability of Hamburg. Let's drive right in!

After two enriching months at HRM, I've discovered a lot about Hamburg, including its reputation as one of the most liveable cities worldwide.
Hamburg, Germany's second-largest city after Berlin is renowned for its unique blend of urban sophistication, natural beauty, and vibrant cultural scene.
Let's look at why Hamburg stands out as one of the most liveable cities in the world and an excellent choice for relocation.

Global Recognition for Liveability

Hamburg consistently ranks high in global liveability indexes, earning a spot in the top ten of the world's most liveable cities. According to the Economist Intelligence Unit's Global Liveability Report, Hamburg scored a perfect 100 for healthcare and infrastructure, 94 for culture and environment, 92 for education, and 90 for stability. It's therefore not a surprise that Hamburg's excellent quality of life has made it an attractive destination for expats and locals alike.

Economic Opportunities and Technological Innovation

Hamburg is not just a beautiful city; it's also a hub for economic and technological innovation. Known as Germany's "Gateway to the World" due to its strategic port, Hamburg plays a crucial role in global trade and commerce. The city's burgeoning tech scene is particularly noteworthy, with major players like Google, Meta, Freenet, and Xing establishing a significant presence here.
Moreover, Hamburg's three accelerator schemes, focused on media, e-commerce, and logistics, are pivotal in fostering start-up growth.

Cost of Living and Salaries

While Hamburg is slightly more expensive than Munich, the cost of living is still lower than in cities like London. Renting an apartment in the city centre averages around €8.785 per square meter, while in the

suburbs it's about €5.635 per square meter. In terms of salaries, a good net income in Hamburg is between €3,000 and €3,500 per month, which is sufficient to cover living expenses and leisure activities.

Education and Public Transport

Hamburg's education system is highly regarded, offering a mix of local and international schools to cater to diverse educational needs. The city's well-developed public transport system includes the U-Bahn, S-Bahn, extensive bus services, and ferries, ensuring easy and efficient travel across the city.

Cultural and Recreational Activities

Hamburg is rich in cultural and recreational activities. From the Elbphilharmonie concert hall to the vast Planten un Blomen park, the city offers numerous attractions. Historical sites like the Spicherstadt warehouse district and the Kunsthalle Hamburg Art Museum provide endless opportunities for exploration.

Sustainability and Future Growth

Hamburg's commitment to sustainability is evident in its urban development projects and focus on renewable energy. The HafenCity project, for example, is transforming a historic port area into a modern, eco-friendly urban space. The city's push towards becoming a green hydrogen hub further underscores its dedication to a sustainable future.

Hamburg's combination of economic vitality, cultural richness, excellent healthcare, and commitment to sustainability makes it one of the most liveable cities in the world. Whether you're considering relocating for work, study, or lifestyle, Hamburg offers an unparalleled living experience, making it a prime destination for individuals and businesses.

THANK YOU FOR READING AND STAY TUNED FOR MORE!

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