HRM Newsletter – September 2024

HAMBURG HIGHLIGHTS

The latest updates from the Hanseatic City of Hamburg

Formation of a new Food Cluster in Hamburg and its goals

The cluster is intended to promote innovation, create jobs, and boost the food industry in Hamburg and the surrounding region. It is funded by the city of Hamburg, among other entities. The managing director of the cluster has been appointed.

Hamburg Schools to be run on Solar Energy

Hamburg is increasing its installation of solar panels on school buildings as part of its goal to equip all 460 school sites with photovoltaic systems. The generated electricity will primarily be used by the schools, contributing to both climate protection and education on renewable energy. This initiative is part of Hamburg's broader effort to achieve near climate-neutral electricity by 2045.

Volkspark to become Greener, Urban and a Mixed Used Space

Hamburg's Volkspark area is set for a transformation, with plans to make it a greener, urban, and mixed-use space, integrating environmental sustainability into urban planning.

ELB.lit
Internationales Literaturfest

A new literature festival 'Elb.Lit' for Hamburg

20 events are planned - and they will feature top-class participants. Among them: Hape Kerkeling, Maren Kroymann and Frank Schätzing.

Gender Pay Gap is decreasing in Hamburg

The gender pay gap remains persistent in Hamburg. However, the difference has narrowed between 2006 and 2023, according to the Statistics Office North. The unadjusted gender pay gap has been 18 percent over the past two years.

German Employees wish to work less – A Study suggests

A survey which was conducted by Appinio on behalf of Xing showed that more employees wish to work less and that work-life balance is a top priority for many.

+91-22-66652134
info@hamburgmumbai.com
hamburgmumbai.com
Maker Tower 'E', 1st Floor,
Cuffe Parade, Mumbai - 400 005, India

MOIN MOIN AND NAMASTE!

Welcome to the September edition of Hamburg news! This month, the vibrant city of Hamburg showcases its remarkable blend of economic vitality, housing, infrastructure, sustainability and education. We at the Hamburg Representation Mumbai are excited to bring you the latest updates.

On the employment front, a recent survey indicates a growing desire for more free time among German workers. The gender pay gap continues to decrease, reflecting the city's commitment to wage equality. Meanwhile, the Hamburger Morgenpost celebrates 75 years of journalism, marking a milestone in Hamburg's media landscape. On the sustainability front, Hamburg examines new locations for wind turbines to expand its renewable energy efforts. The transformation of Volkspark into a greener, urban, mixed-use space also reflects the city's continued push towards environmental sustainability. Hamburg's excellence in education remains strong as the city ranked third in the 2024 Education Monitor and the schools are set to be run on solar energy, pushing the sustainable agenda, yet again. The success of the Food Industry in Hamburg has contributed to the formation of a new Food Cluster. In the maritime sector, we had the honour of facilitating a delegation from India at the 31st SMM Hamburg, a significant event that underscores the growing Indo-German maritime collaboration.

Stay connected with us on LinkedIn and Instagram for more insights and news about this dynamic city and our ongoing collaborations.

Dive into the full articles to uncover the details behind these headlines and more. Enjoy reading!

+91-22-66652134
info@hamburgmumbai.com
hamburgmumbai.com
Maker Tower 'E', 1st Floor,
Cuffe Parade, Mumbai - 400 005, India

HAMBURG UPDATES

Hamburg examines 19 new locations for the Wind Turbine Energy

The city is considering 19 additional locations for wind turbines to enhance its renewable energy capacity, furthering its commitment to climate goals and clean energy. They are located on the outskirts of the city, most of them in the districts of Bergedorf and Harburg.

Billions of Euros to be invested in German Start-Ups

A new initiative to invest in German start-ups the details of the WIN initiative and the positive impact it could have on the German economy. The article also outlines some of the specific measures that will be implemented as part of the initiative.

Hamburg comes 3rd in Education Monitor 2024

Hamburg ranked third in Germany's 2024 education monitor, reflecting its strong performance in educational quality, infrastructure, and innovative learning environments.

Green fuels production plant being built in the Port of Hamburg.

New green fuels production plant being built in the Port of Hamburg. The plant is expected to produce 40,000 litres of low-CO2 fuel per hour and save around 800,000 tonnes of carbon dioxide in the transport sector.

HRM SPOTLIGHT

Hamburg Sustainability Conference

The 2024 Hamburg Sustainability Conference is a global meeting for people interested in sustainability that will take place on October 7-8, 2024 in Hamburg, Germany. The conference aims to find solutions to pressing global challenges like climate change, poverty, and inequality. It will bring together leaders from business, government, and civil society to discuss these challenges and develop solutions.

IAPH World Ports Conference

The IAPH World Ports Conference is a global event that brings together port professionals and stakeholders from around the world. The conference provides a platform for learning, information sharing, networking, and collaboration. The 2024 conference will be held in Hamburg, Germany, from October 8-10, and will focus on managing risk, building resilience, and unlocking opportunities at ports. The keynote speaker for the conference is Søren Toft, CEO of MSC.

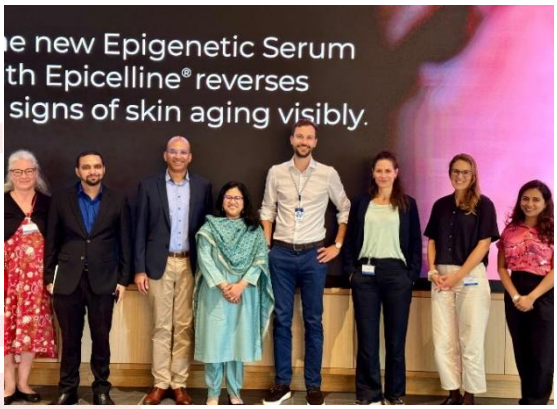
INDIA WEEK 2025

India Week, a celebrated event that highlights the vibrant cultural, economic, and political ties between India and Hamburg, is set to return in 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.

HRM ACTIVITIES

SMM Hamburg on the 3rd – 6th September

HRM hosted an Indian delegation for the 31st SMM Hamburg, a premier international maritime trade fair. The event addressed topics like decarbonization, digitalization, and maritime security, fostering global collaboration. Over 10 delegates attended, with key sessions such as "India's Maritime Ascent" and a guided Port of Hamburg tour. The exhibition strengthened Indo-German ties and highlighted India's maritime growth, capped by a networking event. The delegation was organized by INMEX SMM India in collaboration with Hamburg Representation Mumbai. For more in-depth information, click here.



Beiersdorf CAMPUS Visit: A Glimpse into Innovation and Collaboration

The Hamburg Representation in Mumbai, alongside Indian Consul General Ms. Soumya Gupta and other dignitaries, visited Beiersdorf's new CAMPUS, hosted by Global VP Parmeshwaran Iyer. Key highlights included a tour of the facility, discussions on sustainability and innovation with CSCO Michael Frey, and a factory visit showcasing Labello and NIVEA production. The visit emphasized skilled labor migration's role in fostering Indo-German business relations, underscoring the Hamburg Representation's commitment to strengthening collaboration and driving economic growth between the two regions.

Additional details can be found here.

Fact-Finding Mission to Germany: Offshore Wind Energy 2024

The Hamburg Representation Mumbai facilitated the Fact-Finding Mission to Germany from 23rd to 27th September 2024, focusing on Offshore Wind Energy. Organized by the Indo-German Chamber of Commerce (IGCC) and supported by the German Federal Ministry of Economic Affairs and Climate Action (BMWK), this mission aimed to strengthen bilateral collaboration in renewable energy. With close cooperation from Eclareon GmbH, the Hamburg Representation Mumbai ensured smooth engagement between the Indian delegation and German stakeholders, fostering discussions

on innovative solutions in offshore wind energy. This initiative provided valuable opportunities for both nations to explore new avenues of cooperation in the energy sector.

Indo-German Dialogue on Green Hydrogen Production with Offshore Wind

On 24th September 2024, the Hamburg Representation Mumbai had the honour to facilitate the Indo-German Dialogue on Green Hydrogen Production with Offshore Wind, held at the Hamburg Messe and Congress. This event brought together leading experts from India and Germany, focusing on the role of offshore wind in green hydrogen production. The Hamburg Representation Mumbai coordinated the participation of key Indian delegates, including Shri Sivakumar V Vepakomma, Director (Power System) from SECI, who shared insights on India's energy transition. The dialogue, followed by a networking dinner at the Consulate of India in Hamburg, further strengthened the strategic partnership between India and Germany in the pursuit of sustainable energy solutions.

HAMBURG INSIGHT

Hamburg's Age-friendly City Action Plan: Empowering Seniors for Self-Determined Lives

18% of Hamburg's population consists of people in the age brackets of 65 and older. By the year 2035, almost 21% of Hamburg's population will have turned 65 years old. Which is why, the Hamburg Senate has adopted the "Age-friendly City" action plan, which aims to ensure that people can lead self-determined lives well into old age.

The concept focuses on supporting independence for the elderly by improving healthcare, accessibility, and social services. The goal is to address the challenges posed by an aging population, allowing older individuals to remain active and integrated in society, reducing dependency on long-term care, and promoting inclusivity in everyday life. with a total of 105 measures that are being implemented across authorities. Katharina Fegebank presented the measures together with the chairwoman of the State Senior Citizens' Advisory Council, former SPD member of the Hamburg Parliament Karin Rogalski-Beeck. She said that the measures would include more seating in parks and public toilets "It is our common goal that people can lead self-determined lives in Hamburg into old age," said Rogalski-Beeck.

Source : https://www.demografie-portal.de/DE/Politik/Hamburg/Hamburg.html

Hamburger Morgen Post turns 75!

The iconic Hamburger Morgenpost, a popular newspaper in the city, celebrated its 75th anniversary , highlighting its significant role in local journalism and its evolution through changing media landscapes. The reason for such a successful run of the Mopo has been its focus on news that was sensational and relatable to the common reader ("Erregungswert" - sensational value). Their content is shorter and more concise, aiming to be a quick and friendly read each morning. Mopo's style contrasted with the more traditional and lengthy editorials of the "Hamburger Echo" that could span two pages. The event that highlights Mopo's enduring commitment to its principles, described as "linksliberal" (center-left) is a 2015 incident where Mopo's stance in solidarity with the French satirical magazine "Charlie Hebdo" led to a brand attack but Mopo has stood the test of time and emerged as a newspaper that's popularly consumed.

FROM THE INTERN'S DESK

Why is Hamburg so pivotal in driving the Indo-German relations

Hey there! My name is Vaishnavi Keer, and I am an intern here at Hamburg Representation Mumbai. In this section - 'From the Intern's Desk'. Today, we'll discuss a topic that is at the very root of why we, as the official representative office of Hamburg, here in Mumbai, do what we do. Let's dive right in!

In the two weeks I've been a part of the Hamburg Representation Mumbai, still forging my way with the endless amount of information to take in. There was one thing that I wanted to understand wholly for myself and while it may seem obvious, it was imperative as it is the foundation of our organisation and the motive behind our work. The 'Why' of Hamburg Representation Mumbai.

Hamburg's pivotal role in Indo-German relations stems from its powerful economic influence, strong business ties, commitment to sustainability, and vibrant cultural exchanges, making it a cornerstone of cooperation between the two nations.

Hamburg is a critical hub for Indo-German relations, playing a central role in trade, innovation, and cultural diplomacy. The Port of Hamburg, one of Europe's largest, handles a substantial volume of goods between India and Germany, particularly in key industries like chemicals, machinery, and textiles. This thriving trade relationship bolsters economic ties and positions Hamburg as a key player in the bilateral relationship.

Hamburg's focus on sustainability—whether through wind energy, climate-friendly logistics, or green urban development—resonates deeply with India's priorities in combating climate change and advancing renewable energy. Through mutual interests in clean energy, sustainability, and innovation, Hamburg and India continue to strengthen their collaboration, paving the way for long-term partnerships that drive both economies forward.

What makes Hamburg stand out further are its economic clusters in sectors such as aviation, logistics, renewable energy, and life sciences. These clusters have nurtured advanced industries that are highly relevant to India's own economic ambitions. For instance, Hamburg's expertise in green energy and digitalization provides a solid foundation for cooperation with India's rapidly growing tech sector and its ambitious plans for renewable energy deployment. Indian companies looking to invest in cutting-edge solutions find Hamburg to be an ideal partner in innovation.

Moreover, Hamburg's diplomatic presence through initiatives like the Hamburg Ambassadors network helps foster international cooperation. These ambassadors—prominent individuals from various countries, including India—represent Hamburg globally, advancing business and cultural partnerships. This initiative extends the city's global reach and deepens its ties with India by promoting opportunities for collaboration in fields ranging from industry to culture.

The Hamburg Representation Mumbai office is key to solidifying these connections. Serving as a bridge between Hamburg and India, the office works actively to foster business relationships, facilitate delegation visits, and nurture cultural and economic exchanges. We, at the Hamburg Representation Mumbai, support these endeavours by organizing important events, like the Indian delegation to the SMM Hamburg trade fair, and by promoting Hamburg as a top destination for Indian businesses, educational partnerships, and investment.

In summary, Hamburg is not only a key economic partner for India but also a cultural and innovative ally. Its clusters in aviation, logistics, and energy, along with its strong diplomatic outreach through the Hamburg Ambassadors and the Hamburg Representation Mumbai, solidify its pivotal role in fostering Indo-German relations. We, at HRM, look forward to continuing to build on these connections and supporting Hamburg's bright future with India.

+91-22-66652134
info@hamburgmumbai.com
hamburgmumbai.com
Maker Tower 'E', 1st Floor,
Cuffe Parade, Mumbai - 400 005, India

CONNECT WITH US!

Hamburg | Representation Mumbai

Maker Tower "E", 1st Floor, Cuffe Parade, Mumbai, India