Best practice in regional development –
a successful example from Hamburg, Germany

Prof. Dr. Wolfgang Kersten,  
President of HSL Hamburg School of Logistics

Dr. Jürgen Glaser,  
Growth Initiative Süderelbe AG

13th September, St Petersburg
Foundation of the Logistics Initiative Hamburg

The Logistics Initiative Hamburg was founded in 2006 by the Senate of the Free and Hanseatic City of Hamburg.

The Initiative assists in the formation of a network within the business, academic and political communities ranging from the exchange of information to long-term cooperation.
Aims of the Logistics Initiative Hamburg I

- **Strengthening** Hamburg's role as the *leading metropolis of logistics* in Northern Europe
- Further developing *location conditions* for logistics activities
- Establishing a *logistics network* composed of the industry, politics, science and research
Aims of the Logistics Initiative Hamburg II

- **14,000 new jobs** to be created by 2015
- **6.6 bn € added value**
- **17 ha of new industrial real estate** for logistics companies to be provided annually
Fields of activities

- Competence Network
  - Profiling the region
  - Innovation and Technology
  - Employees
- Industrial Real Estate and Infrastructure
Fields of activities: Competence network

- **More than 290 members** (companies, institutions, private persons)
- **Working groups** in all fields of activities
- Organization of roughly **20 events per year** with approx. 1,500 – 2,000 participants
- **Database** with about 3,000 contacts
- **eMail newsletters** to around 2,000 addressees
Fields of activities: Industrial Real Estate and Infrastructure

- Providing new "logistics areas" in the port area, surrounding countryside and in the city area
- Organization of accompanying communication measures, i.e. workshops, logistics excursions
Fields of activities: Profiling the region

- **Marketing** to promote Hamburg as a logistics location on *international* congresses and fairs
- Carrying out **local events** in Hamburg in order to improve the image and the acceptance of logistics in Hamburg
- Organizing **logistics excursions**
Fields of activities: Innovation and Technology

- **Organizing research groups**, for example “Future Logistics – Technologies“ with topics i.e. RFID or Security
- **Offering a support program** for small to medium-sized logistics enterprises
Fields of activities: Employees

- **Research Group “Qualification“**
- **Project “Con-Trucker“: Training program for container-truck-drivers**
- **Learning software “Logistics Challenge“** (role play, simulation of logistics processes in virtual companies)
- **Initiating the internet-portal "learning logistics“** (overview of educational institutions)
Thank you very much for your attention!

Further information:
Dr. Jürgen Glaser
Logistics Initiative Hamburg
jg@hamburg-logistik.net

LogOn Baltic Project Office
Turku School of Economics
Rehtorinpellonkatu 3
FI–20500 TURKU
FINLAND

www.logonbaltic.info

DISCLAIMER
This publication has been produced with the assistance of the European Union. The contents of this publication is the sole responsibility of the presenter and can under no circumstances be regarded as reflecting the position of the European Union.

The content of this publication reflects the author’s views. The Investitionsbank Schleswig Holstein is not liable for any use that may be made of the information contained herein.