



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

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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



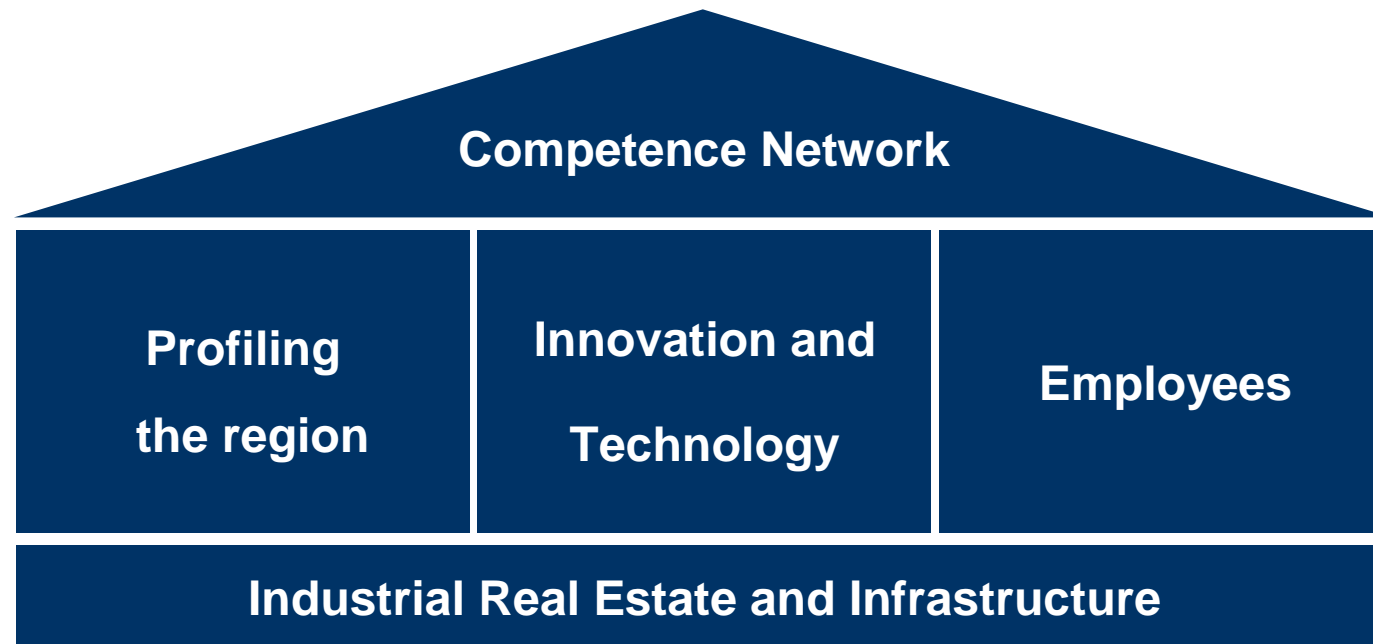


Aims of the Logistics Initiative Hamburg II



- § **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



Fields of activities: Competence network

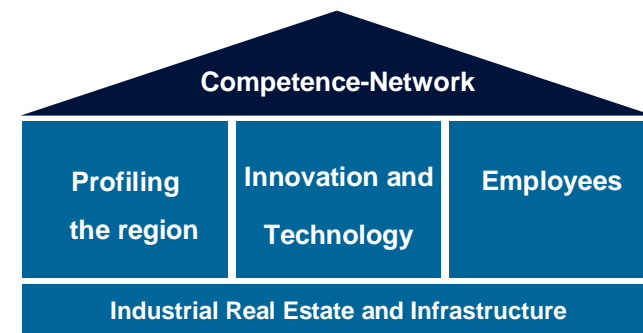
§ **More than 290 members**
(companies, institutions, private persons)

§ **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

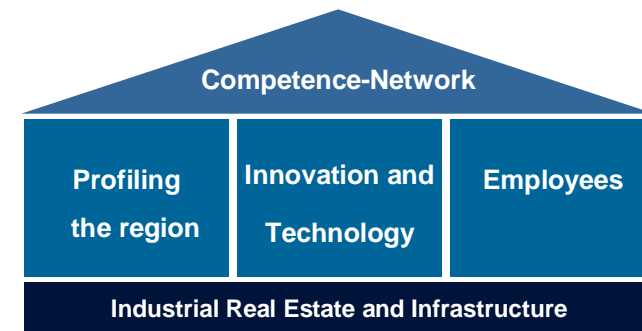
§ **eMail newsletters** to around 2,000 addressees





Fields of activities: Industrial Real Estate and Infrastructure

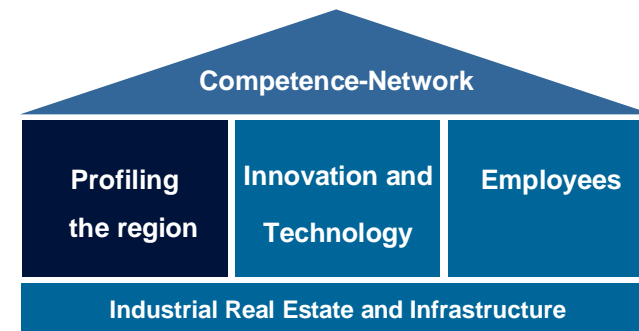
- § Providing new "**logistics areas**" in the port area, surrounding countryside and in the city area
- § Organization of **accompanying communication measures**, i.e. workshops, logistics excursions





Fields of activities: Profiling the region

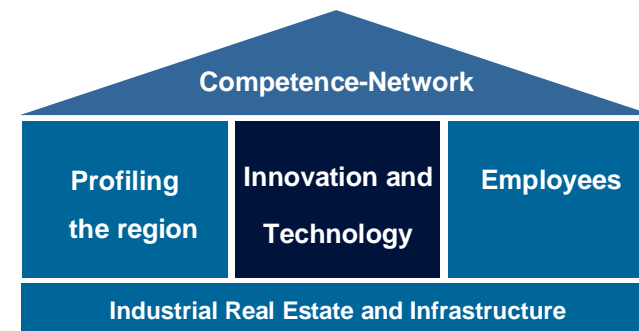
- § **Marketing** to promote Hamburg as a logistics location on **international** congresses and fairs
- § Carrying out **local events** in Hamburg in order to improve the image and the acceptance of logistics in Hamburg
- § Organizing **logistics excursions**





Fields of activities: Innovation and Technology

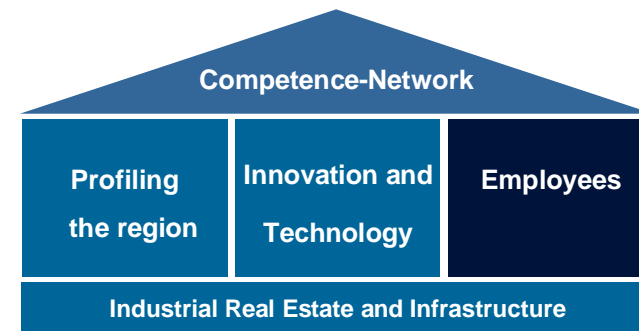
- § **Organizing research groups, for example “Future Logistics – Technologies“** with topics i.e. RFID or Security
- § **Offering a support program** for small to medium-sized logistics enterprises





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!

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