



Roll-up display

Philips' unit Polymer Vision developed a display ideal for mobile applications: If not used, the screen rolls up. (p. 2)

Fit for fans

Hamburg has initiated several construction projects for fans in preparation of the FIFA World Cup 2006. (p. 2)

Conquering Europe

From coffee to consumer articles, from Hamburg to the top: Tchibo Holding is 2004's best climber. (p. 3)

At the top

Prestigious awards, prices, and best practises: Hamburg boasts the right climate for success in many fields. (p.4)

NEWSFLASH

Best city: Hamburg is Germany's best business location, according to the latest survey presented by Bertelsmann Foundation. Based on a formula devised by a group of statisticians led by the Würzburg economist Norbert Berthold, the ranking generates a "Success Index". It is created from points gained in employment, income (GDP), and security as components. While the Northern German city state of Hamburg holds the top position in the third year, the East German states of Brandenburg and Saxony-Anhalt are last on the list. A recent survey by Cologne University confirms Hamburg as Germany's boom town by per capita figures: While Berlin's population is to shrink significantly until 2040, Hamburg will attract new inhabitants. The Hamburg Metropolitan Area is expected to grow by 3.9 per cent until 2015. www.wachsende-stadt.de

Future-connected

Speech Design Carrier Systems develops innovative messaging solutions

SMS, VoiceMail, Video Mail, or Call Completion: When it comes to next generation messaging systems, global players from the Internet and telecommunications industry such as O₂, Orange, E-Plus, and T-Mobile rely on software developed by the medium-sized company Speech Design Carrier Systems GmbH from Wedel in the Hamburg Metropolitan Area. Deutsche Telekom, Europe's largest communications company, selected Speech Design's "THOR™" application as strategic platform for its fixed-network messaging services. Its on-line answering machine T-Net Box is used by more than six million Germans. Speech Design Carrier Systems was founded in 1976 by father Claus of today's managing directors Jan und Robert Martens (photo) under the name of Digitronic Computersysteme. Initially assembling predecessors, then the first models of personal com-

puters, the flourishing company was granted Germany's first licence for computer-based fax services in 1989.

which went active in early 1999, was then well ahead of its time and brought other Internet providers to Wedel:



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When the Internet started to conquer the world, increasingly replacing facsimiles by e-mails, Digitronic joined Speech Design to provide voice- and faxmail functionality to all AOL customer e-mail accounts. The system,

GMX and 1 & 1. Speech Design Carrier Systems GmbH is a 100 per cent subsidiary of Speech Design GmbH, which is owned by the 70 year old US company Bogen Communications, Inc. www.speech-design.de

39 Hamburg companies among Germany's Top 500

"WELT" ranking: Edeka at top position - Tchibo 2004's best climber

39 Hamburg companies are among Germany's Top 500, according to the latest ranking by the German daily "Die Welt". Their net sales climbed by 21 per cent to 179 billion Euro in 2004. Employment figures totalled 483,790 staff members. As in the 2003 ranking, Edeka holds the top position repor-

ting sales of 31.5 billion Euro, accounting for rang 15 nationally. As number two follows German BP, even though the company transferred headquarters to Bochum in 2003. Shell Germany, third potent player in Hamburg, climbed up from rang 52 to 36 in national comparison. Otto Group,

nationally number 36 in sales, occupies rang four in Hamburg. 2004's best climber was Tchibo Holding with sales of 8.3 billion Euro. The consolidation of Beiersdorf turned the company into Hamburg's fifth-largest enterprise and catapulted the company from rang 157 to 67 in Germany.

Further leading Hamburg companies found among Germany's Top 500 are, inter alia, Exxon Mobil, Alfred C. Toepfer International, Beiersdorf AG, Philips GmbH, Helm AG, Lufthansa Technik AG, Airbus Deutschland GmbH, Unilever, as well as Hamburg Süd and Hapag-Lloyd. www.welt.de

■ Summer school

50 law students from the University of New South Wales and the University of Technology in Sydney participate in a programme organized by the faculty of Economic and Social Sciences at Hamburg University as part of the "Australian Winter School." Hamburg's summer classes for Australian law students were initiated in the year 2000 and organised by the Hamburg University of Economy and Politics (HWP), which was integrated into the faculty of Economic and Social Sciences at Hamburg University in April 2005.

www.uni-hamburg.de

■ Record star

A new star which may have been the first has been found by the Hamburg astronomers Norbert Christlieb and Cora Fechner from Hamburger Sternwarte. The record low abundance star HE1327.2326 possibly boasts 13 billion years of age. The star was discovered in a sample of 1,800 metal-poor stars analysed by an international team of scientists. The star search project is part of the Hamburg/ESO Objective Prism survey.

www.hs.uni-hamburg.de

■ Fair Play

Nine Hamburg schools were chosen in the international election for the soccer project "Fair Play for Fair Life", bringing the 2006 World Cup to the classes by partnering each school with a school from another FIFA member country. In addition to projects on the partner country, the participating schools compete in soccer tournaments. In October 2005, the European final of the street soccer championship of schools will take place in Hamburg.

www.fifawm2006.hamburg.de

Albis Plastic erects new R & D centre

Albis Plastic GmbH, part of Hamburg-based Otto Krahn Group, is investing into a 3,700 sqm research & development facility at its plant in Hamburg-Rothenburgsort. Some 30 employees, the majority of them scientists, will focus their research on the modification of raw materials for various kinds of plastics and test them at Albis' six production lines. Founded in 1961, Albis Plastic is a major supplier and com-

pounder of thermoplastic raw materials. The group comprises six domestic sales offices, twelve subsidiaries, and five production plants in Germany and abroad. With sales of 507.7 million Euro in 2004 (+10.5%), Albis Plastic is one of Europe's largest players in the plastic industry. In Hamburg, 450 of Albis' total 1,014 staff work at the 22,500 sqm plant, producing solely granulate as base material for products of the automobile in-

dustry, medicine technology, and for cellular phones. Albis' parent company Otto Krahn Group reported 2004 the best results in history. Founded in 1909 as a trading house for chemicals, sales grew by 9.8 per cent to 611.8 million Euro. The result from ordinary operations rose by 22.2 per cent to 24.2 million Euro. The family enterprise employs a staff of 1,048 people world-wide.

www.albis.com

Rollable display fits into any bag

New development by Philips and E Ink, Inc.

Philips' unit PolymerVision has developed a powerful screen for people on the move: PV-QML-5 – an ultra-thin, featherweight active-matrix display with 320 x 240 pixel and a diagonal of five inches. When not used, the display can be rolled up to 1.5 centimetres in diameter and be stored in a small pen-size housing. With four gray levels, the monochrome display provides

paper-like viewing comfort with a high contrast ratio, allowing to read text or view charts even in bright daylight. The flexible display incorporates several new technologies, including "electronic ink" from Philips' American partner E Ink Corp. The digital "writing" material uses black and white particles with opposite charge caged in microcapsules. The particles move under the influence of an



electric field. Once the power is switched off, the particles stick to the display and become stable, making it ideal for mobile uses that require low-power consumption such as e-books, digital maps, newsletters, or e-mail.

www.philips.com

Hamburg gets ready for the World Cup 2006

Numerous construction projects initiated to welcome the fan masses

In order to prepare for the FIFA World Cup 2006, Hamburg has initiated several public and private construction projects.

Best connections

Swift transportation to and from the games is guaranteed by Hamburg's dense public transport network. Thus, German Rail is currently investing 15 million Euro into the modernisation, expansion, and rebuilding of its rapid rail stations S-Bahn Eidelstedt and S-Bahn Stellingen as major gateways to the FIFA stadium Hamburg.

Additionally, the 1.3 kms foot path from Stellingen to the stadium will be fitted with a new pavement and plants. At S-Bahn Othmarschen, the

turning point for HHA's city buses is expanded to reduce turnover time of the tournament's shuttle buses.

New stages for St. Pauli

The second wave of construction hits St. Pauli, home of the championship village and a red light district with the sinful mile „Reeperbahn“ at its heart. Here, 5.9 million Euro are spent on its central square, Spielbudenplatz. Main highlights of the facelift are two moveable stages. European Energy supplier Vattenfall, parent company of Hamburg's HEW, is supporting the construction with 2.6 million Euro and thus gains the title rights for the two platforms over the next ten years. The remaining funds are provided

by the special investment programme "Hamburg 2010". Also located at the square is famous Schmidt's Theatre, which re-opens this month as part of a five storey entertainment complex.

New use for industrie land

On nearby Bavaria grounds, construction will still go on during the games. Landmark buildings of the 28,000 sqm "harbour crown" will include the Empire Riverside Hotel with 300 beds, and Atlantic House, towering 19 storeys high. A microbrewery will revive the spirit of the past with public brewings. The remaining three lots will be covered by apartments, offices, and premises for skilled trades.

www.fifawm2006.hamburg.de

Coffee roaster Tchibo grows faster than the market

Consolidated revenues rose to 8.3 billion Euro

While German retail registered an overall two per cent decline in revenue, Hamburg coffee roaster and retailer of consumers' articles, Tchibo, increased its revenues by 14 percent from 3.3 billion EUR to 3.7 billion EUR. This success is based on a unique business model combining roasted-coffee expertise, catered coffee enjoyment, and a weekly selection of consumer goods and services.

Tchibo joined Beiersdorf

Tchibo GmbH is owned 100% by the Tchibo Holding AG, a management company which controls the investment portfolio of the group. Its revenues climbed to 8.3 billion EUR in 2004, for the first time including the full consolidation of Beiersdorf and the acquisition of the French mail-order firm NWMC. Net income more than doubled from 303 million EUR (2003) to 700

million EUR (2004). Staff figures rose by five percent to 28,923 employees, with more than 500 young people in training.

Expansion continues

The company's activities in more than 40 countries already account for 20 per cent of total revenues. In Austria, there are Tchibo 160 shops, in Switzerland and UK 43 shops each. In late 2004, the first shop in the Netherlands was opened, followed by the first one in Czechia earlier this year.

Diversification for success

Tchibo's roots date back to the foundation year of Germany. In 1949, Max Herz and Carl Tchilling-Hiryan founded a mail order company, sending coffee by post to its customers. Six years later, the first shop opened in Hamburg. "Fresh depots" in bakeries followed in 1963. Since 1973, a weekly selection of innovative consumer goods complements coffee sales. In October 2004, the company set up a 50:50 joint venture with O₂ to conquer Germany's cellular phone market. Today, 252,000 clients already use the flexible prepaid services offered by Tchibo Mobilfunk GmbH & Co. KG.
www.tchibo.com

SHORTCUTS

■ Karostar

Six months before the end of construction of Karostar, two-third of all spaces in the new centre for the music industry are already leased to 20 future tenants. More than 80 young music companies, creatives, and start-ups had applied for premises. In December 2005, the first tenants will move into the start-up centre next to Alte Rinder-schlachthalle, realized by STEG Hamburg mbH in a 5.4 million Euro investment.
www.karostar.de

■ A 380 catering

After two years of planning, development, and construction, FFG Fahrzeugwerkstätten Falkenried GmbH presented the first catering vehicle for the Airbus A380. The megaliner confronts catering companies with brand new challenges as deliveries to the galleys have to be effected at a height of 8.40 metres to a door above the wing.
www.ffg-hamburg.de

■ Record month

With 600.000 overnight stays (+ 5,5 %) in Hamburg hotels and on local camp grounds, this year's May was Hamburg's most successful month in tourism ever recorded. Figures of foreign guests climbed by 13.4 per cent to 121,955 nights.
www.hamburg-tourismus.de

■ New headquarters

30 years after its foundation, Norddeutsche Vermögen celebrates its 30th anniversary with new headquarters in central Hamburg, uniting all company sectors. In 2004, investments of the Hamburg equity company grew by 54.4 to 386 million Euro, with 96 per cent of funds invested in shipping.
www.norddeutsche.de

TOP TEN



Tchibo ...

... is the world's fifth largest coffee producer.

... is market leader for roasted coffee in Germany, Austria, the Czech Republic, Poland, and Hungary.

... is, at Christmas time,

Germany's largest jewellery retailer.

...is also one of Germany's Top Ten textile traders.

... is Germany's number two e-commerce provider with 13 million visits per month.

... sells a certain item within a maximum time of four weeks more often than the the respective segment in retail - 44 times a year .

... socks carrying the company's label TCM are owned by every second German household.

... bras are worn by every second German woman.

...provides each German baby with two shirts.

... cutlery sold per year would make up for a straight line from Hamburg to Casablanca if forks, knives, and spoons were put one piece after another.

Jungheinrich erects new testing facility

Logistics service provider invests at its main plant Norderstedt

Jungheinrich is currently investing five million Euro into a new development and testing facility at its biggest plant in Norderstedt north of Hamburg. Scheduled to be realized by December 2005, the 5.900 sqm R & D centre will start operations in January 2006.

Up to 60 employees, until now located in various building, will then benefit from research rooms centrally located under one roof. The new facility is

also home to Jungheinrich's engineers developing prototypes and conducting tests. The halls will be furnished with high-end test and surveillance equipment for trucks, forklift trucks and their components.

In 2004, R&D spending was thus lifted by 15 per cent to 38 million Euro (prior year: 33 million Euro).

Earlier this year, the management decided to implement far-reaching restructuring



The groundbreaking ceremony

measures, including a 40 million Euro capital expenditure. The aim is to substantially increase production output and flexibility as well as safeguard the site.

www.jungheinrich.de

Four Hamburg enterprises honoured with TOP 100 quality seal

Throughout the year, awards and prizes granted to Hamburg men and companies confirm leadership

Hamburg offers the right climate for success in business and research, as the latest awards reveal.

Quality seal TOP 100

Four Hamburg companies were awarded the quality label "TOP 100" recently granted to medium-sized enterprises in Berlin.

The Hamburg specialist for measuring technology Krüss GmbH won the gold medal for "Innovative Processes and Organisation". A. Krüss Optotronic GmbH was honoured for the development of its polarimeter P 8000. The TOP 100 seal of approval was also granted to Conergy AG as a leading supplier in the area of renewable energies, and to Poster Network AG for its XXL advertisements pictures always larger than 50 sqm.

Golden Lions

Huge success for Hamburg agencies at the International Advertising Festival in Cannes: While Nordpol won in the category "direct marketing" and was chosen as "Agency of the Year", Springer & Jacoby was honoured with four gold lions for advertisement films and the only German gold lion in media. In the category poster and print ads, further five lions went to



TOP100: Poster Network AG

Hamburg agencies. In the category new media, two cyber

lions were given, and even in the category radio ads, for the first time open to competition in Cannes, Hamburg agencies caught a lion at first go.

Visionary

The Hamburg cancer specialist and founder of the renowned cancer research institute Indivumed at the Israelitisches Krankenhaus in Hamburg, Hartmut Juhl (45), was awarded the "Deutscher Gründerpreis" in Berlin in the category "visionary" in honour of his entrepreneurial spirit.

German Students Prize

Doris Eikhof and Karen Mühlenbein from Hamburg University were granted Körber Foundation's German Students Award 2005 endowed with 5,000 Euro for their work on "Market Myth".

K I D S X L

Hamburg is home to Germany's largest children hospital. To create the new mega-clinic for kids, the University Hospital Eppendorf (UKE) acquired Altona's Children's Hospital (AKK) for the symbolic price of one Euro. AKK was already managed by an UKE management company since January 2004. Since 1990, UKE's Children's University Hospital cooperates with the 31st Hospital in St. Petersburg.
www.uke.uni-hamburg.de

Green oasis to surround BallinStadt

Hamburg Emigration Port on show at Davenport/Iowa

News-Bits

■ Cubes for coins

Truly unique is a 24/7 service offered by a machine developed by four Hamburg men: Once one Euro has been inserted, a kilo of ice cubes falls into a bucket to cool your drinks.
www.muenzeis.de

■ Golf Lounge

Even before the first ball flew over its 170 metres long green, Hamburg's first inner city driving range called Golf Lounge was awarded the "Hamburger Gründerpreis 2005" as best start-up.
www.golflounge.info

More than five million people emigrated from the Port of Hamburg to the New World. Now, construction of the halls where they spend their last weeks in the old world has started in Hamburg. Scheduled to be finished by 2007, BallinStadt will then be a living museum portraying the destiny of those emigrants. Hamburg's Ellis Island will be bordered by BallinPark, a green oasis linking the emigration pavilions and Wilhelmshuber Platz. Designed by the landscape architects lohrer.jochrein, the

park will feature three green halls, symbolizing missing locations. Letters and pictures of emigrants will turn the paths into timelines. Until December, Hamburg presents its emigration research project "Link to Your Roots" at the German American Heritage Center (GAHC) in Davenport/Iowa. Located right on the banks of the Mississippi River, Davenport was an important city for settlers populating the American Midwest in the years 1865 to 1908. Most of them were Germans, primarily from



Schleswig-Holstein, who had emigrated via the port of Hamburg and found their new home in the Quad-Cities Davenport, Rock Island, Moline and Bettendorf.
www.ballinstadt.de

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