

Exposé

## Best practice approaches from Hamburg for G20 challenges

### Free Global Trade

*The G20 continuously reviews ways of achieving strong, sustainable and balanced global economic growth. Ever since the first G20 summit in Washington, DC in 2008, trade has been included in the G20's permanent agenda, since growth and employment are dependent on free global trade. Therefore, the G20 regularly issues clear statements opposing protectionism and supporting fair terms of competition. Issues relating to the spread of digital technology are increasingly affecting economic growth. (www.g20.org)*

*The City of Hamburg has been fostering free trade and international exchange ever since the days of the Hanseatic League. Free trade has always been an integral part of Hamburg's business ethics as well as the city's eagerness to experiment, its entrepreneurial spirit and its innovative strength.*

**Keywords: digitisation, trade, digital future, logistics, free trade**

## SmartPORT Hamburg

The digitisation of world trade

Ports are both the backbone and an indicator of today's challenges in global trade. Finding the right balance between economy and ecology has become a key issue for ports all over the world. The port of Hamburg is tackling these challenges through intelligent port management solutions. Today's world of globalisation and climate change requires creativity and alternative actions to achieve sustainable economic growth with as little impact on the environment as possible.

Hamburg's intelligent port management system is based on two pillars: the first pillar, the city's smartPORT energy concept, is aimed at reducing energy consumption, emissions, and costs. The second pillar, the city's smartPORT logistics concept, primarily focuses on increasing the economic efficiency of Hamburg's port as an important link in the global supply chain.

Digitisation is rapidly generating a host of changes for operating and working. This creates not only great opportunities, but also tremendous challenges to be mastered. In the port of Hamburg, Germany's largest port, digital networks were introduced at an early stage, reflecting the city's strong focus on digitisation.

In view of the ongoing globalisation of commodity flows, companies have to be increasingly competitive and be able to respond to the continuously growing requirements of their customers

– a demand impossible to meet without a highly advanced logistics system. Thanks to its geographical location and easy accessibility by water, road, rail and air, Hamburg is a prime logistics hub in world trade and the most important logistics location in Northern Europe. The port of Hamburg is the most eastern port of the North Sea, making it the ideal port for Eastern Europe. As a global hub serving overseas countries, Central and Eastern Europe, and the entire Baltic Sea region, Hamburg benefits from its central position at the interface of global trade handled by European logistics.

The port of Hamburg is therefore of great importance for supplying the European single market with 500 million consumers. Sustainable efficiency is thus a key objective in the port, and securing its future has already become a reality, with smartPORT logistics offering intelligent solutions in traffic and goods.

### **smartPORT logistics**

The smartPORT logistics initiative primarily focuses on increasing the economic efficiency of Hamburg's port as an important link in the global supply chain. In order to create the conditions that enable the optimisation of traffic and trade flows, the Hamburg Port Authority (HPA) is currently developing an intelligent infrastructure: the latest IT megatrend technologies will be deployed to collect, analyse and process data so as to ensure transparency at all stages of the supply chain and enable early intervention.

### **smartPORT energy**

In addition, measures to reduce energy consumption, emissions and costs in Hamburg's port have been defined as part of the smartPORT energy initiative. Innovative mobility concepts, renewable energy sources and the interlinking of energy-generating plants and consumer plants to promote the efficient use of resources are at the forefront of the HPA's approach.

### **chainPORT**

The global platform chainPORT is aimed at connecting important information from leading international ports and at creating a basis that allows the joint development of new, future-oriented and innovative solutions. In addition to the port of Hamburg, the ports of Busan, Singapore, Shenzhen, Los Angeles, Felixstowe and Antwerp are the participating partners of this future-oriented network. The chainPORT initiative allows port managements and their stakeholders to share benchmarks and to jointly develop strategies for future collaborations in order to reach common goals such as efficiency, which is vital for ports around the globe. The shared use of intelligent systems and data ensures sustainable growth. Environmental topics are yet another area of exchange and cooperation. Joint standards and the exchange of knowledge, e.g. regarding the reduction of emissions, as well as other approaches towards greater sustainability can be further advanced with the partners.

Some 10,000 ship calls per year, 320 berths for seagoing ships, adding up to a total of 43

kilometres of quay walls, four modern container terminals, more than 1,200 freight trains per week, around 50 specialised transshipment facilities for project cargo and bulk cargo, as well as 7,300 logistics companies within the city limits – these are just some of the assets that make the port of Hamburg one of the most flexible and powerful universal ports in the world.

### Further information

[www.hamburg-port-authority.de](http://www.hamburg-port-authority.de)

### Facts & figures

- Innovative technologies to generate energy from renewable energy sources
- Energy efficiency: interlinking energy-generating plants and consumer plants
- Innovative mobility concepts: intelligent traffic management and the switch to alternative fuels
- Funding programmes to support businesses in their efforts to manage resources efficiently
- Cooperation: systematic use of existing resources and know-how
- Intelligent infrastructure: 270 km of fibre-optic cables used to collect, analyse and process data
- Transparency: IT-supported measures and cooperation to ensure a high level of information at all stages of the supply chain
- Early intervention through sensor technology, cloud technology, Big Data, and mobile end devices

### Picture material

[www.marketing.hamburg.de/mediaserver-result/media/913.html](http://www.marketing.hamburg.de/mediaserver-result/media/913.html)

[www.marketing.hamburg.de/mediaserver-result/media/922.html](http://www.marketing.hamburg.de/mediaserver-result/media/922.html)

[www.marketing.hamburg.de/mediaserver-result/media/1425.html](http://www.marketing.hamburg.de/mediaserver-result/media/1425.html)

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### **About Hamburg and the G20**

On 7 and 8 July, the heads of state and government of the world's leading 20 industrialised and emerging economies and their delegations are meeting in Hamburg, Germany. The exhibition grounds of Hamburg Messe in the very heart of the city will serve as the main venue for the summit. Hamburg, the "gateway to the world" with a port that is connected to 950 ports in some 180 countries worldwide, will be the first German city to play host to a G20 summit. In addition to the venues at the exhibition grounds, the Elbphilharmonie Hamburg, the city's new landmark, will also play a special role. The new concert hall officially opened its gates in January. In the context of the summit, Germany's Chancellor Angela Merkel has invited the heads of state and government as well as the representatives of the participating organisations to a concert on the night of the first day of the summit.

As part of its G20 presidency, Germany will be addressing traditional G20 issues relating to the global economy, trade, financial market regulations and fiscal policy, which have been included in the agenda ever since the financial crisis of 2008/2009. In addition, Germany aims to draw public attention to today's global challenges, such as combating pandemics, work safety, the promotion of women, ways of dealing with displacement and migration, prospects for African economies, as well as policy measures in the areas of climate protection, energy, and sustainable development. In Hamburg all of these topics have been of relevance and the city can offer many best practice examples and innovative projects connected with the G20 topics.

**Further information, text material, statements, photos and footage, exposés and comprehensive media services by the City of Hamburg relating to the G20 are available at [www.marketing.hamburg.de/g20.html](http://www.marketing.hamburg.de/g20.html)**

**For G20 accreditation, themes and topics, please visit the official G20 website at [www.g20.org](http://www.g20.org)**

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