

Maritime Cluster Northern Germany



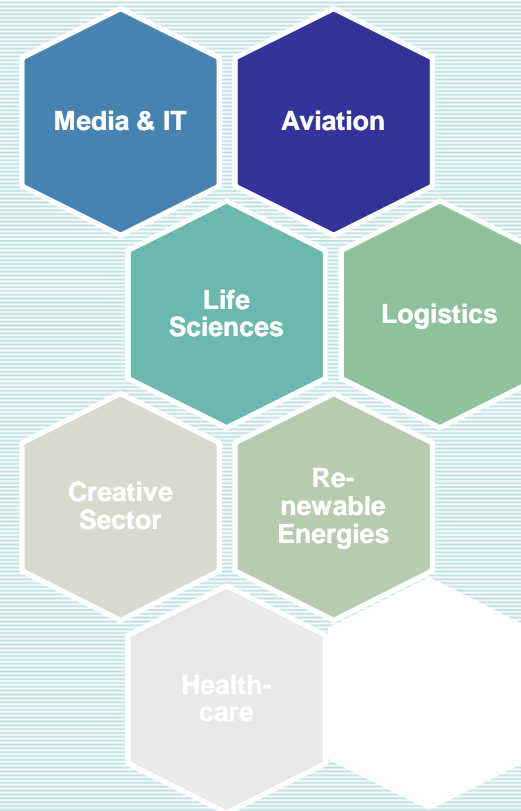
Agenda

- (1) Cluster Policy in Hamburg
- (2) Maritime Cluster Northern Germany
- (3) Maritime Sector
- (4) Summary



Cluster Policy in Hamburg

- Cluster Policy is an integral part of Hamburg's innovation and technology strategy
- Hamburg@Work (launched in 1997) was one of Germany's first cluster initiatives
- Hamburg supports now eight successful cluster initiatives



Maritime Cluster Northern Germany

- Maritime industry network within the federal states of Hamburg, Lower Saxony and Schleswig-Holstein
- Launched in 2011
- Goal: empowering inter-state growth of a key industry
- Role as a moderator at the interfaces between the various maritime stakeholders including industry, academia and government
- More than 140 members



Maritime Cluster Northern Germany

Objectives:

- Strengthening the position of Northern Germany as a maritime location – nationally and internationally
- Strengthening the competitive position of maritime companies
- Promoting technology transfer between science and companies
- Generating innovative projects
- Cooperating with other Clusters
- Enhancing the visibility of the local maritime competence

Maritime Cluster Northern Germany

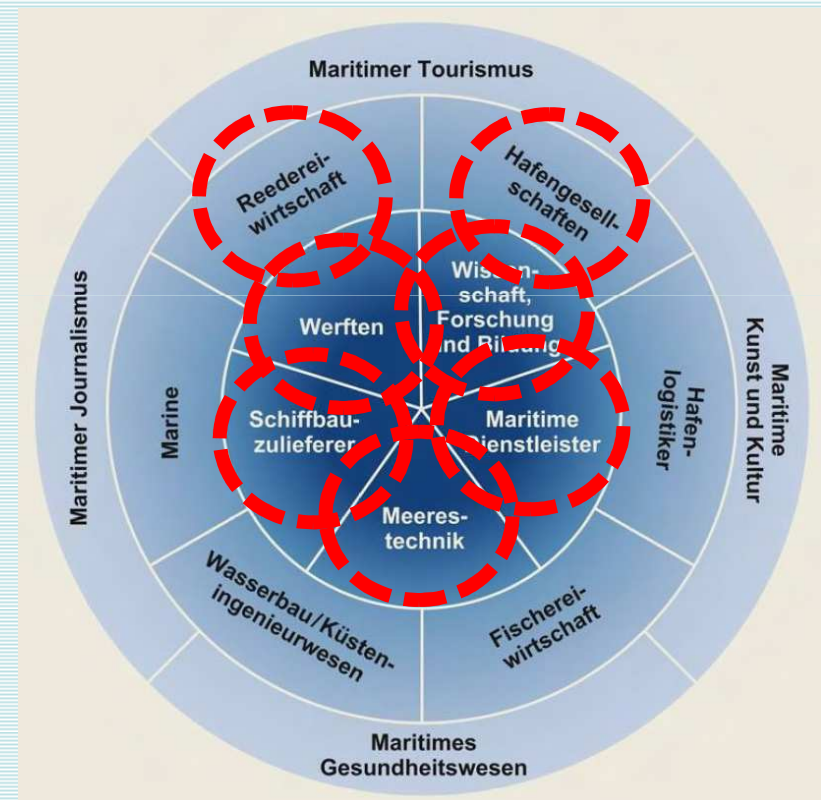
Activities:

- Visiting our companies
- Identifying of innovative themes
- Planning and conducting themed workshops and working groups
- Supporting cooperation and implementing innovative ideas
- Providing information, communication and networking
- Providing market support for companies
- Participating on national and international trade fairs
- Public relations

Maritime Sector

Main areas of focus:

- Shipbuilding
- Suppliers
- Ocean engineering (including offshore technology)
- Maritime services
- Maritime science & research
- Shipping
- Port industry



Source: Nord/LB (2009): Maritime Industrie in der Metropolregion Hamburg, Hannover

Shipbuilding

- In April 2011 the successful era of container shipbuilding in Germany ended
- Focus on individual high class special purpose vessels
- Actual order book is dominated by passenger vessels, ferries and yachts

- Examples:



Suppliers

- Ship suppliers in Germany developed very well, although the local shipbuilding declined
- Hamburg and Schleswig-Holstein play an important role in the supplier sector
- Safety and energy efficiency are the dominant challenges for the future

- Examples:



Ocean Engineering

- In 2011 ocean engineering became an important national task, when the federal government published the NMMT (National Masterplan Maritime Technologies)
- Driven through the growing demand for energy and raw materials
- Main areas: Offshore Oil & Gas, Offshore Wind, Underwater Technology, Coastal Engineering, Ice and Polar Technology, Deep Sea Mining and many more

- Examples:



Maritime Services

- Not as visible as the other sectors, but mandatory for the effective operation of the maritime industry
- Sector is highly heterogeneous
- Growing internationalisation and becoming more knowledge-based

- Examples:



Maritime Science and Research

- Plays an important role in respect of the competitiveness and the recruiting
- Hamburg has gained an international reputation as a centre for maritime science, research and applied research
- Knowledge transfer through many projects between science and industry

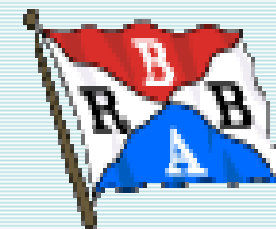
- Examples:



Shipping

- Germany has the third largest merchant fleet in the world
- Largest container fleet in the world
- Hamburg's shipowners have a long tradition
- Market ist in economically challenging times
- Cooperation and joint ventures between smaller shipping companies

- Examples:



Port Industry

- Hamburg is the second largest port in Europe
- After the worldwide crisis in 2008 the port of Hamburg is again on a growth course
- Most important rail port in Europe
- Technologically challenges: LNG and Onshore-Power-Supply

- Examples:



Summary

- Maritime Speaking: Northern Germany has a unique position
- In spite of globalisation an efficient local maritime network is essential
- Good example: Offshore Wind



**Thank you for
your attention!**

