

## HWG Newsletter 09/2015

### The Siemens project: “We always stayed on the ball”

#### Interview with Dr Hans-Joachim Stietzel, Managing Director of the Economic Development Agency of Cuxhaven



**Dr Stietzel, the Siemens contract was a huge win for the location and economy of Cuxhaven. How do you sum up the last years as well as the positive result?**

The search for Siemens' new location already began in 2008. Back then, more than 50 port locations in Europe were in the running and the selection process extended over several years.

Siemens chose Hull for their rotor blade production in March 2014, but they continued searching for a location to produce turbines. We, the Economic Development Agency of Cuxhaven (AfW) as well as other involved parties, continued to advertise our location over the years. We received several Siemens Windpower delegations and continuously issued unsolicited invitations. We always stayed on the ball and in the end, our insistence as well as the hard facts of the location Cuxhaven payed off.

The decisive argument for Cuxhaven was that the port's offshore base is already completed and that we are the only German port on the North Sea coast that has two finished offshore terminals. Another crucial point was the continued backing by the state of Lower Saxony. The previous as well as the current federal state government have substantially supported the extension of the offshore base. This has led us to maintain the leading position in this area. Of course, the whole project was developed through teamwork. The AfW coordinated the tender and maintained the exchange of information between the different parties. We also experienced excellent cooperation with the Lower Saxon Ministry for Economic Affairs, Employment and Transport as well as NPorts. This is how we became the finalists and won the settlement contract in the end. The negotiations that stretched over several months were very intense and we were in direct contact with Siemens nearly every day. It was an

emotional rollercoaster for the whole team, which is why the joy was even greater when it was finally announced that the production site would be built in Cuxhaven.

### **How did you experience the moment when you got the news?**

Our Lord Mayor Dr Getsch received the call and immediately called me. After so many years, it takes a certain amount of time to realise and absorb the whole dimension and relevance of this decision. But then the reception was immensely positive. We haven't yet managed to organise some sort of party, since things needed to move quickly and we, as well as Siemens, are under some pressure to finish preparing everything by 2017. But we are planning an occasion, where all those involved can celebrate and review the project accordingly.

### **In the next phase, the task forces will continue to accompany the construction of the new site. What tasks will you be handling in this respect and which challenges will you encounter?**

There are two task forces coordinated by the AfW. The first task force handles the construction of the production site. The building will encompass 45,000 m<sup>2</sup> and there is a strict timeframe. For now, construction continues with a partial building permission in order to start with the civil engineering – meaning the fortification of the raised site – as well as the building construction – meaning the production halls themselves. This, of course, includes many other aspects, many of which concern specialised departments of the city of Cuxhaven. Our task is to be a fixed contact for Siemens and to solve arising problems as fast as possible and in direct contact with the client. In this respect, we have already gained a lot of experience through previous settlements such as AMBAU and CSC that is paying off now.

The second task force contains the Employment Agency, the Jobcenter as well as the vocational schools of Cuxhaven and concerns the personnel recruitment. We have already been working with the Siemens Human Resources department for several months in this regard. Siemens has also used the Windcareer job fair at HUSUM Wind to advertise for jobs in Cuxhaven. Together with Siemens, we have conceptualised the next steps and are meeting in regular intervals. This is a national job hunt, since the new site will need around 1,000 employees. Siemens is looking for engineers, mechanics, electricians, logistics experts as well as specialised staff for the quality management. A detailed description can be found on a specially designed Siemens website for Cuxhaven: [www.siemens.de/cuxhaven-jobs](http://www.siemens.de/cuxhaven-jobs).

The work atmosphere with the Siemens Windpower and Siemens Real Estate representatives is very positive and trusting. A construction project like this is definitely very complex, since this is to be the world's biggest and most modern production site for 7 megawatt offshore wind turbines. In addition, the logistic aspects need to be established with the help of NPorts and a supplier structure needs to be built up in cooperation with

Siemens, for which the necessary sites and areas need to be provided. At berth no. 9, a ro-ro ramp is being built for Offshore Terminal II, from where the turbines will be shipped. The whole terminal, whose construction had initially started for the client Strabag, will now be completed by NPorts according to the new client's needs.

**How did you mainly use the HUSUM Wind, where the AfW was represented at a Cuxhaven joint booth?**

For the AfW, trade fairs like the HUSUM Wind are mainly used to establish business contacts, to network and to issue business tenders – since we are not only a location for the production of wind energy plants, but also for offshore logistics. It is important to always stay up to date with the market. In order to distinguish ourselves as an offshore logistics location, we shared this year's booth with the businesses Otto Wulf, Cuxport and the Sea-Airport. In light of the settlement, we of course also focused on the suppliers, for whom we provided information about the location. The final choice will then of course be made by Siemens.

At the fair, we have experienced a very positive atmosphere. It was important to us to receive information about the industry and to see what relevant news the market offers, where niches for our location could develop. For example, the service and maintenance industry is also interesting to us, since the crew transfer vessels stationed on the island of Helgoland are regularly supplied by us. This is an important area of expertise on which we would like to expand. The service portfolio of the Offshore Safety Training Center has also developed well and is another piece of the service mosaic that the Offshore Base Cuxhaven provides.

So, as you can see, the offshore topic is gaining more and more significance in Cuxhaven. At the beginning of December, we are organising an industry meeting in Cuxhaven, where the project leader from Siemens will talk about the future plans for Cuxhaven first hand. The port industry and press will be invited to this event.

## Danish delegation visits Cuxhaven

### Cuxhaven Port Association receives Danish Shipowners' Association



The offshore business in Cuxhaven is booming – and Danish shipowners know it, too. In order to take a look at the local port facilities as a possible base for their offshore jack-up and supply vessels, the Danish Shipowners' Association visited Cuxhaven at the beginning of September. They were received by the chairman and members of the Cuxhaven Port Association (HWG).

After a welcoming speech by HWG board member Dr Hans-Joachim Stietzel and an introduction to the offers and services of the Offshore Base Cuxhaven by HWG chairman Hans-Peter Zint, the guests heard presentations by several local companies regarding the offshore business.

“Cuxhaven as a platform and port of call is of interest to Danish shipowners because several different industries come together at this location – from the production and logistics of offshore components and the supply and maintenance of offshore wind farms to the training of offshore personnel,” explains Zint. “This way, the service portfolio can be tailored to the shipowners' needs and requirements.”

Jacob K. Clasen, Director Policy & Analysis of the Danish association, was impressed by the excellent cooperation of the different industries and businesses in Cuxhaven. The continuous growth through orders and settlements also caused great interest. During his speech, Clasen mentioned that the key to the development of the offshore wind industry in the North Sea is the reduction of bureaucracy in Germany and Denmark and the development of joined rules, requirements and procedures.

Danish press representatives also took part in the delegation and were able to experience the different port facilities and infrastructure first hand during a tour of the port as a conclusion of the official programme.

## 25<sup>th</sup> Lower Saxon Port Day took place in Oldenburg

### The expansion of infrastructure and hinterland connections were the focus



On 4 September 2015, port businesses, political and ministry representatives as well as members of associations and administration came together in Oldenburg to celebrate the 25<sup>th</sup> anniversary of the Lower Saxon Port Day. At the site of Agravis Kraftfutterwerk Oldenburg GmbH, directly in the port, transport minister

Olaf Lies and Gerd Deimel, chairman of the German Council of maritime shippers, once again called on the German government to expand the national transport infrastructures.

In her welcoming speech, Inke Onnen-Lübben, General Manager of the port marketing company Seaports of Niedersachsen, emphasised the need for a demand-oriented expansion and maintenance of port infrastructures, hinterland connections and sea-access. “The port and logistics location Germany needs to ensure the accessibility of its waterways for modern transport volumes,” said Onnen-Lübben, referring also to the urgently needed fairway adjustments of the rivers Ems and Weser. The seemingly decreasing public acceptance for the transport infrastructure expansion needed to be counteracted, she said. Seaports of Niedersachsen would take on this task in cooperation with the port businesses.

Lies highlighted the significance of the Lower Saxon seaports for the national job market: Nearly 100,000 jobs in all of Germany are secured by the seaports, in addition to those directly connected to the ports. “Our ports do not just function for themselves, but are a vital lifeline for the German economy. The transport ministry is set on continuing to contribute to the maintenance and expansion of the port infrastructure. This means investments that will pay off in the future,” Lies explained in his kick-off presentation.

The Port of Cuxhaven was mentioned multiple times due to the positive news of the past months. Lies focused the new Cuxhaven-Brunsbüttel ferry connection and the Siemens settlement: through these acquisitions, new connections between the federal states of Schleswig-Holstein and Lower Saxony were forged – as well as internationally.

The presentation of Gerd Deimel, chairman of the German Council of maritime shippers (DSVK) and speaker of the VCI initiative for transport infrastructure, concentrated on the importance of effective hinterland connections for the German industries. “In order to maintain our export strength in the future,” he said, “the German businesses rely on an efficient, conceptionally well-networked system of sea and inland ports as well as waterways.” He especially mentioned a preference for a fitting inland waterway connection of the deep-water container terminals at JadeWeserPort.

To round off the port day, a podium of speakers discussed the “future of the Lower Saxon seaports – the role of infrastructure”. Transport minister Olaf Lies, DSVK chairman Gerd Deimel, Dr Andreas Schmidt as speaker of the Lower Saxon seaports committee and haulier Jacob Weets, owner of the Emden-based Weets group, took part. Dr Schmidt concluded that the Lower Saxon seaports are already successfully integrated into the logistics chains of numerous industries and that a demand-oriented expansion of the port infrastructures would follow suit.

## Cuxhaven presents its offshore base at HUSUM Wind 2015

### Joined booth of HWG members draws the visitors' interest



The international leading trade fair for the German wind industry saw a strong flow of visitors after its two-year break. The joined booth of Cuxhaven included the Economic Development Agency of Cuxhaven (AfW), Cuxport GmbH, Otto Wulf GmbH, the Cuxhaven Port Development Organisation (CuxHafEn) as well as the Sea-Airport Cuxhaven/Nordholz.

After the Siemens settlement in Cuxhaven had been announced in August, the port location has been on everyone's lips in its function as an offshore base. This specialisation that had been built up and developed over years was what AfW, CuxHafEn and the Cuxhaven-based companies wanted to present to the broad spectrum of visitors, from industry experts and potential clients to business partners. For this purpose, the booth included information

boards, useful maps and a lounge area, where contacts were established and business meetings could be held.

Cuxhaven's Lord Mayor Dr Getsch also travelled to Husum and visited the joined booth during a tour of the trade fair, where he used the opportunity to get up to date with the latest developments of the wind energy industry. In total, the trade fair counted 20,000 visitors and 651 exhibitors from 25 countries.

Dr Hans-Joachim Stietzel, Managing Director of the AfW, was pleased with the resonance of the event: "This year's Siemens settlement in Cuxhaven was an important topic during many conversations. The focus were the demand for job opportunities as well as perspectives for future cooperations of suppliers with Siemens in Cuxhaven."

Next year, the WindEnergy trade fair will take place from 27 to 30 September 2016 in Hamburg, where the global market and the complete value-added chain will be the central focus. Cuxhaven will also be present there with a joined booth.

## **NPorts introduces "Trainee Day"**

### **The port authority welcomes 18 new apprentices**



At the beginning of September, Niedersachsen Ports organised the first "Trainee Day" in Oldenburg. Holger Banik, NPorts Spokesman of the Management Board, welcomed the young professionals: "Working together is easier once you've gotten to know each other." The event aims to raise awareness for the importance of apprenticeships and training within companies, especially

regarding the current lack of specialised professionals.

The concept with the motto "getting to know each other" includes an official welcome of all new apprentices from the different port locations by the Management Board at the central headquarters in Oldenburg. The Management Board, the leadership team and the works council then present the structure and goals of the port authority. In addition, the apprentices are introduced to the tasks that they will encounter in the different fields:

strategy, technics and port planning, property management, nautics, staff and organisation as well as employee union representation.

The apprentices also have the opportunity to get to know each other and network. NPorts currently trains 41 apprentices in the jobs of industry and ship mechanic, metal worker, electrician, office management as well as constructional mechanic. In comparison to last year, NPorts has strengthened its effort to find new trainees and has increased the number of new apprentices from 13 to 18. The effort for the traineeship's quality and the opportunity to train in different fields pays off for the company as well as the apprentices themselves. This year, five new industrial mechanics were able to finish their apprenticeships early due to excellent performance.

## HWG introduces her members: Lotsenbruederschaft Elbe



### Profile

Company name:	Lotsenbruederschaft Elbe
Year founded:	together with the marine piloting law of 1952, first mentioned in the 14 <sup>th</sup> century
Industry:	navigational services
Locations:	Hamburg, Brunsbuettel, Cuxhaven
Portfolio:	advice for captains of any seagoing vessel, no matter which nationality, type of vessel, day or night, weather conditions – 365 days a year

## Interview with Ben Lodemann, Aeltermann of the Lotsenbruederschaft Elbe

### **Question 1 – How would you describe your company?**

Flexibility, reliability and quality are the characteristics that define the colleagues of the Lotsenbruederschaft Elbe. In keeping with the prescribed administrative guidelines of the General Directorate for Waterways and Shipping (GDWS), we do everything we can to make the navigation on the river Elbe and the adjoining ports as easy as possible.

### **Question 2 – Why are you a member of the HWG?**

As navigational pilots we have little to no direct business contact with the companies behind the ships. The pilots on board speak to the captain and seldom with the shipper or charterer. Through our membership in the HWG, we want to facilitate an interface with the Cuxhaven businesses (behind the ships) and be available for conversations.

### **Question 3 – What are your personal wishes for your company?**

For the traffic along the Elbe and especially in Cuxhaven to further prosper and the cooperation between the local companies and the pilots to grow. In addition, we look forward to the development of topics like the Elbe river adjustment in a constructive communal manner, without emotional components.

Further information about the company: [www.elbe-pilot.de](http://www.elbe-pilot.de)

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Issue 09 / 2015, 08.10.2015

Editors: Gwendolyn Dünner - Medienbüro am Reichstag GmbH

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Hafenwirtschaftsgemeinschaft Cuxhaven e.V., Hamburg-Amerika-Str. 5, 27472 Cuxhaven

Phone: +49 4721 666406, Fax: +49 4721 52629

E-Mail: [info@hafenwirtschaftsgemeinschaft.de](mailto:info@hafenwirtschaftsgemeinschaft.de)

Chairman: Hans-Peter Zint

Register court: Amtsgericht (District Court) Cuxhaven – Register number: VR 496