

## HWG Newsletter 03/2016

### Goal for 2016: Stimulate Growth

*Interview with Inke Onnen-Lübben, Managing Director of Seaports of Niedersachsen GmbH*



**Ms Onnen-Lübben, which new projects and events are on the agenda for the Lower Saxon seaports in 2016?**

For 2016, we have again developed a broad programme of events and trade fairs, which we will attend in order to represent our nine Lower Saxon seaports with their extensive range of services. In March, we exhibited at the Automotive Logistics Europe Conference in Bonn for the first time. Handling new vehicles as well as logistics and technical services for automobile manufacturers are part of the Lower Saxon seaports' key competences. We see great chances for further growth in the automobile sector in the coming years. The direct contact to the OEM (Original Equipment Manufacturers), the suppliers and forwarders in the industry will stimulate this further growth.

The presence at trade fairs enables us to cater to important national markets in South America, China and the US. Handling bulk and project cargo is also of very high significance for our seaports – for example wind energy components. In order to further the networking with customers in this industry, Seaports is once again presenting at the Breakbulk Europe trade fair in Antwerp, as well as the WindEnergy in Hamburg. At both fairs, we aim to increase the size of our presence in comparison to the previous years. After all, we are playing a key role in these cargo segments: as hubs for steel, forestry products and other general cargo and also especially for the wind industry. Our seaports on the rivers Ems, Jade, Weser and Elbe have a lot of expertise in the onshore and offshore segments. Especially Cuxhaven recently made headlines with regards to the Siemens settlement as well as the port's involvement in several offshore projects. So there are good reasons why Cuxhaven is called the "German Offshore Industry Center".

In addition, we want to focus more strongly on the cargo origin and destinations in the hinterland of our seaports. Seaports of Niedersachsen and the Container Terminal Wilhelmshavener JadeWeserPort-Marketing Gesellschaft will develop a series of presentations and network events, in which we want to show companies within specific target regions how they can profit from the services of our Lower Saxon seaports.

**A recently published press release by the ZDS (Zentralverband der deutschen Seehafenbetriebe) highlighted the figures of the medium-term forecast for the freight and passenger traffic. It saw an**

**increase of 2.4 % for the German seaborne traffic in 2016. How are Seaports preparing for this development?**

Fortunately, we have already recorded excellent traffic volumes for 2015 in our Lower Saxon seaports. With almost 52 million tons in seaborne freight traffic alone, the freight volume has risen by 12 % in comparison to the previous year. We recorded increases in the high value-adding general cargo sector as well as the dry bulk sector, which is especially important for the industry's supply with raw materials. We have seen exceptionally great growth rates for new vehicles and containers. In this respect, our port operators have already shown that they can handle increasing cargo volumes well. If we are indeed to experience further increases for this year, we are welcoming them. However, reliable prognoses are difficult. Over all, we are therefore still proceeding on the assumption that the freight handling at our seaports will remain stable as it pertains to all product groups.

In the past years, many private Lower Saxon port businesses have successfully streamlined their internal processes and sustainably invested in their superstructures, thus raising their handling efficiency. And more investments are planned for the future. Through its port infrastructure company NPorts, the state of Lower Saxony has pushed the demand-based expansion of the seaports and is currently implementing several substantial construction projects. All this enables us as the port marketing organisation to further recruit more business for our Lower Saxon seaports.

**Two expansion projects have already started at the Port of Cuxhaven – the construction of the Siemens production facility including a berth and the long-awaited berth no. 4. Where do you see new goals and chances for Cuxhaven?**

Cuxhaven will establish itself as the German Offshore Industry Center. We are counting on the fact that the Siemens settlement, which we welcome whole-heartedly to Cuxhaven, will accrue further upstream and downstream production and service companies for the location. The cargo volumes in the project and offshore cargo sectors should be equally spurred by this. The completion of the new multipurpose berth no. 4 will also have a positive effect on the automobile handling as well as the handling of rolling cargo.

Cuxhaven already is a highly important short sea hub. Because of its excellent geographical location and the deep waters, the location could in future also establish itself further as a port of call for international deep sea traffic in the RoRo sector.

## German Offshore Industry Center Cuxhaven presents itself at the U.S. Offshore Wind Leadership Conference



While in 2015 more than 3000 offshore wind turbines with over 10 GW were installed in 11 European countries, the US is still at the beginning of its offshore wind energy development. The first five offshore wind turbines with 30 MW capacity will be installed on the Block Island Wind Farm in Rhode Island in 2016.

Since 2012, there has been a regular exchange of experiences between Cuxhaven and Massachusetts, especially the port city of New Bedford, which is connected to Cuxhaven via a friendship agreement. The US's first offshore terminal was built in New Bedford and several US delegations have visited Cuxhaven in the past few years.

In this context, "Offshore Massachusetts" invited Dr. Hans-Joachim Stietzel, Managing Director of the Business Development Agency of Cuxhaven (Agentur für Wirtschaftsförderung Cuxhaven), to the U.S. Offshore Wind Leadership Conference at the beginning of March 2016 in Boston. Here, he gave a presentation regarding the perspectives of the offshore base port Cuxhaven as well as the Siemens settlement. The presentation was part of a conference block led by New Bedford's mayor Jon Mitchell. In addition to Cuxhaven, the British town of Hull as well as New Bedford presented their services for the offshore industry.

The East Coast ports see Cuxhaven as an excellent practical example of how a port town can reposition itself on the basis of new economic chances offered by the offshore wind industry.

Dr Stietzel: "The longstanding joined efforts of the state of Lower Saxony, the town of Cuxhaven, our private business companies and the Port Business Association to build up Cuxhaven as the principal German offshore base port are finally paying off. Not only is Cuxhaven the German Offshore Industry Center – it also has received great international appreciation as an outstanding offshore base."

The Siemens group, which will produce offshore wind turbines in Cuxhaven from 2017, was represented by its CEO Offshore Wind Michael Hannibal. Mark O'Reilly, CEO of the Team Humber Marine Alliance, represented the Midlands town of Hull, where Siemens will build rotor blades for offshore wind turbines in the future.

## Federal Transport Infrastructure Plan 2030 published

### Lower Saxon seaport economy urges towards speedy implementation

The Federal Transport Infrastructure Plan 2030 (BVWP) was publicly presented on 16 March. In it, the third-largest share is allocated to the expansion of the federal waterway system. The allocations for road and rail also contain several projects in Lower Saxony and the metropolitan region of Hamburg. All projects for the three transport modes were categorised according to their level of urgency. The highest level is reserved for current and firmly planned projects. New projects were sorted into the urgency levels “priority need – elimination of bottlenecks”, “priority need”, “further need” and “further need with planning consent”.

The full investment volume of the BVWP 2030 amounts to 264.5 billion Euros, of which 49.4 percent are marked for the road division, 41.3 percent for rail projects and 9.3 percent for the national waterways. After allocations for preservation and maintenance of existing infrastructure, the budget for expansion and new build projects from 2016 to 2030 foresees for the road division 55.4 percent of the funds – roughly 2.3 billion Euros per year. Equivalent rail projects will receive 40.3 percent or around 1.7 billion Euros annually. The national waterway projects will profit from 4.3 percent or 0.2 billion Euros per year.

The Association of Lower Saxon Seaports (Arbeitsgemeinschaft Niedersächsischer Seehäfen) welcomes the BVWP and sees it as a positive signal for the Lower Saxon seaport economy as well as for the overall German economy. “The most significant projects for the Lower Saxon seaport economy have all been categorized as “priority need” within the Federal Transport Plan,” said Karsten Dirks, speaker of the Association of Lower Saxon Seaports. “The construction of the coastal motorway A20, the implementation of the Alpha E option for an improved rail connection or the demand-based fairway adjustment of the outer Ems, Elbe and Weser form the key basis for the future preservation of our seaports’ performance,” Dirks continued.

In addition to the investments for the maintenance and expansion of the port infrastructure itself, the demand-based adjustment of the seaward access is one of the key requirements in order to secure the seaports’ competitive edge, as Dirks emphasised, and is thus within the overall economic interest. He appealed to the representatives of the federal government and the Lower Saxon state government to ensure a speedy implementation of these high-priority infrastructure projects in order to eliminate the existing bottlenecks, since “according to the national sea traffic prognosis, the turnover at the German seaports will increase by 2.8 percent every year until 2030. Especially the Lower Saxon seaports will register above-average growth.” Any delay of the required expansion of the seaports’ hinterland connections or the seaward access, said Dirks, can lead to performance restrictions, which will have a negative impact on the whole German economy. The seaports would no longer be able to properly fulfil their role as logistic hubs in the international traffic of goods. “Productive seaports are indispensable for our successful export economy on the world markets and play a key role in securing growth, wealth and jobs in our country,” Dirks concluded.

## Cuxhaven impresses at ITB in Berlin

### HWG member Nordseeheilbad Cuxhaven proved popular at the world's leading travel trade show (ITB) 2016



The ITB (Internationale Tourismus-Börse Berlin) is held each year in Berlin. The Nordseeheilbad Cuxhaven and Cuxland Tourism Agency again attended this year's 50<sup>th</sup> ITB and took part in the joint booth of Lower Saxony. On both public days, they registered a constant stream of visitors. With the motto "Explore the World Heritage Wadden Sea, inside and out", Managing Director Erwin Krewenka

presented the renovations of the beach promenade and the Thalasso centre to a group of journalists at the annual press conference. He also pointed out the 200<sup>th</sup> anniversary of Cuxhaven as a seaside resort. "Since 1816," he explained, "Cuxhaven has the permission to call itself seaside resort." The press conference also focussed on the new World Heritage Wadden Sea visitor centre, which was introduced by its director Bernhard Rauhut. The permanent exposition and the natural history tours were met with great interest. Christiane Brandt of Cuxland Tourism showcased the opportunities for visitors to explore the region of Cuxhaven by bike. The public bus and sightseeing tours through the Port of Cuxhaven and the offshore base are also proving very popular.

Erwin Krewenka is pleased with the press conference at the ITB and sums the event up: "After many successful years, I think 2016 will hold further positive development for the touristic destination Cuxhaven."

The ITB programme also included an evening event for the press. Selected journalists interested in Cuxhaven were invited to dine on a traditional freighter in the historic port of Berlin, where they rounded off the day with networking in a maritime setting.

## HWG introduces her members: Nordseeheilbad Cuxhaven GmbH

### Profile

Company name:	Nordseeheilbad Cuxhaven GmbH
Year founded:	1999, replacing the city spa administration
Industry:	tourism
Locations:	Cuxhaven
Portfolio:	Promoting the resort and tourism at the Nordseeheilbad Cuxhaven, establishing and operating relevant facilities, organising and conducting marketing measures and events, construction and operation of spas, communal tasks, services for guests, etc.

### Interview with Managing Director Erwin Krewenka



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

The Nordseeheilbad Cuxhaven GmbH is an efficient, market-oriented tourism agency, which despite restricted funds and other limitations manages to develop and implement innovative and customer-oriented tourism concepts.

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

Cuxhaven is a location for maritime economy and the Nordseeheilbad Cuxhaven is a characteristic part of that. From a touristic point of view, the tourism, fishing and port economy sectors as well as the aspiring offshore industry offer great potential for synergies.

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

Personally, I wish for us to continue to contribute to the positive development of Cuxhaven and for the significant decision makers to notice the great touristic potential for development in the maritime economic location of Cuxhaven.

Further information about the company: [www.tourismus.cuxhaven.de](http://www.tourismus.cuxhaven.de)

53° 52' N 09° 42' E



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