



Annual Report 2008

MODERN, ATTRACTIVE, IN THE HEART OF THE CITY

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THE FISHERMEN OF EYL



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ANNUAL FINANCIAL
STATEMENTS FOR 2008

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HAMBURG MESSE UND CONGRESS GMBH IN FIGURES

	2008	2007	2006	2005	2004	2003
Financial figures (in EUR million)						
Total revenue	81.1	51.0	64.4	46.5	57.1	43.1
Total assets	128.0	136.2	103.9	82.0	78.4	79.4

Personnel

Number of employees (average)	281	274	275	281	273	272
Trainees (average)	16	17	16	18	15	13

Hamburg Messe

Number of exhibitors	12,271	9,734	12,791	10,424	13,677	10,344
of which own events	7,313	4,339	7,309	4,843	7,546	4,508
of which guest events	4,958	5,395	5,482	5,581	6,131	5,836
Number of visitors	839,555	848,746	980,226	843,304	981,950	979,546
of which own events	610,747	554,542	709,431	636,236	771,509	668,050
of which guest events	228,808	294,204	270,795	207,068	210,441	311,496
Gross area used (excl. outside space) in square meters	911,463	738,385	829,405	737,585	819,082	749,487
Number of fairs and exhibitions	48	45	41	36	38	39
of which own events	11	9	12	8	15	9
of which guest events	37	36	29	28	23	30

International

Number of joint presentations	20	19	23	25	20	20
Number of exhibitors	782	823	535	503	379	421

CCH – Congress Center Hamburg

Number of events	371	315	299	313	321	335
of which conventions and conferences	239	195	193	180	193	192
of which other events	132	120	106	133	128	143
Number of participants	336,568	358,821	327,139	351,000	430,000	440,000
of which conventions and conferences	147,318	148,781	145,642	146,000	115,000	120,000
of which other events	189,250	210,040	181,497	205,000	315,000	320,000



FUTURE STARTS HERE!

Trade fairs and conferences are much more than mere replicas of our daily lives. Often enough, the future starts right here when technical innovations are presented under high ceilings or trailblazing research findings and ideas are discussed in conference rooms. Hamburg Messe und Congress GmbH (HMC) wants to use its annual report 2008 not just to look back on the past and forward to the future; it wants to take you on a journey into a fascinating world which, very often, is the starting point for major changes. Seven features by Hamburg-based journalists delve into a number of topics emblematic of the more than 400 trade fairs, conferences and events that take place at Hamburg Messe und Congress every year. The accompanying texts explain where these topics are reflected in the portfolio. We hope that you enjoy reading our report.



BERND AUFDERHEIDE

has been Chief Executive Officer of Hamburg Messe und Congress GmbH since January 2004. In April 2007, he was also appointed the company's President.

DR. ULLA KOPP

has been the Chief Financial Officer of Hamburg Messe und Congress GmbH since August 2007. She is responsible for commercial and technical matters.

INTERVIEW WITH THE MANAGEMENT

The year 2008 was a special year for Hamburg Messe und Congress GmbH. HMC's management discusses successes, strategies, the economic crisis and new events. An interview.

Which events in 2008 stood out in your mind?

Bernd Aufderheide: Quite a few: It was fantastic, of course, that our new trade fair grounds were completed six months ahead of schedule. As a result, the entire hall floor space of 87,000 square meters was already available for two important trade fairs – SMM, the shipbuilding, machinery & marine technology international trade fair, and hanseboot. I was also pleased with the successful launch of the new international conference and exhibition on maritime security & defence (MS&D), which addresses the burning issue of international piracy, among others. We succeeded in posting 79.2 million euros in sales revenue in 2008, a new record, thanks to the extraordinary commitment of our employees – whom I expressly want to thank here once again. That's an increase of about 30 percent over 2006, the comparable year. This means that I am very satisfied with the financial year.

Dr. Ulla Kopp: I am pleased not just about the sales revenue but especially about the excellent level of operating income. We had targeted operating income of 9.1 million euros before depreciation, amortization, taxes and lease payments. What we achieved was 11.2 million euros, surpassing our target by more than 20 percent. Never before has HMC attained such a result.

What difficulties did you encounter in the year just ended?

Bernd Aufderheide: The unforeseen always happens, of course, when you're expanding trade fair grounds while operating the

business at the same time. But our staff succeeded in rapidly getting all problems under control. Operating the German Pavilion at the Expo Zaragoza 2008 was a major challenge for HMC, however. This was the company's first presence at the expo – all the more reason to be proud of the fact that the German Pavilion was one of the most popular of the entire world expo and won two prizes.

HMC changed its organizational structure and strategy in 2007 in order to boost its corporate performance. Did this have an effect in 2008?

Dr. Ulla Kopp: I think our performance speaks for itself. Our focus on enhancing the efficiency of corporate processes, the targeted use of resources and substantially strengthened sales efforts made all the difference in 2008.

Bernd Aufderheide: Definitely, because we succeeded in expanding existing events, attracting interesting guest events and launching new, highly specialized trade fairs or conferences. Aside from the MS&D, this concerns GET Nord, for instance, the first trade fair for electrical engineering, sanitation, heating and air-conditioning. Never before has there been a trade fair of this nature. We merged shk, our sanitation trade fair, with NORD ELEKTRO and turned the two separate events into a single trade fair for comprehensive building systems technology. Add to that the foreign subsidiaries of the SMM shipbuilding trade fair, which were established in 2008 and have already taken place or will take place for the first time in Istanbul and Mumbai/India in 2009. Our subsidiary, HMC International GmbH,

was founded expressly for this purpose. Additional new trade fairs are in different stages of development.

What is Hamburg's significance as a venue for trade fairs and conferences to Germany as a whole?

Bernd Aufderheide: Hamburg is the most northern venue in the German trade fair sector and thus provides a link to the markets in Scandinavia and the Baltics. In addition, the city boasts Europe's second largest container port and the world's third-largest aviation center, after Seattle and Toulouse. HMC largely reflects Hamburg's economic clusters and, as a result, organizes major international trade fairs on its grounds especially for the food, maritime and aviation industries. Add to that important medical conferences and annual general meetings of listed companies in the CCH, as well as numerous events concerning climate change, renewable energies, media and logistics. Many of these events have great potential and will grow substantially in the coming years.

What is the significance of Hamburg Messe and CCH to the City of Hamburg?

Dr. Ulla Kopp: There is an intense interaction between the major industries that are located here, the city and our trade fairs and conferences. Our venue thus offers advantages that benefit everybody.

Bernd Aufderheide: But that's not all. According to a study by the Munich-based ifo Institute, an additional 7.60 euros are spent on hotels, restaurants, taxis or stores for every euro in HMC's sales. In 2008, that generated close to 600 million euros. As a result, HMC and its staff of about 280 indirectly secure an additional 4,093 jobs in the city. That's very important, in my view.

With floor space of 87,000 square meters, Hamburg Messe is the eleventh largest trade fair venue in Germany. Do the new grounds have the right size?

Bernd Aufderheide: Absolutely, yes. We made a conscious decision to stay in the city's center, which is unique for the whole country. The trend away from blockbuster events and toward highly specialized but smaller trade fairs has confirmed that this was the way to go. Indeed, other trade fair companies are currently having massive problems with excess floor space, given that it has to be maintained at all times even though it's not being used. One of Hamburg's strengths as a trade fair venue certainly resides in its focus on these specialty trade fairs.

Dr. Ulla Kopp: I agree. Capacity utilization is one factor that is critical to our economic success. A site with large empty spaces naturally is less profitable than a site with high capacity utilization.

Bernd Aufderheide: I'd like to add this much: In 2008, HMC achieved a turnover factor of 14.7. This means that the available floor space was rented 14.7 times during the year. That is the best performance in all of Germany.

The world is in the grips of a severe economic crisis. How deeply does that affect HMC?

Dr. Ulla Kopp: Earnings in 2009 will clearly be negative, not just because our sales revenue is generally lower in odd years and many exhibitors are showing restraint in the wake of the crisis but also because the full lease payment for the new halls will be due for the first time this year.

Bernd Aufderheide: We're subject to cycles in that regard. In the years to come, HMC will have to adjust its performance in the weak odd years to the strong even years. But these structures have evolved over time and thus cannot be changed overnight; taken together, the factors that my colleague just mentioned will result in negative earnings. We're optimistic, however, because our focus on individual trade fairs in the B2B sector is a promising approach. We expect to post substantial improvements from 2010 onward.

What are your plans for 2009?

Bernd Aufderheide: We will continue to pursue our strategy: Promising events such as acqua alta, H2Expo or Seatrade Europe will be strengthened and further expanded. Our guest event and product development departments will also stick to their approach and bring new trade fairs to Hamburg or develop such events themselves. I'm very confident that, in the future, CCH will profit from the work of the new Hamburg Convention Bureau, which was founded by Hamburg Messe und Congress GmbH among others. Hamburg Convention Bureau is tasked with enhancing and focusing marketing internationally of Hamburg as a trade fair venue. At the same time, our colleagues in CCH will obviously continue to bring attractive events to the city.

Dr. Ulla Kopp: As far as Hamburg Messe und Congress GmbH as a company is concerned, we will continue to evolve organizationally and hone our profile as an organizer of high-caliber trade fairs.

Will you be launching new events?

Bernd Aufderheide: Oh yes, quite a few, in fact. The subsidiaries of SMM abroad, which we already mentioned, are new. In addition, this year will be the first time the MS&D is held as a separate event. We're also planning new events for subsequent years. What's certain as of now is that in 2010 we will host a new trade fair named COTECA that focuses on coffee, cocoa and tea.

Two important guest events related to energy and the environment will be on the program in 2009 among others. For example, we expect 5,000 delegates to attend the 24th European Photovoltaic Solar Energy Conference and Exhibition from September 21st to 25th, 2009, and more than 30,000 guests to visit the world's largest trade fair for PV-based solar electricity. CCH also hosted the 17th European Biomass Conference and Exhibition from June 29th to July 3rd, 2009, which attracted about 1,500 scientists from all over the world.

Dr. Ulla Kopp: It would certainly go beyond the scope of this interview to enumerate all the innovations. But I would like to mention that, in the fall of 2010, we'll be hosting the newspaper industry's leading trade fair, IFRA Expo ...

Bernd Aufderheide: ... and starting in 2010, we will be cooperating with Reed Exhibitions in connection with the Aircraft Interiors Expo. We succeeded in getting this trade fair – which is most important of its kind in the aircraft interiors and cabin systems industry – to commit to Hamburg as its venue in the long term. By now, our cooperative relationship with Reed has evolved into an important strategic alliance. The Aerospace Testing Expo will also be returning to Hamburg in 2010 for the first time in three years.

How will Hamburg Messe und Congress GmbH position itself in the future?

Dr. Ulla Kopp: We've already said quite a bit about our strategy. It is certain that we'll continue to work to improve cost efficiency and prepare our employees in targeted ways for the challenges ahead.

Bernd Aufderheide: Above all, we'll expand our position in the B2B sector, that is, the special trade fair segment. As always, we'll take Hamburg's economic clusters as our point of departure. We will boost sales revenue and earnings after 2009, which will be a relatively weak year, such that we will reach our goal of breaking even by 2016, taking the lease payments for the new halls into account. But we will face a number of additional challenges in the years to come in areas other than our core business, and I'm very much looking forward to that. Among other things, HMC will serve as the operator of the Hamburg House at the Expo 2010 in Shanghai. Not to mention that we'll be supporting Hamburg as the environmental capital of the world in 2011 ...



A LENGTHENED DREAM SHIP

Since demand for ever larger ships is on the rise in the booming cruise industry, dream ships are being lengthened at Blohm + Voss in masterful precision work.

Hamburg is considered the world's most reliable and fastest place for ship repairs! Lengthening ships has become a new specialty of renowned shipyard Blohm + Voss, the headquarters of the shipyard group of ThyssenKrupp Marine Systems (TKMS).

In 2006, the shipyard embarked on this activity by cutting apart three paper freighters. The ships were extended in record time. And news of that must have gotten around because shortly thereafter the Norwegian shipping company Fred. Olsen came calling on the repair shop, asking to have two cruise ships lengthened.

Everything was ready by October 2007. Using hooks, tugs towed one sixth of a ship to the shipyard in Steinwerder on the Elbe river—to the amazement of onlookers on the shore, who took lots of pictures.

This was the 30.20 meter midsection of the 187.71 meter long "Norwegian Crown" (1,011 mostly British passengers, originally built in 1988 at the Papenburger Meyer shipyard and named "Crown Odyssey"). It was to be renamed "Balmoral" after the summer residence of Queen Elisabeth II after the million-dollar conversion. The plan was to insert the rust-red steel segment weighing more than 1,700 tons,



After being cut in half first, the “Norwegian Crown” is lengthened in the “Elbe 17” dry dock by adding a midsection that is 30.20 meters long. The ship will be renamed “Balmoral” once it has been converted and be able to take on 329 additional passengers.

which was as high as a skyscraper and had been prebuilt at the Schichau shipyard in Bremerhaven, between the bridge and stern in the “Elbe 17” dry dock. Subsequently, the “Balmoral” would have a total length of 217.91 meters offering space for 1,340 passengers.

Why did the shipping company want to lengthen the ship? Shipyards worldwide were booked to capacity with orders for new ships during the boom in the container industry. Companies wanting to come out on top by increasing the number of passengers quickly needed new or at least larger ships with more cabins. Extending the hull and

adding superstructures was one option. The space in the dock was tight. The space in which the new midsection and the cruise ship, “Balmoral”, were lying alongside each other for the spectacular procedure was only 59 meters wide. Each part had a width of 28 meters. The gangway served as an umbilical cord of sorts for workers to access the ship that had been sawed in two from the edge of the dock; it was also used to run blue, yellow and black hoses and power lines.

During the ship’s trip to Hamburg, specialists had already marked the spot where the ship was to be cut in

HMC: PERFECTLY ALIGNED IN THE MARITIME SECTOR

The new trade fair grounds offering floor space of 87,000 square meters were opened in time for the SMM, the world's largest shipbuilding, machinery & marine technology international trade fair, in September 2008. A total of 1,965 exhibitors from 56 countries used the opportunity to present their innovations to 52,000 international visitors. Climate and the environment were two of the trade fair's key topics. A number of spectacular contracts were closed at the SMM 2008—a record-breaking trade fair in every respect—regarding the construction of seven mega container ships (each with a capacity of 13,100 standard containers) or the delivery of three patrol boats for the police in Germany's state of Lower Saxony.

Bookings for the next SMM, which will run from September 7th to 10th, 2010, began on the trade fair's last day. A total of 33 percent of the exhibitors want to expand their space the next time. There was also a lot of interest in the two new foreign subsidiaries: SMM Istanbul, which took place from January 21st to 23rd, 2009 in Turkey, and SMM India, which will take place in Mumbai from November 12th to 14th, 2009.

But HMC's activities in the maritime sector go beyond shipbuilding. For instance, Seatrade Europe—Europe's leading event in the cruise industry—takes place on the trade fair venue in Hamburg, a booming cruise shipping town. A total of 1.5 million visitors, more people than everbefore, attended the 819th HAFENGEURTSTAG HAMBURG (Hamburg's Harbor Birthday Festival) on the second weekend in May 2008, which Hamburg Messe und Congress GmbH organized for the 15th time on behalf of the City of Hamburg.

hanseboot will be the highlight of 2009. This is because Germany's oldest boat show will be celebrating its 50th anniversary between October 24th and November 1st, 2009, offering many attractions and special events on Hamburg Messe's grounds and in the hanseboot port directly on the Elbe river.

→ **For further information:**
see p. 56: **Our events**
www.hafengeburtstag.de

two, shifting furniture, tearing out rugs and marking pipes in the process.

Six hydraulic presses with a thrust of 85 tons each stood at the ready in order to pull the 9,000 ton forecastle to the front by about 30 meters—at a speed of about half a meter per minute! The diamond saws made nary a sound. The ship's two halves, which had been placed on slippery teflon surfaces, moved away from each other at a snail's pace to the applause of the audience and under the watchful eyes of Fred. Olsen's boss, who had made the trip from the Canary Islands expressly for this purpose.

Precision work on parts weighing tons

The 250-man team around the head of repairs, Hans-Michael Meissner, even managed to pull the forecastle into its proper position one day ahead of schedule.

On November 23rd, the hydraulic presses started working again and pushed the midsection on slides into the gap between the ship's bridge and stern. Now the shipyard workers turned into surgeons as they soldered the three parts of the ship back together again in masterful precision work and connected thousands of water, air, fuel and electrical lines and pipes.

The operation was successful! The shipping company took over its lengthened dream ship in January and im-

mediately dispatched it on a cruise to the Canary Islands. The second lengthening of a dream ship also went off without a hitch.

By the end of May 2008, Fred. Olsen's "Braemar" (formerly "Crown Dynasty") was also refitted with a Bremerhaven-built midsection that was about 30 meters long and weighed about 2,250 tons. The resulting ship was 195 meters long and offered space for 50 additional passengers, bringing the total to 950. 18 additional cabins had been expanded by balconies, and the restaurant on deck 8 had been redone using new colors, rugs and furniture.

The people at Blohm + Voss's repair shop already knew the "Braemar", for the ship had been given several suites, a figurehead and a new coat of paint as well as a ducktail made of steel at its stern in dock 10 in the summer of 2001. This ducktail gives the ship greater stability in rough seas, ensuring a smoother voyage.



Jörg Köhnemann was born on July 14th, 1964. He has two children and has been working for Germany's largest tabloid, BILD, since 1986. He is currently the paper's chief political and economic reporter in Hamburg.



“The maritime industry is one of the most innovative sectors around. Not even the current crisis will change that. It is against this backdrop, in particular, that the SMM will be able to set the stage for a new beginning in the industry. Exhibitors are underscoring the industry’s viability in the long term by presenting innovations designed to meet future challenges and new business opportunities. Indeed, this could be one of the SMM’s most important contributions, especially in regards to potential new investments and thus the ability to jumpstart the economy in the maritime sector.”

DR. HERBERT ALY, member of the Management Board of ThyssenKrupp Marine Systems



EUROPE'S COFFEEHOUSE

Hamburg is Europe's largest marketplace for coffee. The city's very first coffeehouse preceded Vienna's first by seven years.

Hamburg's Speicherstadt. It is here, in the red brick buildings at Hamburg's gateway to the world, that coffee is at home. Hamburg's port and coffee have a long history. The warehouses along Sandtorkai is where the sacks of coffee were stored, the counting houses is where negotiations took place and the books were kept and the coffee bourse—which remained the third-largest until World War II—is where traders engaged in heated haggling. Nowhere else in the world has the business of coffee taken place in such a small space.

The world of coffee has seen fundamental changes over the course of history. Yet many global players in the world's coffee trade still make their home in the vicinity of Sandtorkai. Large coffee roasters such as Darboven, Tchibo or the Neumann Group are headquartered in Hamburg. This is also where the German Coffee Association is domiciled. Hamburg is coffee central. This proximity between product, processing and trade is unique in the world.

148 liters of coffee per head and year

It is largely thanks to the advantages that Speicherstadt—literally, warehouse city—offered in terms of customs duties and taxes that Hamburg's coffee traders began in the early 19th century to establish large warehouses and counting houses in the red brick buildings lining the waterfront. Yet the other advantages of this area directly on the Elbe river also made a lasting contribution to the success of coffee in Hamburg. Hamburg is Europe's largest marketplace for coffee and Germany's largest port for incoming goods.

The coffee comes from Kenya and Nicaragua, Ethiopia and Colombia, Brazil, Panama and Vietnam. Each year, about one million tons

of raw coffee are imported into Germany. The valuable beans are unloaded from the ships directly into warehouses even though, in most cases, this involves moving entire containers, not just sacks; this is after all the era of container shipping. To this day, Speicherstadt is permeated by the aroma of freshly roasted beans that have been processed for consumption. Roasting gives coffee beans the necessary finish and characteristic aroma before it is consumed in Germany or exported all over the world.

The demand for coffee is on the rise everywhere, not just in Germany. Averaged across the entire population, each and every German consumed 148 liters of coffee in the past year, making coffee the most popular beverage even before mineral water and beer. Wonderful in black or in milky brown. And an increasing amount of coffee is consumed outside of the home.

Traditional coffeehouses—Hamburg's oldest opened seven years before Vienna's first—and cafes have been faced with strong competition in recent years. The triumph of coffee-to-go has been accompanied by the rising popularity of coffee shops that have managed to attract young people to the enjoyment of coffee. Whether they are beacons of style or offer a modern yet homely atmosphere, one thing unites them all: an endless list of coffee specialties. While espresso and cappuccino were once considered the more exotic varieties on sophisticated coffee menus, now beverages such as espresso macchiato, caffè latte or caffè mocha, which come in a tantalizing array of tastes ranging from caramel to vanilla, are the order of the day.

And there seems to be no end in sight for this success story. All the more reason for the

diverse range of market participants to keep abreast of innovations, trends and market developments. Where, if not here in Hamburg—coffee central?



Birgit Czernotzky was born on August 28th, 1960 in Backnang near Stuttgart, Germany. She has been HMC's Marketing Manager since June 2007. Before that, she worked for twelve years as editor of the politics page of Westdeutsche Zeitung, a German broadsheet.

COTECA

COTECA Hamburg aims to showcase the fascinating worlds of coffee, tea and cocoa, from the freshly harvested beans and leaves all the way to the final aromatic product. Industry, technology and distribution: all of the market's different players—from growers to intermediaries to processors and the coffee shop at the end of the line—are given a platform to make their case. This new international trade fair unites the world over hot beverages, even though hot is not the only way they're consumed these days...

→ For further information:
www.coteca-hamburg.com

→ Date:
June 4th to 6th, 2010

THE FISHERMEN OF EYL

The Gulf of Aden is currently the most dangerous sea route of all. Pirates attacked more than 100 ships off the coast of Somalia and Yemen in 2008. The small coastal city of Eyl poses a particular threat.

Indeed, Eyl might be the crux of the matter. This small Somali town in the autonomous region of Puntland in the country's north is said to be home to a population of 19,000—as well as a Soviet radar station dating back to the Cold War and a 100-year old stone fort. Nothing more. Hence Eyl's fortunes are tied to the sea.

This port city is considered the pirates' base. It is estimated that in 2008 close to 40 (out of a total of more than 100) ships were attacked from here off the coast of Somalia and Yemen. And the men who dared to launch the biggest coup of all in November 2008 are also said to have originated here. The kidnapping of the "Sirius Star", a 330 meter super-tanker carrying two million barrels of oil.

Grappling hooks, wooden legs and eye flaps—that's history. Piracy on the world's oceans has long lost the romance associated with it in fiction. For the men wielding Kalash-

nikovs in speedboats which, often enough, are nothing but glorified nut shells have by now developed into one of the most urgent problems facing global trade, especially in the Gulf of Aden in the Horn of Africa. Every year, 20,000 ships try to safely transport their cargo through here, the eye of globalization's needle. Until 2008, the International Maritime Bureau never registered more than 20 attacks and kidnappings involving commercial ships in this chokepoint. Now one report chases the next. Whether French luxury yachts or Ukrainian freighters loaded with 30 armored vehicles: 2008 was also the year of piracy.

Warships to the rescue

The international community has reacted to the problem. An impressive military flotilla has been crisscrossing the Horn of Africa since the end of 2008. Two dozen warships



The international community has reacted to the rising piracy. Two dozen warships from twelve countries were dispatched to the Gulf of Aden.

THE FLASHPOINTS OF INTERNATIONAL PIRACY IN 2008

One in six attacked ships was kidnapped.



According to the International Maritime Bureau (IMB)—an organizational unit of the International Chamber of Commerce (ICC)—the number of piracy attacks rose in 2008 as never before since the organization started to keep statistics in 1991. Worldwide, 293 ships were attacked; that's an increase of eleven percent over the previous year. 49 ships were kidnapped; in 2007, only 18 were.

The Gulf of Aden and the east coast of Somalia, where a total of 111 attacks have taken place, are the flashpoints, and matters will only get worse. According to the IMB, 31 attacks on ships were reported in October and November alone. That corresponds to an increase of close to 200 percent over the same period the previous year.

But the area off the coast of Nigeria is becoming increasingly dangerous too. 40 incidents have been reported here; 27 ships were boarded and five were kidnapped. But the number of unreported attacks in this area might be very high. According to unconfirmed reports, an additional 100 attacks are said to have occurred.

This is in contrast to the coast of Indonesia, where the number of attacks have declined; 28 attacks were reported here—down from 121 in 2007.

This is the toll of piracy attacks in 2008:

- 11 seamen were killed;
- 21 crew members were reported missing;
- 32 seamen were injured;
- 889 seamen were taken hostage; and
- guns were used in almost every other attack (for a total of 139).

→ For further information:

- www.bmvg.de
- www.icc-ccs.org
- www.icc-deutschland.com



Captured: Heavily guarded pirates are brought on board a warship. Now a complicated web of laws must be brought into play.

from twelve countries, including the four frigates that form part of the EU's "Operation Atalanta" anti-piracy mission. Ships belonging to the "Enduring Freedom" mission are also on patrol even though they're only supposed to fight terrorists and drug smugglers. There is also a US taskforce against piracy, which includes a few British units. And then there are the Chinese, the Indians, the Japanese, the Malaysians and the Russians; all are doing their bit to fight the pirates. All in all, a chaotic scene that frequently undermines the power of the flotilla that is supposed to protect the commercial ships.

The German navy, in particular, is doing battle more with the legal fine print than with the enemy. In truth, the "robust mandate," which Berlin's politicians love to conjure, is a complicated set of laws that takes up a lot of space on the shelves of German ships. The captain is lost if he doesn't have legal advisers.

Quite a few problems are played out at home in Berlin in the context of desk maneuvers, so to speak. For instance, what would have to happen if German soldiers were to arrest pirates who have attacked a ship that belongs to a German firm but flies a foreign flag and has a crew from all over the world. Routine in international shipping. But when it happened a while ago, the capture of nine pirates triggered hectic activity in four of Berlin's Federal ministries.

Quite a few experts say that Asia and Europe share part of the blame in creating the piracy problem in the first place. For it is their large fishing fleets that have been using illegal trawls and drift nets off the African coast for years, thus taking away not just the tuna but also the livelihood of Somali fishermen.

The search for solutions is difficult

Most of Eyl's sea pirates also used to be fishermen. They and their families lived off the sea. Until the big trawlers came and lit up the ocean at night as if it were Manhattan—almost emptying the sea of its bounty.

The Food and Agriculture Organization of the United Nations estimates that about 700 ships engage in unlicensed fishery off the coast of Somalia every year; the environmental organization Greenpeace calls them "pirate fishers."

For the longest time, the crews of these trawlers had nothing to fear, given the almost complete absence of any state authority in Somalia. But then the fishermen decided to arm themselves. They attacked the fishing fleets and demanded "customs duties" and "taxes." A business idea was born. The fishermen of Eyl turned into pirates. They live

well off their new enterprise – even if the millions they get in ransom have to be divided up.

As intensely as the international community is waging the battle against the pirates on sea – the solution to the problem lies on land. “Peace and economic opportunities in Somalia would be the most effective weapons against piracy,” says Roger Middleton, an expert on Africa. But 17 years of civil war, 14 temporary governments and a host of famines and refugee crises have made all of that just about impossible. Especially because Somalia has also become a haven of sorts for Islamic jihadists. Solving the Afghanistan problem looks almost easy compared to Somalia.

But there will be few alternatives to attack the problem at its root. This is because the shipping route through the Gulf of Aden is much too important to the globalized world. It might be a good idea to start in the port of Eyl.



Christian Denso was born on October 8th, 1971 in Bonn, Germany. In 2007, he and a colleague received the “Wächterpreis der Tagespresse,” a German newspaper award. This graduate of the Axel Springer School of Journalism has been working in the political department of DIE ZEIT, a German weekly, since 2008.

GROWTH THROUGH NEW BUSINESS

Topics such as piracy, port security and the threat to international shipping from terrorism were dominating the news when the first international conference on maritime security & defence (MS&D) opened on September 24th, 2008 in Hamburg. 13 ships were in the hands of pirates at the time. The risk of terrorist attacks occurring at sea has been considered very high ever since the tragic events of September 11th, 2001 in New York.

For two days, 200 experts from 20 countries – including high-ranking representatives of international navies – debated the political, civil, legal and strategic-military aspects of these important security issues. Yet the conference – which took place in 2008 simultaneously with the SMM, the world’s foremost shipbuilding trade fair – not only presented analyses but also pointed to specific approaches to solving the problem.

The conference and exhibition will take place from September 30th, 2009 to October 2nd, 2009 on Hamburg Messe’s trade fair grounds and every odd year thereafter with the aim of turning the MS&D into the central international platform for discussions and the exchange of information. Just as SMM’s foreign subsidiaries, MS&D is only one of six new projects that HMC’s product development department designed and brought to market mainly in 2008.

acqua alta, which HMC acquired in the spring of 2008, is not new but will present a vastly expanded array of topics in the future. Given the horrendous flood disasters that have occurred throughout Asia, North America and Europe in recent years, this exhibition on water and disaster management, flood protection and climate change is more topical and important than ever before. It will take place in Hall H of the CCH from November 10th to 12th, 2009. The dovetailing of the exhibition and the conference will be particularly close this time because a large part of the conference will be directly integrated into the exhibition hall.

Back in October 2008, 220 experts from Germany, the Netherlands, the Czech Republic, Austria, Switzerland and the United States followed an invitation to attend a seminar on flood protection in the town of Hitzacker in the German state of Lower Saxony. The city built a flood protection system at a cost of 40 million euros after experiencing three enormous floods between 2002 and 2006. Holland’s Crown Prince, Willem-Alexander of Orange-Nassau, an expert on flood protection, delivered the keynote address.

→ For further information:

www.ms2009.com

www.smm-hamburg.com

www.acqua-alta.net



The number of attacks continues to rise unabated despite the increasing presence of international navies.

NEUE MESSE AND CCH – MODERN, ATTRACTIVE, IN THE HEART OF THE CITY

The grounds of the Neue Messe Hamburg were completed in 2008. The expansion of the space by 23,000 square meters brought the total available exhibition space to 87,000 square meters in eleven halls as well as 10,000 square meters outdoors.

The CCH – Congress Center Hamburg, which was expanded in 2007, offers an additional 10,000 square meters and 12,500 seats in 23 rooms.







A wide-angle, low-angle shot of a vast, empty industrial exhibition space. The ceiling is a complex network of white pipes, ducts, and overhead lighting fixtures. The floor is a smooth, light-colored concrete. The space is brightly lit, creating a clean and modern atmosphere. The number '911,463' is overlaid in large, white, sans-serif font across the upper portion of the image.

911,463

911,463 square meters of exhibition space were leased in 2008.



23

23 rooms are available at the CCH – Congress Center Hamburg after its expansion.

HMC STRENGTHENS HAMBURG'S ECONOMY



An interview with Senator Axel Gedaschko, State Minister of Economic and Labor Affairs of the Free and Hanseatic City of Hamburg

What is the significance of Hamburg Messe und Congress GmbH to the City of Hamburg?

Axel Gedaschko In economic terms, all trade fairs, exhibitions and events of Hamburg Messe and CCH – Congress Center Hamburg generate jobs in the city's metropolitan area. This is because trade fair exhibitors and guests from all over the world visit shops and restaurants, stay in hotels and use taxis or public transportation. Trade fairs and conferences thus also boost sales in many areas, securing thousands of jobs. In addition, such events always are places where people can meet. Crosscultural communication frequently is a prerequisite for entering a contract. Like no other city in Germany, Hamburg offers the right environment to do just that. For instance, the city's port is one of the largest worldwide. In my view, Hamburg Messe is part of our long history as a gateway to the world, for it enhances Hamburg's reputation as a cosmopolitan city that offers excellent economic opportunities.

Many of HMC's events are aligned with Hamburg's economic clusters. Does that strengthen these sectors?

Axel Gedaschko Yes, I believe it does. Let me give you two examples: In their capacity as the respective industry's leading trade fair, both SMM (the ship-building, machinery & marine technology international trade fair) and Aircraft Interiors Expo underscore Hamburg's leading position in the international shipping and aviation industry.

Hamburg Messe remains a medium-sized trade fair venue in Germany, despite its expansion. What makes this site so special?

Axel Gedaschko A trade fair's success depends not just on its size. In terms of its exhibition space of 87,000 square meters, Hamburg Messe ranks eleventh in Germany. Yet there are numerous – and especially more important – factors that give Neue Messe Hamburg a powerful position relative to the competition. These days, the trend is toward specialized trade fairs. They have been much smaller than was the case just a few years ago, even before the current recession started. In addition, trade fairs are increasingly being combined with conferences. Hamburg Messe and CCH are perfectly aligned for this type of interaction, not to mention that the HMC's attractive location in the heart of the city offers extraordinary advantages. But it is always the people that turn Hamburg Messe into something truly special. Qualified employees are one of the pivotal advantages of this venue.

HMC is increasingly getting involved in foreign ventures as well. Will that add to the city's image?

Axel Gedaschko Absolutely, yes. Hamburg's history as gateway to the world of course entails extensive experience in foreign relations. Hamburg Messe has also been organizing high-caliber joint ventures with trade fairs all over the world – either in its own name or on behalf of the Federal Ministry of Economics and Technology. The two foreign subsidiaries of SMM in Turkey and India further enhance this competence.

In your view, how will HMC develop in the coming years?

Axel Gedaschko Now that both the Neue Messe Hamburg and the expansion of CCH – Congress Center Hamburg have been completed, both entities will be able to attract major events to Hamburg in the future. While nobody is in a position right now to make reliable forecasts regarding economic developments in the short term, I'm convinced that Hamburg's importance as a venue for trade fairs and conferences will grow in the medium term.

4

Eingang Mitte
Central Entrance



Eingang Süd
Entrance South

Four separate entrances make it possible to stage several events simultaneously.



839,555

839,555 people visited the 48 trade fairs and exhibitions.

10,000

Almost 10,000 square meters of glass frontage give Neue Messe Hamburg its unique appearance.

ANNUAL FINANCIAL STATEMENTS FOR 2008 OF HAMBURG MESSE UND CONGRESS GMBH

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BALANCE SHEET / ASSETS

of Hamburg Messe und Congress GmbH as of December 31st, 2008

all figures in EUR thousand	2008	2007
1. Fixed assets	103,756	107,125
2. Current assets	24,244	29,026
Total ASSETS	128,000	136,151

BALANCE SHEET / EQUITY AND LIABILITIES

of Hamburg Messe und Congress GmbH as of December 31st, 2008

all figures in EUR thousand	2008	2007
1. Equity	11,679	11,679
2. Liabilities	116,321	124,472
Total EQUITY AND LIABILITIES	128,000	136,151

INCOME STATEMENT

of Hamburg Messe und Congress GmbH for the financial year from January 1st to December 31st, 2008

all figures in EUR thousand	2008	2007
1. Total revenue	81,132	51,038
2. Personnel expenses	15,713	14,255
3. Other expenses	77,753	54,940
4. Profit/loss from ordinary activities before loss absorption	-12,334	-18,157

Susat & Partner OHG Wirtschaftsprüfungsgesellschaft issued an unqualified auditor's report for both the complete annual financial statements and the management report on March 27th, 2009.

MANAGEMENT REPORT FOR 2008

(Excerpt)

A. Business and economic environment

1. The German trade fair market

The German trade fair sector continued to grow in 2008 despite the substantially weakened economy. According to the statistics of the Association of the German Trade Fair Industry (AUMA), taken together, the country's 153 national trade fairs posted an increase of 2 percent in the number of exhibitors and visitors compared to the respective events in prior years (2006 or earlier) and an increase of 1.5 percent in the amount of leased floor space. AUMA's projections for all national trade fairs show a total of 179,000 exhibitors, 10.3 million visitors and just under 7 million square meters of leased floor space in 2008. Compared to 2007, this corresponds to a decline of 3.8 percent in the number of exhibitors and even 4.6 percent in the amount of floor space. Forecasts for 2009 predict that the trade fair sector will shrink in 2009, especially in the year's second half.

2. The national and international convention and conference business

The convention and conference industry is increasing capacities at existing convention centers – nationally and internationally – as well as opening new ones. Global hotel chains are also expanding their meeting facilities in response to demand from groups up to 2,000 people. Some of the trade fair companies are substantially expanding their conference facilities.

3. Foreign business

The number of German trade fairs abroad continues to rise against the backdrop of the ongoing globalization. In 2009, AUMA's members are planning a total of 224 events in 28 countries, with a focus on South, East and Central Asia (124 events); followed by non-EU European countries (48 events); the Middle East (21 events); Latin America (14 events), North America (7 events), the EU (6 events) as well as Africa (3 events) and Australia (1 event).

The German Foreign Trade Fair Program of the Federal Ministry of Economics and Technology, which supports German exhibitors in their efforts to penetrate foreign markets, is celebrating its 60th anniversary this year. Its budget is EUR 38 million. In 2009, the Federal Ministry of Economics and Technology will be represented on all continents with a total of 276 foreign trade fairs. Russia will be the most important target country for the first time (51 joint ventures), replacing China.

MANAGEMENT REPORT FOR 2008

(Excerpt)

B. Business trends: Hamburg Messe und Congress GmbH

1. Hamburg Messe division

The 2008 financial year was the best to date for Hamburg Messe und Congress GmbH since the company was founded. The Hamburg Messe division accounted for the largest portion of sales revenue (approximately 65 percent). The expansion of the Neue Messe has already brought a measurable success because both SMM and hanseboot occupied the entire 87,000 square meter building in 2008. The number of trade fairs and events rose to a total of 48, seven more than in 2006, confirming a national trend. While trade fairs are becoming more important, the number of visitors attending consumer fairs is falling. At a total of 839,555, the number of visitors in 2008 was down from 980,226 in 2006. Developments in the German trade fair industry thus are reflected in the events that HMC itself organizes.

The GET Nord Trade Fair for Electrical Engineering, Sanitation, Heating and Air-Conditioning – which grew out of the combination of its predecessors, NORD ELEKTRO and shk Hamburg – premiered in 2008. Its focus on electrical engineering, heating, air-conditioning, lighting, sanitation, safety and communications under a single umbrella gives the market everything it needs in one specialized trade fair. With more than 52,000 visitors, the SMM (shipbuilding, machinery & marine technology international trade fair) posted record results, exceeding targets by far.

2. CCH division

There were 239 national and international conferences and presentations at the CCH in the 2008 financial year, up from 195 the previous year. As in previous years, medical events as well as annual general meetings and member meetings accounted for the lion's share of activities. The number of events in the cultural and culinary field climbed to 132, up from 120 the previous year. Capacity utilization rose slightly to 50.8 percent (previous year: 50.2 percent). The expansion of the CCH was largely completed in 2007. The new multifunctional exhibition hall has met with customers' approval and, as it turns out, offers a multifaceted range of options.

3. Foreign business division

Every year, Hamburg Messe und Congress GmbH organizes numerous joint participations in trade fairs abroad. The main focus in 2008 was on the maritime industry, the oil and natural gas industry as well as the hotel and culinary industry. Organizing Germany's presence at the Expo Zaragoza 2008 on behalf of the German government was one of the year's highlights. In 2008, HMC's most important activities abroad included organizing the joint German appearance at the Arab Health in Dubai (an international trade fair for medical technology) for the second time and participating in SIAL in Paris (a food industry trade fair).

4. New subsidiary

HMC established a new subsidiary in 2008 whose purpose is to organize and carry out trade fairs, exhibitions, conferences and other events outside of Germany. HMC International GmbH (HMI) will be hosting both the SMM Istanbul and the SMM India in 2009.

A wide-angle, low-perspective shot of a vast, empty exhibition hall. The ceiling is a complex, arched structure of metal trusses and glass panels, allowing natural light to filter through. The floor is made of light-colored, interlocking bricks. In the distance, a large glass entrance is visible, leading to another part of the building. The overall atmosphere is bright and airy.

30,000

Four exhibition halls with roughly 30,000 square meters of floor space were erected on the new A grounds. A glass roof creates a mall that is flooded with light between Hall A1 and A4.

MANAGEMENT REPORT FOR 2008

(Excerpt)

D. Outlook for and risks to the company's future development

1. Outlook

The MS&D (international conference and exhibition on maritime security and defence hamburg) was successfully executed as part of the SMM in 2008 as part of the expansion of Hamburg Messe's event portfolio for the maritime industry. It will be continued in 2009 as a separate conference. Moreover, in 2009 HMC will establish both SMM Istanbul in Turkey and SMM India in Mumbai as part of its internationalization strategy for SMM.

This year will also be the first time acqua alta is carried out as an event organized by HMC itself. This international conference and trade fair concerns climate change and flood protection. HMC succeeded in winning the 24th European Photovoltaic Solar Energy Conference and Exhibition as well as the 17th European Biomass Conference and Exhibition – two new, high-caliber guest events.

2. Earnings

HMC expects sales revenue of EUR 53 million for the 2009 financial year (up 9 percent versus 2007).

We expect to post a net loss for the current year, given the considerable additional financing costs for leasing the Neue Messe property as well as the costs arising from the financing and depreciation of CCH's expansion. Property costs will continue to have a negative impact on earnings in the coming years.

Based on our profit transfer agreement, HGV will absorb the losses that are planned for the next years.

3. Risk management

HMC maintains a risk management system that enables timely and systematic analyses and assessments of the company's exposure to risk as well as pertinent countermeasures. These analyses and assessments concern both strategic and operating risks.

In terms of its future development, at this time HMC is unaware of any risks that might jeopardize the company as a going concern.

Hamburg, March 27th, 2009

signed Bernd Aufderheide
President and Chief Executive Officer (CEO)

signed Dr. Ulla Kopp
Chief Financial Officer (CFO)



68

68 gates at eleven halls enable rapid setup and takedown.

Halle Hall

B5

**Tor
Gate**

3

REPORT OF THE SUPERVISORY BOARD

The Supervisory Board carried out its duties in the reporting year as specified by law and the shareholders' agreement. It advised and continuously supervised management's steering of both the company and its subsidiaries, HMC International GmbH and BNM Baugesellschaft Neue Messe mbH.

Management provided regular, timely and comprehensive reports – both in writing and verbally – to the Supervisory Board regarding relevant issues of corporate planning, strategic development and operations as they relate to the individual companies, including the risk situation. Any deviations in the development of business from plans were explained to and examined by the Supervisory Board.

The full Supervisory Board conducted four meetings in the 2008 financial year while its committees met 16 times. Specifically, the Personnel Committee met eight times, the Construction Committee six times and the Finance Committee twice.

The annual financial statements of Hamburg Messe und Congress GmbH, HMC International GmbH and BNM Baugesellschaft Neue Messe mbH were audited by Susat & Partner OHG, Wirtschaftsprüfungsgesellschaft, Domstrasse 15, 20095 Hamburg, which was appointed as the auditors of the annual financial statements by the shareholder meeting on September 18th, 2008 and September 16th, 2008. The auditors did not have any objections against the annual financial statements and issued unqualified auditors' reports.

Based on its own conclusive examination of the annual financial statements and management reports, the Supervisory Board does not have any objections thereto and concurs with the auditors' findings. The Supervisory Board approves both the management reports of the Managing Directors and the annual financial statements as of December 31st, 2008.

Messrs. Martin Köppen and Heinrich Lieser were newly appointed to the Supervisory Board of Hamburg Messe und Congress GmbH on July 29th, 2008. They have taken the place of Ms. Karin Martin and Mr. Thorsten Kausch, whom the Supervisory Board wishes to thank here for their constructive work on the Supervisory Board and their commitment to the company's fortunes.

The Supervisory Board also wishes to thank the Managing Directors and the company's employees for their great dedication and their successful work in the past financial year.

Hamburg, April 2009

signed Johann C. Lindenberg
Chairman of the Supervisory Board



Hamburg is one of the world's largest aviation centers.

HEAVENLY LUXURY

Money rarely is an issue in the refitting of private planes. Yet not every wish can be turned into reality; open fireplaces and swimming pools are prohibited above the clouds.



Sophisticated ambiance for a dinner 10,000 meters up in the sky.

Your feet sink into deep-pile Persian rugs, soft green designer chairs invite you to linger, the mahogany table is set for a festive dinner that would do the “Hotel Vier Jahreszeiten” credit and a 42-inch flat screen TV displays current stock market data in the background.

No, this is not a private suite on the 53rd floor of a skyscraper in Dubai. Rather, it is the luxury that designers respectfully refer to as “Palace in the Sky” – the flying private rooms of an oil sheik or a Russian oligarch. Dreams that can already be turned into reality on board an A380.

The interior designers of Lufthansa Technik in Fuhlsbüttel must really pull out all the stops if they want to awe their customers, especially when golden faucets elicit at most a tired smile from the megaliner’s owner. “We get the most unusual requests: Some of our customers want their plane to have an open fireplace or a swimming pool. But you can’t get a permit for that,” says Bernhard Conrad, formerly Head of the private clients business and now Chief Technology Officer of Lufthansa Technik.

Sometimes it’s not easy to convey that to the VIP clients. “In our business, there’s no such thing as, ‘can’t do that, sorry’ – only ‘that might be difficult’,” Conrad adds with a smile. One reason why this particular customer had to resign himself to a fake open fireplace. “But we were able to fulfill a request for a real chandelier weighing 120 kilograms,” he says.

Lufthansa Technik began to focus on a luxury version of the A380 for its elite customers very early on and presented a VVIP version at the Space & Air Show in Orlando, Florida. The Royal Lounge on the lower deck leads to a conference room from where a staircase takes you to the royalty’s private suite containing bedrooms, several bathrooms and a sauna.

Focus on luxury clients

Almost everything is possible – it’s just a matter of money. The VIP refurbishment can swallow another 100 million euros or so on top of the initial cost of an A380 (about 230 million euros). Saudi Prince Walid al Saud is one customer who has already ordered such a luxury liner. Others are to follow.

Given that Hamburg is the most innovative center for aircraft interiors, even the basic version of the A380 offers passengers a level of luxury heretofore unknown. The cabin designers at the Airbus plant in Finkenwerder have set new standards in collaboration with the airlines. Be it the “Private Suite” in the First Class of the A380 that Singapore Airlines operates or the showers (which are unique the world over) on board a regular plane of Emirates Airlines – all of this is emblematic of the art of engineering made in Hamburg.



All wide-body aircraft offer space for comfortable club rooms.

"The difficulty is that an airplane has space limitations. That's why it's so complicated to integrate systems ranging from inflight entertainment to all manners of services and waste management. Of course, passengers aren't supposed to notice the difficulties once it's done," says Klaus Roewe, Director of Airbus's Cabin & Cargo Center of Excellence.

New ideas – daily

What will aircraft cabins look like in the future? Day in and day out, engineers in the hangars of Airbus and the recently opened Cabin Innovation Center on the premises of Lufthansa Technik work on new ideas aimed at making flying more comfortable. Most of this work focuses on enhancing sleep comfort on board, especially on long-haul flights, as well as on increasing the available entertainment and the options for working on board high above the clouds. "To date, many passengers consider flying a waste of time. They want to be able to do what they could be doing at home or in the office," Roewe remarks.

Hence technologies that to date were offered only to business or first class customers are now being made available to everybody. And speaking of the Internet high in the sky: "One option might be to offer access to the Internet on a flight from Frankfurt to New York for a flat

rate of 30 US dollars," says Conrad. There's also a lot of room for improvement as far as comfort is concerned. The so-called flat bed, a seat that can be turned into a flat bed for sleeping, is being further refined. Yet designs for first class cabins are going even further. "We're currently developing a solution that makes it possible to move the seat aside and make space for a real mattress," Conrad explains.

But Airbus is even contemplating bunk beds in order to give a greater number of passengers the ability to stretch out completely and relax. "But that's not going to happen in the space of two to three years," says Roewe. Manufacturers are paying attention to the demand for greater comfort.

And speaking of requests: Unfortunately, Lufthansa Technik finally could not fulfill one order for a private plane: a life-size hologram of a Jedi was to appear in the aircraft's cabin. "The customer finally gave up because it had taken too long to find a company that could actually accomplish this," says Conrad.



Martin Schnitker, born on June 2nd, 1966, has been with Germany's BILD tabloid since 1998. He has been working as the economics editor of BILD Hamburg since 2005.



Comfort is becoming increasingly important for commercial passengers as well.

RISING SIGNIFICANCE OF SPECIALTY TRADE FAIRS

Given that it is the trade fair venue at the world's third-largest aviation center after Seattle and Toulouse, it is only natural for Hamburg Messe und Congress GmbH to pay special attention to this sector. In 2008, HMC succeeded in bringing the MRO (Aviation Maintenance, Repair & Overhaul), one of the most important trade fairs for the aircraft maintenance industry, to Hamburg in 2009.

The Aircraft Interiors Expo (AIX) – the world's largest exhibition for aircraft interiors as well as cabin and in-flight systems technology – has already been taking place in Hamburg for many years. Both the fact that AIX has committed itself to Hamburg as its venue in the long term and that HMC will act as the cooperation partner of AIX's organizer, Reed Exhibitions, starting in 2010 have created a solid basis for organizing additional aviation trade fairs, and it is already bearing fruit.

But HMC also hosts a range of successful technology trade fairs on its grounds that go beyond Hamburg's

two major economic clusters, the maritime and the aviation industry. NORTEC, for instance, the Trade Fair for Manufacturing Technology, once every two years brings together manufacturers, suppliers as well as subcontractors of production technology under one roof. And GET Nord 2008 was the first trade fair for comprehensive building systems to take place in Hamburg. A total of 44,000 visitors came to see innovations in electrical engineering, sanitation, heating and air-conditioning. Yet other trade fairs concern sectors such as equipment, workplace and occupational safety or logistics.

Since specialty trade fairs are becoming ever more important, HMC will expand its programs accordingly to benefit from this growth market.

→ For further information:

www.hamburg-messe.com/guestevents

see p. 56: Our events



People were proud of their breweries, as these roughly 100-year old photographs reveal. The employees of Holsten Brewery assembled for a group photo on the firm's 25th anniversary in 1905. Elbschloss Brewery confidently advertised its products on postcards.

HAMBURG'S BREWERS: OF HEROES AND TROUBLEMAKERS

Hamburg was Germany's brewery, so to speak, during the Middle Ages. Adding hops was one of the city's specialties. Hamburg's brewers were not permitted to brew beer outside of the city in order to safeguard the secret, which was a good thing now and then, not just in terms of the beer's quality.

"The Council announces that beer will be brewed on Tuesday and thus that nobody may relieve themselves into the canal starting on Monday!" is what an announcement echoing through Hamburg's alleys might have sounded like through the centuries. For Hamburg was beer central—long before it became the gateway to the world. And most of the water that was used in Hamburg for brewing until far into the 19th century was drawn from the canals that served simultaneously as transportation routes and soakaways.

There were 531 breweries in 1540

The parishes St. Petry, St. Nicolay, St. Catharinae and St. Jacobi contained 531 breweries in 1540. Indeed, some streets were even home to several dozen breweries at once. No, neither Bavaria nor the Ruhr area were Germany's brewery—Hamburg was. Beer accounted for 60 percent of Hamburg's total exports at one time or another in the 14th cen-

ture. Its northern-style beer was exported to all Hanseatic cities but also to England, France and Holland.

Many brewers thus called the city home. They were considered hotheaded and rebellious, always prepared to "form mobs and revolt," according to contemporary sources. In the Middle Ages, Hamburg's brewers were everything but conformist cowards. And that is why the city's leaders kept a suspicious eye on them. Rightfully so. For in 1453, brewers' servants liberated one of their own who had been condemned to death and was already on his way to the gallows. After that, prisoners were always accompanied to the place of execution by mounted patrols.

The brewer Hinrik van Lohe who was brought to the executioner on October 10th, 1483, also was accompanied thus. He had instigated an uprising out of dissatisfaction with Hamburg's politics but had not been punished at first because he was lucky enough to fall under an amnesty. In the end, it was his



“INTERNORGA has consistently expanded its position as the leading European trade fair in the away-from-home market. Moreover, Neue Messe Hamburg fulfills all of the exhibitors’ expectations in regards to the professional presentation of their products.”

RALF HÜBNER,
Chairman of INTERNORGA’s
Advisory Counsel of Exhibitors

big mouth that cost him his life. This is because van Lohe was shown no mercy once he abused the pregnant wife of a knight named Vrydag (his former employer) by calling her a nag.

Hinrik van Lohe’s story took place when Hamburg’s brewing industry (to which it owes much of its wealth) was at its peak. Fully 457 brewery permits had already been issued 100 years earlier, in 1376—when Hamburg had a population of 8,000. Just about every other trader was a brewer at the time.

Street names such as Hopfenmarkt (hops market) and Hopfensack (sack of hops) still attest to the fact that adding hops to a brew was a specialty. Hops made beer go down really well. As this procedure was largely unknown outside Hamburg, it had to be closely guarded. Hamburg’s brewers had to swear an oath that they would not brew any beer beyond the city’s confines. And their servants were prohibited from traveling around, as was customary for servants at the time.

Around 1300, this turned out to be a stroke of luck for Hamburg—for a different reason entirely. Dissatisfied peasants had exploited the absence of Hamburg’s army to enter the city. The brewers’ servants—“young, strong lads, sturdy and really tough,” as contemporary records would have it—did not like this one bit. They grabbed the poles that they normally used for stirring the suds and started to lay into the country bumpkins, yelling “Buur stah!” (roughly: peasant, stay where you are!). To make a long story short: First the peasants were beaten up, then they were chased from the city. And the brewers’ servants became heroes. One of the city’s many legends has it that the street named Burstah got its name from this event.

The procedure for obtaining permits was also peculiar to Hamburg. This is because brewery permits were by no means tied to qualifications or training but solely to the building. Many owners of buildings had no interest in engaging in this hard business.

Yet demand for beer was huge

There was an enormous demand for beer in those days. The records of the German Order of Knights show that ten to 15 liters of beer a day were the average for an adult male. Even aristocratic nuns on the Baltic Coast were entitled to ten liters. It is safe to assume, however, that in both cases the beer was shared with squires and servants. It wasn’t even used just for drinking. Beer replaced water in cooking and was considered healthier because it had already been boiled.

The number of small breweries fell dramatically with the onset of the industrial revolution as larger facilities came into being. Yet Hamburg’s innkeepers continued to serve dozens of beers that were brewed right here in Hamburg until the last century. These include “Teufelsbrücker Pilsener”; “Marienthaler Schloßbräu”; “Winterhuder Bier”; “Löwenbräu” from Uhlenhorst; “Eremiten-Bräu” by Barmbecker Brauerei Actien Gesellschaft in Hamburg-Eidelstedt; or the famous “Bill-Bräu,” which famous German actor Hans Albers made unforgettable in the film, “Große Freiheit Nr. 7.”

Other beers, such as “Bergedorf Bier,” were brewed solely for export. Bergedorf-based Brauerei-Aktion was established in 1873 and taken over by Holsten Brewery back in 1914. Until the 1990s, its beer was largely destined for Africa; some of it was even produced in



Africa. These days, two small brewery ponds and an ice cellar (which has been converted into an underground garage) stand as reminders of the brewery in Bergedorf that was swallowed by a larger one, just like most others.

Only the five largest breweries—Holsten, Bavaria-St. Pauli, Elbschloss, Bill and Winterhuder Brewery—survived World War II. But Holsten Brewery acquired a majority in Bill Brewery as early as in 1956 and fully took over the company in 1974. While Winterhuder Brewery was sold to another corporation, by 2003 Holsten had taken over a total of 19 breweries overall which, in turn, consisted of dozens of small breweries. And Holsten ended up being the last Hamburg-based brewery when Bavaria-St.-Pauli Brewery was swallowed by its local rival in 1998. In April 2004, finally, Holsten itself, a company with deep roots in Hamburg, was taken over by the Danish Carlsberg A/S Group just one month shy of its 125th anniversary.



Karsten Broockmann, who was born on October 18th, 1962 in Hamburg, has been Director of Public Relations at HMC since September 2006. Before that, he worked in Hamburg as a reporter for 15 years.

FULL HALLS AND A WORLD RECORD

Breweries have been an integral part of the INTERNORGA for more than 80 years. Hence beer producers were well represented at the 82nd International Trade Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades despite a few cancellations. As always, this order-writing trade fair was fully booked. A total of 112,000 professional visitors spent six days exploring approximately 1,000 exhibitors' range of innovations and novelties in the away-from-home market. Health-conscious nutrition, light cooking and options for conserving energy and other natural resources were some of the biggest draws in 2008 as well.

Besides the large trade fairs such as SMM and INTERNORGA, some of HMC's consumer exhibitions were also successful. In February, 78,000 people visited REISEN HAMBURG to explore the range of products on display at roughly 1,000 exhibitors from 80 countries. There was strong demand for travel to the United States and destinations in the Mediterranean. In April, HansePferd Hamburg followed by Marathon & Running attracted more than 50,000 visitors each. At 17,400 and 23,000 visitors, respectively, CAR style, the exhibition for cars and car components, which took place in October, and mineralien 2008, Germany's second-largest trade fair for minerals, were two of the smaller exhibitions.

The expectations regarding DU UND DEINE WELT were not all fulfilled, however. Given that merely 100,000 visitors found their way to the exhibition in the pre-Christmas period, the scheduled dates for 2009 were advanced by about two weeks to the period between November 14th and 22nd, 2009.

In February 2008, an attempt to set a world record ended on a successful note. During Planetfair's 6th Hanse Golf, 534 people participated in the world's largest golf lesson in Hall A1, surpassing the previous record of 478 persons.

→ For further information:
see p. 56: Our events
www.hansegolf.com



MYSTERIOUS WORLD OF WATER

“Wunderbar”: The German Pavilion was one of the most popular at the Expo Zaragoza 2008.

The journey begins deep inside the earth. Passengers take their seat on a float that will take them across the groundwater. Thunder, driving rain and dripping water create a mysterious, somewhat eerie atmosphere in this world, which plays by its own rules. Yet nobody is afraid because a young woman named Wia safely guides the travelers through the layers of rock, explaining the marvels of the water cycle ...

What sounds like an adventure story actually contributed to the success of the German Pavilion at Expo Zaragoza 2008, which Hamburg Messe und Congress GmbH organized on behalf of the German Ministry for Economics. Zaragoza, a city in Northern Spain, invited over 100 countries to make water—a natural resource that is becoming scarcer and costlier by the day—the topic of a world expo with the slogan “Water and Sustainable Development.”

Just the fact that more than half a million visitors flocked to the 1,200 square meter German Pavilion named “Wunderbar” shows that it succeeded at the expo, which ran from June 14th to September 14th, 2008, in every respect. Some of them waited in line for hours, eager to look at Germany’s contribution to the expo and immerse themselves in the “Floating Experience.” 26 high-tech floats were available to take those interested in adopting the viewpoint of a drop of water on a seven-minute journey—partly lying down, partly sitting up on the floats—through the water cycle. It was a journey which traced the route groundwater travels from deep down in the earth to people’s homes and rivers.

The participants were accompanied by virtual guides named Wia and Wat on this 120 meter excursion from a groundwater cave to the

shores of the Rhine river. Wia and Wat explained to the visitors which part of the water cycle they were crossing, what they were seeing and what it all meant. The trip on the float passed many interesting stations: Water protection zones, subterranean basins and lakes equipped with blinking measuring probes designed to verify the maximum allowed levels of substances such as phosphorous or nitrates; past processing facilities where the water was being sterilized; through wastewater that was quickly transformed into floral water; and finally past the Rhine river, first at the time when it was still highly contaminated and then again when environmentally sound approaches had long since taken root in Germany. The virtual tour ended with a vision of the future that has already become a reality for many German lakes and rivers – living underwater worlds where fish and swimmers alike are happy ...

And there was music in the showers

This is how the roughly 540,000 visitors judged the experience: fully 94 percent said that their visit to the “Wunderbar” pavilion had been “excellent” or “very good.” Professionals also honored Germany’s concept: At the Expo’s end, the Bureau of International Expositions (Bureau International des Expositions) gave the German Pavilion the Golden Award for the best conceptual execution of the Expo’s topic. The second prize followed in November. The German Association for Business Communications (Verband Direkte Wirtschaftskommunikation) gave the German Pavilion the sought-after ADAM Prize in the Special Prize category.

Aside from the “Floating Experience”, visitors to the German Pavilion at the Expo were greeted by a virtual landscape of exhibits showcasing the state-of-the-art in technology made in Germany. Among them: A forest of sound showers emitting not water but – what could be better – Handel’s “Water Music” or a water poem by Goethe. Other exhibits comprised a UV filter system for processing potable water as well as mobile processing units or small water purification systems for the home.

Guests needing a change now and then from all that technology were free to take a break on one of the many benches and watch the panorama of Hamburg’s Alster river flow by on a giant projection screen while relaxing. Not to mention enjoy German cooking in the pavilion’s restaurant and perhaps drink a glass of water. For, as the Expo 2008 showed, this, our most precious natural resource, is not just exciting and inspiring – it tastes good, too.



Özlem Topcu was born on February 12th, 1977 in Flensburg, Germany. In 2008, this freelance journalist and an editor, Miriam Opresnik, were awarded the prestigious Theodor-Wolff Prize, the Axel Springer Prize for Young Journalists and the Prize of the Association of Women Journalists for reporting in the Hamburger Abendblatt.

SUCCESS IN SPAIN, CHINA IS NEXT

The year 2008 saw a number of premieres for Hamburg Messe und Congress GmbH. It was the first time that the company was commissioned by the Federal Ministry of Economics and Technology to organize a German Pavilion at a world expo. And the result is impressive. Three months of Expo Zaragoza 2008 brought a total of 540,000 visitors, some of whom had to endure standing in line for up to seven hours, and two awards for the pavilion.

In light of this success, HMC will continue to apply for commissions to organize future German world expo Pavilions. The next challenge is just around the corner. HMC will be operating the Hamburg House at the Expo 2010 in Hamburg’s partner city, Shanghai.

Besides Zaragoza, HMC actively pursued other business abroad as well. It supported a total of 782 German exhibitors at 20 foreign trade fairs. These joint participations were organized on behalf of the Federal Ministry of Economics and Technology, of the Centrale Marketing-Gesellschaft der deutschen Agrarwirtschaft (the German agricultural sector’s central marketing organization) or by HMC itself.

The trade fairs – which took place in Brazil, Kazakhstan, Dubai, China, the US and Iran, among others – focused on the maritime industry, the oil and natural gas industry and the hotel and culinary industry. Organizing the German presence at the Arab Health in Dubai was the largest single project. The employees of Hamburg Messe und Congress GmbH supported and assisted a total of 340 German exhibitors at the world’s second-largest health trade fair.

It is becoming increasingly significant for German exhibitors to open up foreign markets, given that globalization is an ongoing process. Besides organizing joint participations, Hamburg Messe und Congress GmbH thus is also banking on launching its own events abroad. The company thus established a subsidiary, HMC International GmbH, in 2008 for that purpose.

→ For further information:
www.expo2008-deutschland.de





THE LITTLE AQUARIUS

Up to 250 premature babies are born each year at University Medical Center Hamburg-Eppendorf. One in four weighs less than three pounds.

Julius arrived just six weeks ago, and already knows what he wants. Or maybe not. Right now, he doesn't want to drink and presses his lips together. He does have a mind of his own—typical for an Aquarius. Yet Julius's sign was supposed to be Taurus.

The battle starts at 500 grams

But Julius's life began too soon, more than three months too soon. So early, in fact, that his mother Petra had not even gotten around to thinking about a name for him, not to mention that she'd never furnished the nursery. The amniotic sac burst in the 27th week of her pregnancy, and the doctors delivered Julius by Caesarean section. He weighed just 950 grams at the time, less than a package of flour. His skin was transparent, like parchment paper, and his hands were so tiny, the size of buttons.

It was all much too early, just as with the other 70,000 premature babies who are born each year in Germany. "Premature babies are born before the 37th week of pregnancy and usually weigh less than 2,500 grams," says Professor Dr. Dominique Singer, Director of Neonatal and Pediatric Intensive Care at the University Medical Center Hamburg-Eppendorf (UKE) since 2007. Every year, this 50-year-old physician and his team care for 200 to 250

premature babies, 60 of which are particularly small because they are born before the 32nd week and weigh less than 1,500 grams. Their organs are generally immature. In most cases they must be given artificial respiration and are highly prone to infections. "We try to keep the babies alive from the 24th completed week and a weight of about 500 grams, if their biological condition permits," says Professor Singer. "That's the guideline that applies in Germany." 40 weeks of pregnancy and a weight of about 3,500 grams would be normal.

Tiny and yet so complete

In Petra's case, everything seemed normal at first. Her obstetrician merely noticed during a routine check-up that her cervix was slightly open. She laid down at home. Four hours later, her bag of waters ruptured, five days later, Julius was born. It all happened so quickly. But it took a while before this 40-year-old mother could take her son into her arms for the first time. For Julius had to remain in one of the clinic's twelve incubators, which are as technical and impersonal in appearance as the word implies. Not even the brightly painted walls of the neonatal ward can change that. "I was shocked when I saw it the first time," Petra says. "He was hooked up to all

kinds of cables, was being artificially respirated and fed. My impulse was to just get him out of there."

The temperature in an incubator is about 38 degrees Celsius and it is humid since it is designed to replace the mother's womb while the real mother must watch from the outside. Petra was finally permitted to put her son on her chest after eleven days of watching over the glass-encased incubator, and he could finally hear her heartbeat again instead of the machine's beeping sounds.

Petra goes to the clinic every day and stays there until the nurses send her home at night. She places her son directly on her skin – it's called kangaroo care – and strokes his black hair. She can feel how he's putting on more and more baby fat every day. "He is so tiny and yet so complete," she remarks. "He's got real personality."

But she's consumed by feelings of guilt when she goes home at night. Why did it have to happen to her, what on earth did she do wrong? "Nothing," says Professor Singer. "Infections triggered by hormonal changes or insufficient nourishment due to a placenta that is too small or damaged are the main cause of premature births. Hence things over which the mother has no control."

80 to 85 percent of the premature babies survive being catapulted to life in this manner even though up to one third face serious health problems. About one half lead largely normal lives later on. Just like tiny Amelie, whom Professor Singer delivered in the 26th week of gestation when she weighed all of 350 grams. Her mother just wrote him a letter, telling him that while small and petite, the five-year old was also very bright and cheery.

"Of course, there are always cases that really get to you, no matter how hard you try to maintain a professional distance," says Professor Singer, a physiologist and pediatrician who has four children himself. That's why it's so important for him to continue caring for the children in the UKE's post-natal follow-up care clinic once they've been discharged.

But Petra isn't even close to that point yet. She's thinking in baby steps. Hoping that Julius will manage to breathe normally without pausing in between. Maintain his body temperature. And drink without the help of a feeding tube. But she says that she feels that Julius will get there. "He's a fighter," she remarks. Typically Taurus.

Their limbs are tiny, their skin almost translucent, yet an ever increasing number of premature babies lead largely normal lives later on.



Jule Bleyer, who was born on January 20th, 1983 in Hamburg, Germany, has a degree in political science. She worked as a reporter for the Hamburger Abendblatt, a broadsheet, from 2003 to 2008. She started attending the Axel Springer Academy in Berlin in July.



INTERVIEW WITH THE MEDICAL
DIRECTOR AND CEO OF THE UKE,
PROFESSOR DR. JÖRG DEBATIN

Do medical conferences at the CCH have an impact on the activities of the UKE – and vice versa?

Of course, important conferences at the CCH – such as the 41st Joint Annual Conference of the German Society for Internal Intensive Care and Emergency Care and the Austrian Society for General and Internal Intensive Care; the 23rd International Conference of German Ophthalmic Surgeons; the 64th Annual Conference of the German Society for Gastroenterology; and the Third Joint Annual Conference of the Association of the German Society for General and Visceral Surgery – where international professionals exchange information on recent developments and research findings in their respective disciplines are always highly significant to the UKE. Research is an important prerequisite for advances in both diagnostics and therapy. The conferences at the CCH offer the physicians working at the UKE a platform for engaging in scientific exchanges with their colleagues from around the globe.

In 2008, Hamburg Messe und Congress GmbH organized the largest German joint presentation at the Arab Health in Dubai. The UKE is also intensely engaged in Arab countries. What is the significance of the United Arab Emirates for Hamburg as a medical center?

The cosmopolitan nature of the Free and Hanseatic City of Hamburg also includes the medical sector. The UKE provides an excellent platform for both medical research and medical tourism. Each year, approximately 400 foreign patients travel to Hamburg to obtain medical treatment. 40 percent of them are from Arab countries. It is the transfer of know-how – for example, in connection with the construction of hospitals in the United Arab Emirates – that plays an important role besides medical tourism. Overall, the United Arab Emirates are of great significance to the medical sector in Hamburg in general and the UKE in particular.

What are your plans for UKE's future?

Our new motto – “Knowledge – Research – Healing Through Shared Competence: The UKE” – stands for turning the UKE into one of the three best teaching hospitals in Germany, one of the top ten research hospitals in Europe and the number one in Northern Europe in terms of our specialization on complex and rare diseases.

EVENTS AT CCH: FLEXIBLE, EXCITING, DIVERSE

The 57th Conference of the German Society of Gynecologists and Obstetricians from September 16th to 19th, 2008 was just one of many medical conferences that took place at CCH – Congress Center Hamburg in 2008. Whether urologists, oncologists and radiologists, orthopedists or intensive care specialists, the CCH has been the venue for major national and international medical conferences with up to 10,000 participants since it opened in 1973. In addition, companies listed on the DAX such as Volkswagen AG or Beiersdorf AG regularly convene their annual general meetings at the CCH. Germany's major political parties also use the CCH – Congress Center Hamburg, which is located in the heart of the city, for conventions and campaign events.

But the CCH has also become the venue for smaller specialized trade fairs and conferences – especially in the fields of renewable energy as well as climate change and environmental protection – since it was expanded by a 7,000 square meter multifunctional exhibition hall in 2007. The H2Expo (International Conference and Trade Fair on Hydrogen and Fuel Cell Technologies), before its relocation to the fair halls in 2010, has been as much at home here as is

acqua alta, which HMC acquired in 2008 with the aim of expanding it into one of the world's most important events in the field of disaster management, climate change and flood protection. Significant guest events, such as the 24th European Photovoltaic Solar Energy Conference and Exhibition or the 17th European Biomass Conference and Exhibition, which take place in 2009 in both the CCH and HMC's trade fair venue, supplement our environmental portfolio.

The darkening economic horizon worldwide affected the number of visitors to the CCH in 2008 despite solid capacity utilization and an increase in the number of events; compared to the previous year, it declined by roughly 20,000 to 336,568. But the outlook is positive. For example, several months in the years until 2014 are already fully booked. The German Protestant Church Congress and the 96th Annual Lions Clubs International Convention in 2013 with tens of thousands of participants each will be some of the major events in coming years.

→ **For further information:**
www.cch.de

OUR EVENTS

HMC carries out 20 trade fairs, including leading international trade fairs such as SMM and INTERNORGA, in its own name or in close cooperation with partners.

These trade fairs, some of which take place every other year, are organized and executed by HMC, in contrast to the conference business or guest events, where HMC solely makes available floor space, rooms and services.

The events that HMC itself organizes—from A as in acqua alta to S as in SMM:



ACQUA ALTA (CCH)

International Conference and Exhibition on Consequences of Climate Change and Flood Protection
www.acqua-alta.net



AIRCRAFT INTERIORS EXPO

Reed in cooperation with Hamburg Messe (from 2010)
www.aircraftinteriorsexpo.com



CAR STYLE

The Exhibition for Cars and Car Components, organized in cooperation with CAR style Veranstaltungen GmbH
www.carstyle-hamburg.de



COTECA

The international trade show for the coffee, tea & cocoa business
www.coteca-hamburg.com



DU UND DEINE WELT

The great consumer exhibition
www.duunddeinewelt.de



GET NORD

Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning
www.get-nord.com



HANSEBOOT

International Boat Show Hamburg
www.hanseboot.com



HANSEPFERD HAMBURG

International Exhibition for Horse Enthusiasts
www.hansepferd.de



HUSUM WINDENERGY

The Leading Wind Energy Trade Fair, organized in cooperation with Messe Husum
www.husumwindenergy.com



H2EXPO

International Conference and Trade Fair on Hydrogen and Fuel Cell Technologies Hamburg, Germany
www.h2expo.com



INTERNORGA

International Trade Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades
www.internorga.com



MARATHON & RUNNING, HAMBURG

Exhibition for sports goods
www.marathon-running-hamburg.de



MINERALIEN HAMBURG

International Show for Minerals, Fossils, Precious Stones and Jewellery
www.mineralien-hamburg.de



MS&D

international conference and exhibition on maritime security and defence hamburg
www.ms2009.com



NORTEC

Trade Fair for Manufacturing Technology
www.nortec-hamburg.de



REISEN HAMBURG

International Exhibition Tourism & Caravaning
www.reisenhamburg.de



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www.smm-india.com



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www.smm-istanbul.com

WHAT HAPPENED AFTER DECEMBER 31st, 2008

Hamburg Messe und Congress GmbH did not take a break at the turn of the year. On the contrary, the company gained new events and sealed cooperation deals in January.

Below a few highlights of the first quarter of 2009.



January 5th, 2009

HMC succeeds in bringing two leading events in the field of energy and the environment – the 24th European Photovoltaic Solar Energy Conference and Exhibition and the 17th European Biomass Conference and Exhibition – to Hamburg as guest events.



January 21st, 2009

The first SMM Istanbul (shipbuilding, machinery & marine technology trade fair) opens in Turkey. It takes up where the SMM Hamburg, the maritime industry's foremost event, left off, attracting especially visitors and exhibitors from around the Bosphorus and the Black Sea.



January 29th, 2009

Hamburg Messe und Congress GmbH and the world's largest organizer of trade fairs, Reed Exhibitions, announce that they will cooperate in the organization of the Aircraft Interiors Expo. This alliance ties the trade fair to Hamburg, an important center of the aviation industry, in the long term. *In the picture: Bernd Aufderheide (left) and Alastair Gornall, CEO Reed Exhibitions.*



March 14th, 2009

Hamburg Messe und Congress GmbH launches COTECA Hamburg, the international trade show for the coffee, tea & cocoa business. This trade fair, which focuses on coffee, tea and cocoa, will take place in Hamburg for the first time from June 4th to 6th, 2010.



March 31st, 2009

Construction for the Hamburg House for the World Expo 2010 in Shanghai, Hamburg's partner city, starts. Hamburg Messe und Congress GmbH will run the Hamburg House during the entire world expo.

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“Hamburg und sein Bier” (Hamburg and Its Beer).

This annual report is also available in German.

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