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Metropolitan regions: strong locations in international competition

Metropolitan regions are densely settled regions of considerable international significance. The urban cores of cities and their surroundings, such as we have in the Hamburg Metropolitan Region, represent the principal form of town settlement in Europe.

Throughout Europe there are around 120 agglomerations and conurbations. These are defined as urban regions housing populations of at least 500,000 people. This is home to 60 per cent of the European population. Many of these areas today have a metropolitan character - in other words, each of them functions as a cohesive, independent urban region.

Metropolitan regions are the motors that drive a country’s social, public and economic development. They have a key role to play in Europe’s development as centres of growth, knowledge and innovation. They bring together dynamic companies, research and higher education institutions. Their excellent integration into European transport networks makes them important communications hubs.
Hamburg Metropolitan Region: the region presents itself

Hamburg Metropolitan Region is one of the strongest regions in Germany or even Europe when it comes to competition. Cooperation in the region is between the 14 districts of Schleswig-Holstein, Lower Saxony and the Hanseatic City of Hamburg and the three federal states themselves. The cornerstones of this strong economy are top infrastructure, a highly trained workforce, innovative companies and research institutes renowned for their leading-edge research.

Today **4.3 million people** are living and working here. The Hamburg Metropolitan Region – at the crossroads of Europe’s most important transport axes – is the economic centre of Northern Germany.

Metropolitan sophistication and gentle hills, ocean giants and idyllic lakeland, seas and castles – for quality of life, other regions of Germany are hard-pressed to compete. For water sport fans, the Elbe River, North and Baltic Seas, numerous lakes und rivers offer optimal conditions. Well-developed cycling, walking and horse-riding routes, numerous golf courses, exclusive hotels and romantic thatched houses - the list of highlights goes on and on. The high standard of living attracts people to move into the region – since 2000 the population has grown by **2.7 per cent**.
SCHLESWIG-HOLSTEIN

Cuxhaven district
Stade district
Roterburg (Wümme) district
Segeberg district
Stornort district
Duchy of Lauenburg district
Pinneberg district
Free and Hanseatic City of Hamburg
Dithmarschen district
STEGERDIVERGEN

LOWER SAXONY

Norteastern districts,
southern districts,
metropol regions
Facts and figures

12.8 million air passengers

4.3 million people - and in

19,800 square kilometres in area

1.43 million gainfully employed

420,000 businesses and
Did you know that...

...Hamburg Metropolitan Region is one of Germany’s three **strongest** metropolitan **region economies**?

...that half of the **businesses and companies** are based in Hamburg city – the other half are located in the region?

...40 per cent of **economic growth** is produced in the districts of the metropolitan region, not in the city of Hamburg?

...that Pinneberg is the district with the **biggest population influx**?

...that every year the metropolitan region greets **7.3 million overnight guests**, 14 per cent of them from abroad?

...that a square metre of building land costs between **EUR 17** in Lüchow-Dannenberg and **EUR 660** in Hamburg.
Objectives and programme

Hamburg Metropolitan Region has the following objectives:

To gear up its competitive standing globally, by promoting technology transfer or by cooperating in developing industrial sites, for example.

To enhance public services for the population. This means promoting services to improve quality of life, e.g. transport or education.

To develop settlement and spatial structures, for example through better land management and nature conservation projects.

To formulate strategies against climate change and to manage the effects of climate change, for example through use of bioenergy or by raising public awareness of climate issues.
Promotion funds: finance is assured

Hamburg Metropolitan Region’s promotion funds are the most important finance instrument in realising these objectives. Set up more than 45 years ago, they continue to apply under a state treaty signed in 2005 and again 2009 between the Free and Hanseatic City of Hamburg, Lower Saxony and Schleswig-Holstein. They are designed to improve both the structure and development of Hamburg Metropolitan Region.

Each year the funds underwrite projects valued at almost **EUR 3 million.** Since its establishment in 1962, the Lower Saxony/Hamburg fund has paid out around **EUR 109 million** in financial aid. Since 1992, the two development funds have invested a total **EUR 54 million.**

To make this happen, the states of **Hamburg and Lower Saxony** each pay **EUR 600,000** into their promotion fund each year. The **Hamburg/Schleswig-Holstein** fund receives **EUR 871,000** from each state annually.

Investments many times larger can thus be initiated through the combination of applicants’ own funds with external finance from funds at state, federal government or EU level.
Projects: examples from practice

The Hamburg Metropolitan Region supports projects that help to implement its goals: improving competitiveness, housing development, public services and climate protection.
Find commercial and industrial sites online

Investors looking for a new site for their companies can find available locations throughout the Hamburg Metropolitan Region with the help of the GEFIS commercial and industrial site information system – which is also available in the English language. Here they will find details of size, transport infrastructure, site identification, site occupation ratio and the name of a contact person. Users have direct access to a property profile giving details of individual objects which they can download and use to gain an impression of the site’s surroundings. GEFIS pools data from the existing commercial and industrial site portals in the three Metropolitan Region states. The portal was financed by the two Metropolitan Region promotion funds to the tune of **EUR 35,000.**

[www.metropolregion.hamburg.de/gefis](http://www.metropolregion.hamburg.de/gefis)
Joint marketing of the region’s produce

The regional network “From the region - for the region” aims to position agricultural produce better on the regional market. The idea is to increase local consumers’ awareness of regional products via new marketing channels. Reducing distances between producer and consumer and near-direct marketing of products also helps to reduce CO2 emissions.

http://english.metropolregion.hamburg.de/lead-projects/

Competitiveness
Green policies
Whatever the weather, children can really let off steam at the Whale indoor family playground in Friedrichskoog near the North Sea coast. Inside the giant whale they’ll enjoy the vast climbing labyrinth, the trampolines, the multi-purpose playing field, bouncy castles, electric kart track and lots of other play equipment.

Friedrichskoog is Dithmarschen district’s second most important tourist centre. For families with children, the Whale is a godsend whether it rains – or shines.

With the help of EUR 300,000 from the Hamburg/Schleswig Holstein development fund, Friedrichskoog has been able to pep up its tourist business.

www.wal-friedrichskoog.de
Modernising infrastructure around railway stations is a strong area of focus for Hamburg Metropolitan Region. It is helping to move traffic off the roads and on to the trains. This also reduces CO2 emissions in the region – an active contribution to climate protection.

Many new park & ride or bike & ride facilities have been subsidised by the metropolitan region’s development funds. The extension of the rapid transit rail system (S-Bahn) to Stade in particular required many investments - one station received many more parking slots. The Hamburg/Lower Saxony development fund is likely to invest another EUR 63,500 to integrate the station even better.
The **Lower Elbe maritime landscape**, which begins in the west of Hamburg, winds its way to the North Sea. It is a treasure trove of discovery tours. Developing this region is one of the Hamburg Metropolitan Region’s lead projects. To do exactly this, the Maritime Landscape Lower Elbe working group, a consortium of 23 Lower Saxon and Schleswig-Holstein riverine districts, towns and municipalities, as well as the Free and Hanseatic City of Hamburg, was set up. Its **aims are** to make the Lower Elbe maritime area better known, to open it up to tourism, to uncover and conserve its maritime heritage for **coming generations**.

Companies on both sides of the Elbe River are also involved in this. This economic development project focuses on the soft location factor of **local recreation**. The ability of a business location to attract talent is strongly influenced by the recreational and leisure quality of its surroundings. The Lower Elbe maritime area is supported by both promotion funds. Since 1999 it has received around **EUR 1.7 million** for conversion and kick-start financing of its offices and many other individual projects.

[www.maritime-elbe.de](http://www.maritime-elbe.de)
Giving the otter back its territory

The “Blue metropolitan water network” lead project is creating expansive, interlinked water corridors to reunite the otter colonies of Mecklenburg-West-Pomerania, Lower Saxony, Schleswig-Holstein and Denmark. Here the otter had retreated into isolated populations as its habitat declined in area and because of hunting. Improvements in water quality and a ban on hunting have managed to achieve a gradual re-colonisation. Ecological upgrading of water bodies encourages the migration of otters. Both promotion funds in the Hamburg Metropolitan Region plan to make around EUR 1 million available to the “Blue metropolitan water network”.

www.otterzentrum.de
Competitiveness
Housing development

The most northerly cave in Germany is in Bad Segeberg, famous for its open-air western productions. This cavern in a limestone hill is Schleswig-Holstein’s most important bat colony and Northern Europe’s largest wintering quarters. Both the limestone cavern and the hill are designated natural heritage sites.

The Hamburg Metropolitan Region subsidised the Noctalis bat information centre to the tune of about EUR 550,000 from the Hamburg/Schleswig-Holstein fund.

Conserving the bat’s habitat
Space-saving home-building

This lead project “Changing attitudes to land use” sets out to raise awareness about “land” as a resource amongst municipalities, politicians, owner-builders, building financiers, architects, planners and developers. The project’s job is to work out solutions for sustainable use of land in housing development.

For three projects, the Hamburg Metropolitan Region was able to obtain funds from the REFINA research program run by the German Federal Ministry of Education and Research, which aims to cut down on land use.

The results of the region’s REFINA projects are adapted into instruments and strategies which have been made available in Internet.

www.mittendrin-ist-in.de
KLIMZUG-NORD is all about applied climate change research in the Hamburg Metropolitan Region. The effects of climate change on town and country areas are researched and recommendations worked out for adaptation. The goal is to produce an action plan for the metropolitan region up to the year 2050.

Taking part are six universities, six research institutes, ten government departments and institutions, as well as ten companies. The project is to run for five years with a total volume of EUR 29 million. The federal government’s instrumental contribution is about EUR 15 million. The Free and Hanseatic City of Hamburg has provided a further EUR 1.2 million. Funding of EUR 330,000 towards KLIMZUG-NORD’s management and public relations costs comes from the Hamburg Metropolitan Region’s promotion funds.

http://english.metropolregion.hamburg.de/lead-projects/
Economy: key sectors at a glance

The Hamburg Metropolitan Region promotes networks between its economic sectors. The strongest sectors are the aerospace industry and maritime economy, port and logistics, life sciences, media, IT, as well as renewable energies. But engineering, chemicals, tourism and the food industries are also key elements of the region’s economy.

http://english.metropolregion.hamburg.de/sectors/
Aerospace industry

With more than 35,000 people working in the civil aerospace industry, the Hamburg Metropolitan Region has developed into one of the world’s leading centres for the sector. In addition to the three large enterprises – Airbus, Lufthansa and Hamburg International Airport – this is made up of the sector’s suppliers as well as higher education and research institutions in the region. Their efforts help to expand the aerospace industry’s technical expertise and to ensure that a sufficient skill force is trained.

More than 300 small and medium sized businesses in the aerospace supply industry are based in Hamburg and neighbouring regions. Their business activities range from basic materials, surface protection, equipment and model construction, measuring and control technology, through to fitting out cabin interiors and systems. In addition there are services to the sector in engineering, consultancy, documentation and design.
Tourism

The success story of tourism in the Hamburg Metropolitan Region dates back to the mid-1980s. Chocolate-box towns such as Lüneburg or Stade, more than 1,000 years old, draw the crowds, whilst Hamburg is a powerful shopping magnet. Water also plays a vital role in tourism, entrancing visitors – whether to the North Sea bathing resorts of Cuxhaven and Büsum, the Port of Hamburg, or the Elbe River and the myriad canals. These are surrounded by unique landscapes tailor-made for recreation. The Lüneburg heath and Lauenburg lakeland are just two of the most well-known examples.

Throughout the region, tourism is a livelihood for 175,000 people. This makes the sector one of the region’s most important employers. Tourism also gains educationally in the region through the faculty of international tourism management at the Westcoast University of Applied Sciences in Heide.

In addition to overnight visits, day excursion tourism is a key segment. Every day around 688,000 day-trippers are out there in the region enjoying themselves. Every year, 198 million guests generate some EUR 6.17 billion in revenue on one-day visits.
Engineering

The engineering sector in Hamburg Metropolitan Region is a strong and innovative one. In 2008 the sector had a workforce of around 35,000. Small and medium sized businesses make up the bulk of the sector in the region, but it is also the base for large concerns such as the Körber group or Jungheinrich. Locally based businesses are also closely enmeshed in many other sectors as suppliers and customers.

This means that engineering companies are able to offer highly specialised products for manufacturing industry. Companies are often world leaders in their product niche, such as for example coin testing or forklifts. Skilled employees for the sector are trained at the many educational establishments throughout the metropolitan region. The sector benefits, for instance from the multifaceted range of education and research offered by the Hamburg-Hamburg University of Technology, Lüneburg University, Nordakademie Elmshorn, German Electron Synchrotron DESY and GKSS research centre, Geesthacht.

World market leaders
Food industry

The importance of the food industry becomes apparent in country regions. Grassland management, livestock and arable farming characterise large areas of the region. In the “Alte Land”, famous throughout Germany, **one in four German apples** is harvested. With its food processing activities, the sector contributes to regional value creation and also safeguards jobs in industry and commerce. Significant companies include Peter Kölln KG in Elmshorn, Nordmilch in Zeven, Nordzucker in Uelzen, fish canner Lysell and Appel Feinkost in Cuxhaven.

In 2008, around **21,800 people were working for nearly 220 companies** employing 20 staff or more.
Media and Information

Scarcely any sector is as dependent on urban centrality and good information networks as the Media and Information business. They thrive in the optimal conditions of the Hamburg Metropolitan Region with its fertile, innovative scene.

More than **23,000 companies** in media and information technology employ almost **120,000 people**.

As well as traditional publishing houses and broadcasting, a new key segment is entertainment software. Jewel in the crown of dynamic **gamecity: Hamburg** is gamigo AG, the leading supplier of free online games.

The newest developments in the field of digital moving images have also been seized on in the region, where “newTV” trends and market processes in IPTV, web TV, video-on-demand and cellphone TV are promoted.
Renewable energies

The renewable energy sector is developing rapidly: the majority of start-ups or relocations of established companies took place in the past five years.

Cutting edge technologies with an international reputation are emerging in the metropolitan region. Constant winds and open landscapes between the Elbe river, North and Baltic seas provide optimal conditions for wind power. Agriculture and forestry are also becoming increasingly involved in producing energy from biomass. The skilled trades also contribute to value creation, particularly in sales, installation and maintenance of plant.

Specialised energy traders in the metropolitan region are also gaining growing market share in renewable energies. The sector is optimistic about the future. Companies in the metropolitan region expect an increasing export share in coming years.
growing workforce

Chemicals industry

The chemicals industry in the Hamburg Metropolitan Region owes its strength primarily to the availability of the raw materials it needs. Take rock salt, for example, a product abundantly available in nearby salt deposits. Other raw materials can be brought in inexpensively via the Port of Hamburg. Most crude oil, the basic product of the petrochemical industry, is imported, but some oil is also extracted offshore.

The chemicals industry in the Hamburg Metropolitan Region employs 43,000 people. From 2006-07, the workforce grew by 2.2 per cent. The 282 companies concerned achieved joint sales of more than EUR 14 billion.
Maritime economy

The ports of Hamburg, Brunsbüttel, Stade, Cuxhaven and Glückstadt can boast a very long tradition in maritime business. Closeness to the sea has left its mark on the region over centuries and is the foundation of their success. The ports are the driving force here. Seafaring, ship and steel construction, electronics, plant construction, navigation and environmental, marine and offshore technologies, hydrography and hydraulic construction are some of the major economic factors in the Hamburg Metropolitan Region. In the ship and boat building branches alone in Hamburg and the southern metropolitan region around 6,300 people are employed. The key innovative maritime branches are shipbuilding, shipbuilding supply, marine and offshore engineering.
Life sciences

In life sciences, mankind is the focus: whether in the development of new medicines, improved diagnoses or more individualised therapies, the Hamburg Metropolitan Region offers outstanding medical scientific expertise, leading edge know-how in technology and industrial efficiency.

In recent years, the life sciences sector in the metropolitan region has developed dynamically. It boasts a heterogeneous network of high-tech businesses, respected research institutions and universities, whose objective is to make marketable products out of innovative ideas. Around 500 firms with some 270,000 employees are involved in life sciences and the health business in and around Hamburg.

500 businesses
Logistics

Globalisation has led to a huge increase in global trade volume for the logistics sector. Growing amounts of goods produced in one place need to be transported to somewhere else in the world. The Hamburg Metropolitan Region is a notable beneficiary of this trend. Its location, between the booming regions of Eastern Asia and North, Central and Eastern Europe makes its North Europe’s best logistics region. A smooth running logistics sector is indispensable for the efficiency of other parts of the economy. The metropolitan region, with its traditional global reach in trade, has excelled in logistics since the medieval advent of the Hanseatic League.

Modern logistics amounts to a great deal more than storage, transport and handling. Pressure on speed and performance, coupled with the highest expectations of quality, has made logistics the high-tech sector it is today. Many companies use the handling, distribution and storage services available in the metropolitan region. Multinationals control their global networks from here. A total 240,000 employees contribute to the success of the logistics – and their number is growing.
Universities and higher education

Every year more and more students are attracted to the region’s large, well-positioned universities and its higher-learning institutions, some smaller and more specialised and others of a relatively new, modern type. The metropolitan region’s 25 higher-education establishments are attended by around 86,000 students. The range of higher-education institutions is complemented by many internationally renowned research institutions, such as the Max Planck institutes, DESY in Hamburg, GKSS in Geesthacht or Stade’s CFK Valley (=carbon fibre-reinforced polymers). Their more than 9,000 researchers help to make sure that the region stands for innovation and progress. What the metropolitan region has to offer academia and high-tech businesses is simply outstanding.
An efficient organisational structure is the key to ensuring implementation of the Hamburg Metropolitan Region’s goals. The three states and the districts form the backbone of regional cooperation, together with associations, tourism and business development agencies, as well as chambers of commerce, industry and crafts, which are all directly involved in working together. Cooperation is based on the principles of consensus and voluntary collaboration.

The Regional Council

The Regional Council is the **highest decision-making** body in the metropolitan region. It is responsible for policy and planning of the agenda for cooperation. It makes decisions about the terms of reference for conferring grants. Each state sends three representatives and the districts send local representatives to the council. District head administrators and three Hamburg city district heads are also involved. The Regional Council usually meets once a year.
Steering Committee

It coordinates and manages the various bodies, institutions and cooperation partners involved. It takes decisions on new lead projects, the work agenda and the deployment of expert groups. It also makes decisions over allocation of development finance. Each state sends up to three representatives; both Schleswig-Holstein and Lower Saxony also send a district head administrator and a representative of the municipalities. The City of Hamburg is represented by one city district head administrator. The Steering Committee comes together around eight times a year.

Expert Groups

For detailed work on Metropolitan Region projects, the Steering Committee calls in Expert Groups. The areas to be covered by them are laid out in the work agenda. The Steering Committee can also commission them to carry out special assignments. They report back regularly to the Steering Committee on their work. They also support the Secretariat as appropriate on large events in their specific fields, at congresses, for example.
Regional Conference

Each year the annual Regional Conference devotes itself to a specific topic to provide **stimuli for regional cooperation**. The conference represents politics at Länder and local levels, institutions and the relevant public of the Hamburg Metropolitan Region. Parliamentary involvement is reinforced because all members of the state parliaments in the Metropolitan Region and a corresponding number of district administration representatives belong to the Regional Conference.

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Secretariat

The three Länder: Hamburg, Schleswig-Holstein and Lower Saxony, each make available **EUR 51,000** for the day-to-day costs of cooperation. In addition, the 14 member districts each pay EUR 7,000 a year towards the Metropolitan Region Secretariat. This provides a total **EUR 251,000**, which the Secretariat uses to settle its outgoings for the region. In addition, the Länder and districts also supply **staff** for the Secretariat.

Members of the Secretariat work right in the centre of Hamburg. It is they who organise cooperation between all participants. They support the Steering Committee in preparing and implementing its decisions, put together the work agenda, give support to the Expert Groups, as well as organising workshops and congresses. They are also responsible for preparing the development plan, acquiring expertise, for official reports, and representing the Hamburg Metropolitan Region to the public.

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