



Deutsche Industrie- und Handelskammer für das südliche Afrika
Southern African-German Chamber of Commerce and Industry

Press Notice

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SA-German Chamber leads SA delegation to Hamburg Port Celebrations

Hamburg, 1.-7. May - South Africa has been given the exclusive rights to be the partner country for the 2018 Hamburg Port Celebrations. In light of this exciting event, the SA-German Chamber invited a number of organisations, who would be interested in participating in the 2018 festival, on an exploratory, business-seeking opportunity to Hamburg. 2017. This visit gave participating companies a chance to gain first-hand experience of these festival celebration preparations as well as to discuss branding opportunities at such an event. This visit also provided businesses from the port and tourism industries a platform to meet and directly engage with Hamburg's key industry leaders.

The Port of Hamburg is Germany's largest port and is also known as the "Gateway to the World". Hamburg is a major cruise destination and the Port itself is an important location for shipbuilders and shipyards. The anniversary of the harbour's establishment is celebrated each year on the first weekend of May. This is one of Hamburg's largest public events. Approximately 1,5 million visitors, both local and international, attend this event, verifiably the greatest port festival in Germany.

Companies that participated in this official delegation included Transnet National Port Authority, Transnet Port Terminals, Durban Investment Promotion Agency, Sotheby's International Realty, Anura Winelands as well as our two member companies, T-Systems and Liebherr SA. Aside from conceptualising, organising and leading the delegation, the Chamber assisted in the facilitation of visa applications and confirmed Business-2-Business meetings for each participant.

The delegates had the opportunity to visit various important sites, whilst in Hamburg. These included visits to the Hamburg Chamber of Commerce, Liebherr MCCtec Rockstock factory tour and HHLA Container Terminal Altenwerder, as well as a guided walking tour of the "Hafen City" (i.e. Port City). Daniel Jahn from HPA gave the delegation a harbour tour on board the "Senator", which included a delicious luncheon. Also on the agenda were additional meetings with the Hamburg Business Development Corporation, Hamburg Tourism and the opportunity to explore the Hamburg SmartPort Showroom. The pinnacle of the delegation's journey was, of course, the opening celebrations of the Hamburg Port Anniversary Festival; whereupon Adv. Mohamed A.

Southern African-German Chamber of Commerce and Industry NPC - Reg. No.: 1963/002981/08

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Mr T Abbott, Mr M Boddenberg* (*German) (**Austrian)

Supported by: Federal Ministry for Economic Affairs and Energy on the basis of a decision by the German Bundestag



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Casimjee, Deputy Ambassador of the Embassy of the Republic of South Africa in Berlin, joined the delegation for the opening ceremony. This momentous event took place on the afternoon of Friday at St Michael's Church. This year's country partner was France-Nantes and the delegates experienced an exciting weekend of over 200 programme items such as the live music on stage, the different culinary specialities and the unforgettable, big AIDA firework display.

This official country partnership, which was masterminded and brought over by Mr Wolfgang Jakob, presents South Africa with a terrific opportunity to promote the exchange of knowledge in the fields of economic, social and cultural development. Exclusive VIP tents and multipurpose exhibition stands are being dedicated to South Africa. For more details on how to secure one of these VIP tents and stands, kindly contact Mr Wolfgang Jakob (Honorary Ambassador for Hamburg based in Cape Town) at wolfgang.jakob@vodamail.co.za or call +27 (0) 82 5771 526.

The Chamber would like to express its gratitude to Ms Susanne Kuchmeister from the Hamburg Chamber of Commerce, who gave the delegation a very warm welcome and offered her assistance should SA send another delegation next year. In addition, she offered the Hamburg Chamber's office to conduct business meetings. Finally, special thanks go to two of the SAGCCI's member companies - LiebherrSA and T-Systems - for the incredible hospitality whilst we were in Hamburg.

Southern African-German Chamber of Commerce and Industry

The SAGCCI has been operating in Southern Africa for over 65 years. Bringing together potential business partners is one of our key service offerings. We foster business links between Germany and Southern African companies through comprehensive and target group oriented researches, workshops, seminars and business delegations that bring you in contact with competent business partners in your industry. Contact the Chamber to get connected with German and southern African businesses at info@germanchamber.co.za; or call +27 11 486 2775.

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