



**HK**

**Hamburg**  
Chamber of Commerce

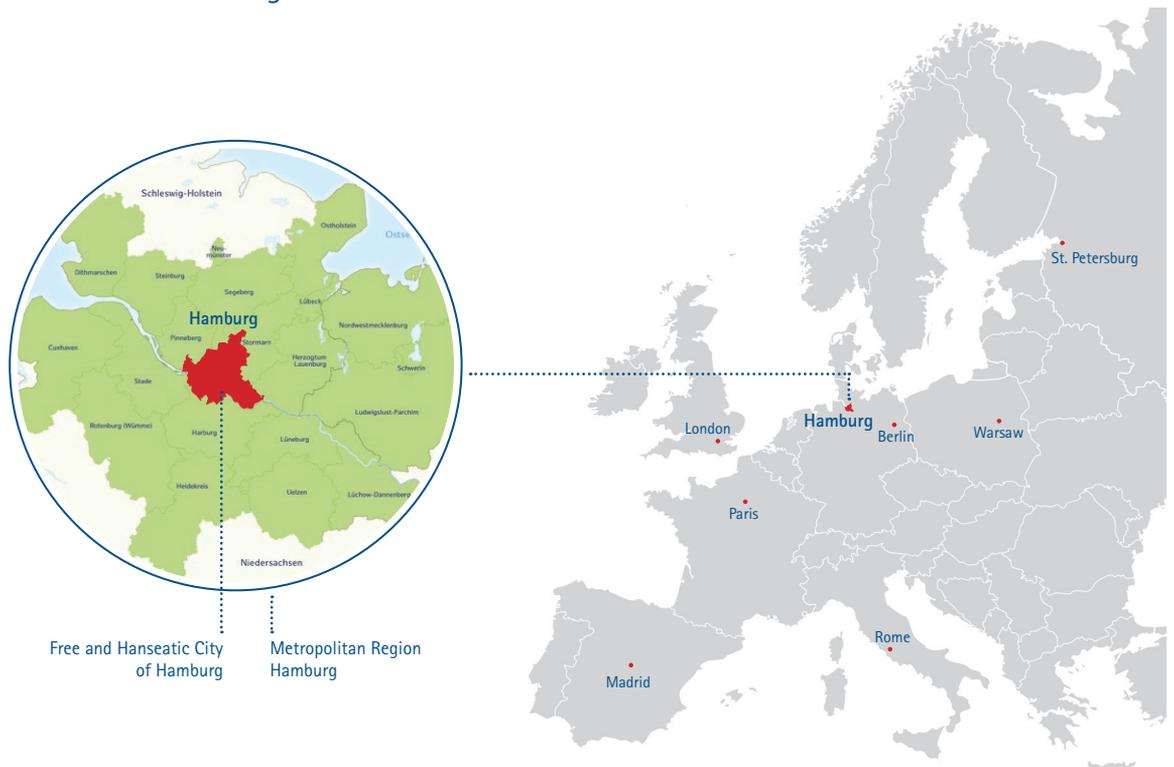
# **BUSINESS LOCATION HAMBURG**

**Metropolis of the Future**



Second largest city of the fourth largest national economy in the world, major port, seat of The International Tribunal for the Law of the Sea, an Airbus production site, birthplace of the Federal German Chancellors Angela Merkel and Helmut Schmidt, metropolis by the water offering a high quality of life ...

All of this is Hamburg and so much more!





Source: Statistical Office of Hamburg and Schleswig-Holstein, Population at end of the month, Update based on the 2011 census, end of 2019

## Population and Surface Area

Hamburg is a growing city, largely as a result of the positive balance in domestic and international migration. At the end of 2019, 1,847 million people lived in Hamburg. This figure accounts for approximately 2.2 percent of the entire German population. The Free and Hanseatic City of Hamburg covers 755 km<sup>2</sup>, which is about 0.2 percent of the total area of Germany.



Photo: metiaserver hamburg/Christian Spahnbieter

## Labour Market

Since 2005, there has been a noticeable increase in the number of employees subject to social insurance contributions in Hamburg, while the number of unemployed has tended to fall. However, the Corona crisis has recently also put a strain on the Hamburg labour market. In June 2020, the Hamburg Employment Agency reported an unemployment figure of 87,775 (rate: 8.2 percent).

1,014,606  
End of 2019

Employees subject to Social Insurance Contributions

16,067  
Ø 2019

Registered Open Positions

64,774  
Ø 2019

Unemployed Persons

6.1%  
Ø 2019

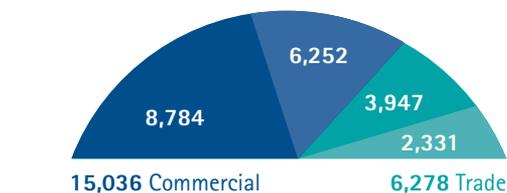
Unemployment Rate in terms of the entire Civilian Work Force

Source: German Federal Statistical Office (Employment Statistics, Unemployed Persons according to Jurisdiction, Annual Figures and Time Series)

## Education and Further Training

The German dual vocational training provides a clear international competitive advantage: trainees learn both in-company and at vocational school. The Hamburg Chamber

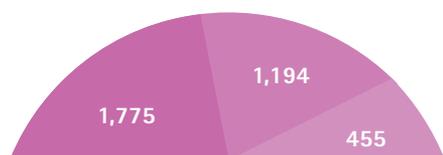
**21,314 Registered apprenticeships with Hamburg Chamber of Commerce**



- Existing apprenticeships
- Newly registered apprenticeships
- Existing apprenticeships
- Newly registered apprenticeships

of Commerce is committed to this dual system thereby providing young people with opportunities and companies with well-trained specialists.

**3,424 Examination candidates in the context of professional advanced training**



- Suitability as certified instructor
- Commercial sector
- Trade sector

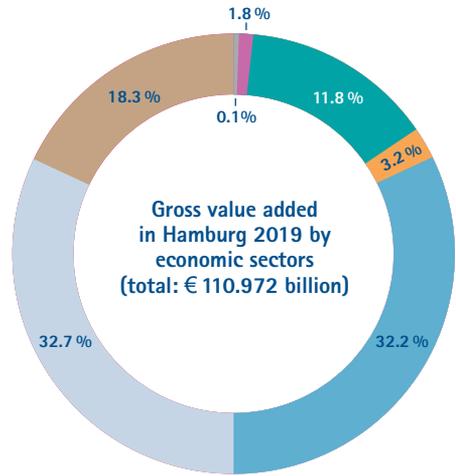
Source: Chamber of Commerce, Hamburg, end of 2019

# Economic Power and Structure

With a gross domestic product of 123.3 billion euros in 2019, Hamburg generated 3.6 percent of German economic output. In terms of gross domestic product per employed person, Hamburg continues to occupy first place in a comparison of the federal states. Although twice as many people live in Berlin as in the Hanseatic city, the gross value added in the German capital is not correspondingly higher than in Hamburg (approx. 138 compared to 111 billion euros in 2019). Hamburg's economic power extends far beyond the city limits. With its associated districts in Lower Saxony, Schleswig-Holstein and Mecklenburg-Vorpommern, the Hamburg metropolitan region is the largest economic area in Northern Europe. It is currently home to more than five million people with more than two and a half million people in employment.

The service sector accounts for just over two-thirds (69.3 percent in 2019) of Germany's gross value added. In the city-state of Hamburg, the corresponding figure is somewhat higher at 83.2 percent. In contrast, the proportional contributions to gross value added in Hamburg from agriculture, forestry and fisheries at 0.1 percent and construction at 3.2 percent are smaller than nationwide.

This same is true for the relative share of the manufacturing industry at 11.8 percent, even though well-known companies in this sector are based in Hamburg.



Gross domestic product in Hamburg 2019: € 123.270 billion

- Agriculture, forestry and fishing
- Mining and quarrying, energy and water supply, waste management
- Manufacturing
- Construction
- Trade, transportation, storage, hospitality, information and communication
- Financial, insurance and corporate service providers, real estate and housing
- Public and private service providers, education and healthcare, specific private households

Source: German Federal Statistical Office and Statistical Offices of the German States

# Industry, Energy, Environment

Industry in Hamburg is broadly diversified. The concentration of primary industries including copper, steel and aluminium here is outstanding throughout Europe. With high-employment companies such as Airbus Operations GmbH and Lufthansa Technik AG, Hamburg is also the world's third-largest location for civil aircraft construction. The "green technologies" sector is also playing an increasingly important role, particularly in the energy industry.

In recent years, Hamburg has developed into a wind energy stronghold in Northern Europe and plans to produce and use hydrogen on a large scale. The Chamber of Commerce maintains several partnerships with the Hamburg Senate to further develop these industries – such as the Master Plan Industry or the Environmental Partnership with more than 1,000 member companies.

**446**  
Companies\*

**90,961**  
Employed Persons\*

**€ 78.296**  
billion  
Total Turnover\*

**31.7 %**  
Export Quota\*

**HAMBURG MANUFACTURING INDUSTRIES**  
(including mining and quarrying)

\*Companies with 20 and more employees  
Source: Statistical Office of Hamburg and Schleswig-Holstein, end of 2019

# Maritime Transport

The port of Hamburg is Germany's largest seaport and one of the most important cargo handling centres in the world (ranked 17th for container handling). Freight handling has almost doubled in the last 25 years, reaching 135.3 million tonnes in 2019.

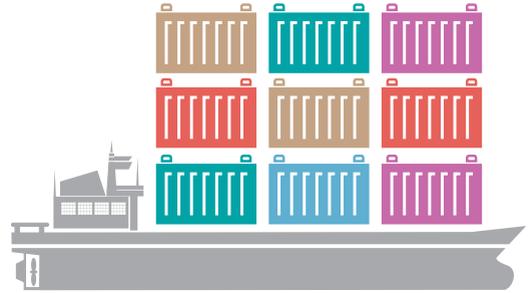
Total cargo handling in the port of Hamburg **135.3** million tonnes



Photo: mediaserver hamburg/Christian Spahnbieter

Hamburg's top five trading partners in sea container traffic in 2019 were the People's Republic of China (including Hong Kong), USA, Singapore, Russia and Sweden.

of which **9.282** million TEU was container handling

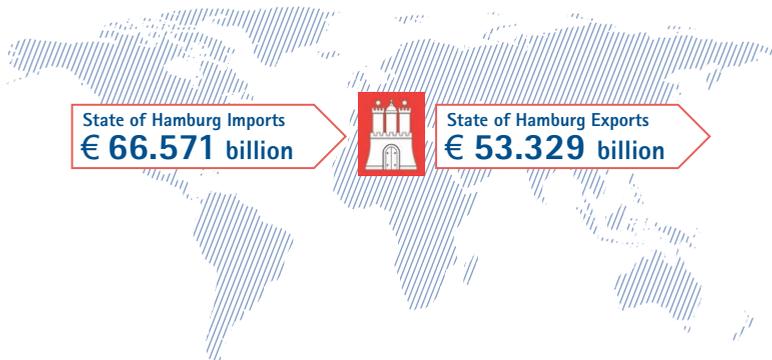


Source: Statistical Office of Hamburg and Schleswig-Holstein, Port of Hamburg, end of 2019

# Retail and Wholesale Trade

Hamburg benefits from its favourable geographical location with both the North Sea and the Baltic Sea at close proximity. Also thanks to good hinterland connections, the city has developed as a hub for trade and traffic flows from Northern Europe, Asia and the Baltic States. Hamburg has particularly benefitted from globalization, the collapse of the Eastern Bloc and the eastward expansion of the EU. Hamburg's wholesalers and foreign traders, many of whom are internationally networked, offer their customers a wide range of services.

With 23.6 billion euros in 1990 and 66.6 billion euros in 2019, Hamburg's imports have almost tripled in the last 29 years. In the same period, exports from the State of Hamburg have multiplied from 6.1 billion euros to 53.3 billion euros. As with imports, Europe is by far the most important region for Hamburg's foreign trade in terms of exports.



Source: Statistical Office of Hamburg and Schleswig-Holstein, end of 2019

# Airport

The Hamburg Airport "Helmut Schmidt" is the oldest German commercial airport, still to be found in its original location. Founded in 1911, 17.3 million passengers used Germany's fifth largest airport in 2019 (71 airlines with 127 direct connections).



Source: Hamburg Airport, end of 2019

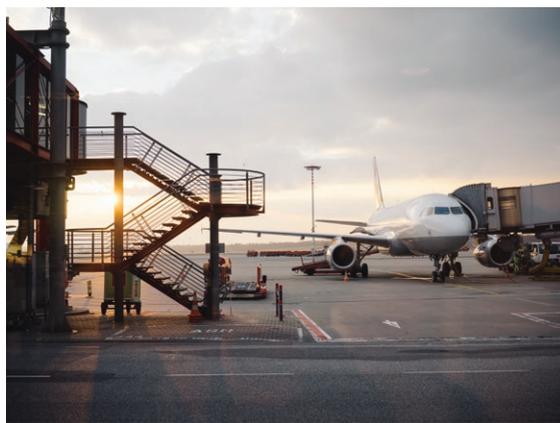


Photo: Tim Kaiser/stock.adobe.com

# Tourism, Leisure and Retail

Hamburg has a diverse cultural scene. The festivals, as well as the live music clubs around the Reeperbahn, are legendary. It was on the Reeperbahn that the Beatles launched their career. The Hanseatic city is also the most important location for musicals in Germany. Outstanding among Hamburg's attractions are the port of Hamburg, the old warehouse district and Kontorhaus Quarter (awarded UNESCO World Cultural Heritage status), the St. Michael's Church, the HafenCity with the Elbphilharmonic Concert Hall and the Harbour Anniversary - the world's largest port festival with over one million visitors every year.

In 2017, the Miniatur Wunderland, the world's largest model railway, was the most popular German attraction for tourists from abroad.

Hamburg belongs to the top three of the most popular city destinations in Germany after Berlin and Munich. The Hanseatic city ranks eleventh in Europe. In 2019, the city on the River Alster and the River Elbe recorded 15.4 million overnight stays; of which foreign guests accounted for a quarter. The average stay was two nights per guest.

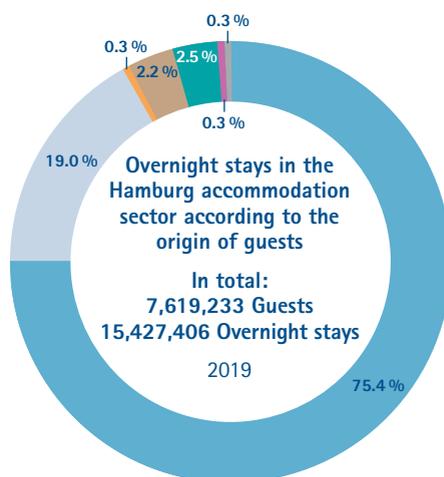
Hamburg has a wide range of retail offerings. The city centre offers the best selection with its approximately 1,000 stores. The high quality of life is also reflected in the colourful offerings in neighbourhoods such as the Schanzenviertel, Eppendorf or St. Georg and in the district centres such as Altona, Bergedorf or Wandsbek. At all locations, there is a mix of high-street stores and owner-managed specialty stores, supplemented by gastronomy, leisure and service offerings.

Number of beds in the Hamburg accommodation sector **74,439**



Occupancy rate **59.1%**

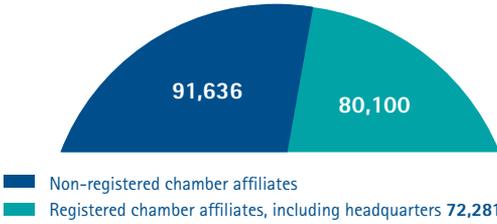
Source: Statistical Office of Hamburg and Schleswig-Holstein, end of 2019



# Chamber Members Companies in Hamburg

Provided they are assessed for trade tax, members of the Hamburg Chamber of Commerce include natural persons, trading companies, other person majorities and legal entities under private and public law, which maintain a permanent place of business in the district of the Hamburg Chamber of Commerce.

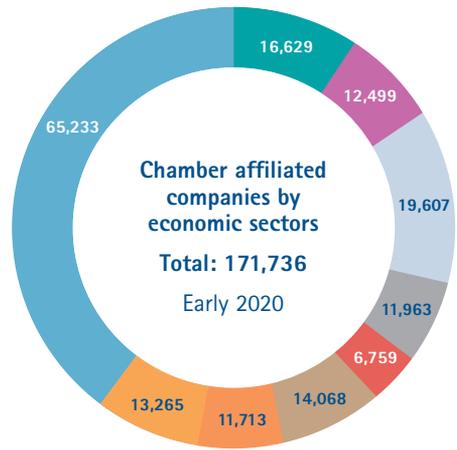
171 736 Chamber affiliated companies



Source: Chamber of Commerce, Hamburg, early 2020



Photo: Daniel Sumesgutner/Hamburg Chamber of Commerce



- Manufacturing, agriculture
- Wholesale and foreign trade, trade brokerage
- Retail, motor vehicle repair
- Transportation and storage
- Hospitality
- Information and communication
- Financial and insurance services
- Real estate and housing
- Other services



Source: Chamber of Commerce, Hamburg, early 2020

## Insolvency

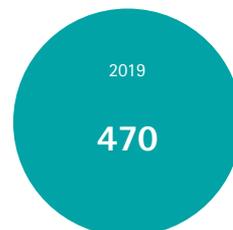
The statistics on filed insolvency proceedings is a complete survey and is based on monthly electronic reports from the insolvency courts to the Statistical Office of Hamburg and Schleswig-Holstein.



Source: Statistical Office of Hamburg and Schleswig-Holstein, end of 2019

## Trade Tax Rate

The trade tax rate in Hamburg has remained constant at 470 since 1997.



Source: Hamburg Law and Ordinance Gazette

## Individual Industries in Focus

You can find more information on the Hamburg business sectors mentioned below as well as on clusters and networks here: [www.hk24.de/branchen](http://www.hk24.de/branchen) (available mostly in German)

- Foreign trade
- Consulting industry
- Energy and environment
- Financial and insurance industries
- Healthcare management
- Retail and wholesale trade
- Real estate industry
- Industry
- Information technology
- Logistics
- Media and creative industries
- Passenger transport
- Tourism and leisure
- Service industry (other industries)

## Figures and Graphics: Gain Insights about Hamburg as a Business Location!

Our Hamburg economic data provides a comprehensive statistical overview of:

- Hamburg as a business location in national and international comparison
- The development of Hamburg's industries
- Local vocational training in Hamburg

Our data, graphics and accompanying texts are aimed at our member companies, companies planning to settle in Hamburg as well as the general public.

On this website, you will find downloadable data and graphics on Hamburg as a business location: [www.hk24.de/zahlen](http://www.hk24.de/zahlen)

## Further Selected Information from the Chamber of Commerce, Hamburg

Chamber of Commerce Economic Barometer:  
[www.hk24.de/konjunkturbarometer](http://www.hk24.de/konjunkturbarometer)  
(available mostly in German)

Chamber of Commerce Specialist Monitor Hamburg:  
[www.fkm-hamburg.de](http://www.fkm-hamburg.de)  
(available mostly in German)

Business Improvement Districts (BIDs):  
[www.hk24.de/bid](http://www.hk24.de/bid)  
(available mostly in German)

Offers and Services of the Start up Center:  
[www.hk24.de/gruendung](http://www.hk24.de/gruendung)  
(available mostly in German)

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