



# LEARNING <sup>by</sup> EMC2 EXPEDITION

Hamburg

**Discover  
Explore  
Inspire**

**8 > 12 April 2019**

On behalf of **Hamburg & Nantes Saint–Nazaire  
Développement, EMC2** welcomes you for  
a Learning Expedition at the crossroads  
of **Digital Manufacturing and Logistics**

With the support of



## Hamburg means industry

---

Industrial powerhouse of Northern Germany and hub for international trade, the Free and Hanseatic City of Hamburg is one of the most dynamic cities in the European Union. The Hamburg metropolitan region has a tradition of overseas trade reaching back many centuries. In addition to port and advantageous location, a fully developed infrastructure and comprehensive range of logistical services have allowed the region to evolve into the main hub for Northern Europe's commodity flows.

Historically, the regional industry is tightly interwoven with the maritime sector and, originally, the import of raw materials and their processing and refining for the domestic market or export formed the basis for the development of production facilities.

Today, industrial enterprises from Hamburg are setting world standards. With companies such as Airbus, Lufthansa Technik, and Blohm + Voss, Hamburg is a global leader in the construction of ships and aircraft, and the manufacturing industry generally has enormous strategic importance for the economic development of the city, spilling over into various sectors and driving research and development in the region.





## Aerospace

More than 40,000 highly qualified employees work in the aerospace industry in the Hamburg metropolitan area. Its range of competencies reflects all facets of aircraft construction, aircraft maintenance, and airport operations.

In addition to the three major companies – Airbus, Lufthansa Technik, and Hamburg Airport – more than 300 small and medium enterprises as well as numerous technological and scientific institutions contribute to Hamburg's aviation expertise.



## Shipbuilding

Hamburg's rise as an international industrial center took off from shipbuilding. A handful of large shipyards and many small and medium-sized shipyards are the engines of industrial progress in this field, with Blohm + Voss, one of the world's most advanced companies for ship repair and modification based out of Hamburg. The city is host to the biennial SMM, the world's leading maritime trade fair, making Hamburg a prime destination for shipbuilding experts.



## Marine Renewable Energy

Offshore capacity in Germany currently totals just shy of 4,800 MW, with the groundwork for the majority of these projects being managed through Hamburg – approx. 65% of all German offshore projects set up from the city. 13 offshore wind farms are currently located in German waters of the North and Baltic Seas. Services in the fields of technical certification, financing, insurance, engineering services, and sales round off Hamburg's portfolio in the future-oriented industry.



## Digital

A strong and diversified economic structure, together with a vibrant start-up ecosystem, has played a crucial role in Hamburg's digital transformation. Many start-ups from Hamburg have become international players : InnoGames, Bigpoint, Facelift, Goodgame Studios, Jimdo, myTaxi and Xing to name a few and start-ups such as Dreamlines, Kreditech, Protonet, Stuffle and Sonormed continue this success story. In this context, it is certainly no coincidence that leading internet giants such as Google, Facebook, Twitter, Hootsuite and Yelp decided to choose Hamburg as the location for their German headquarters.

# Learning Expedition : The Concept

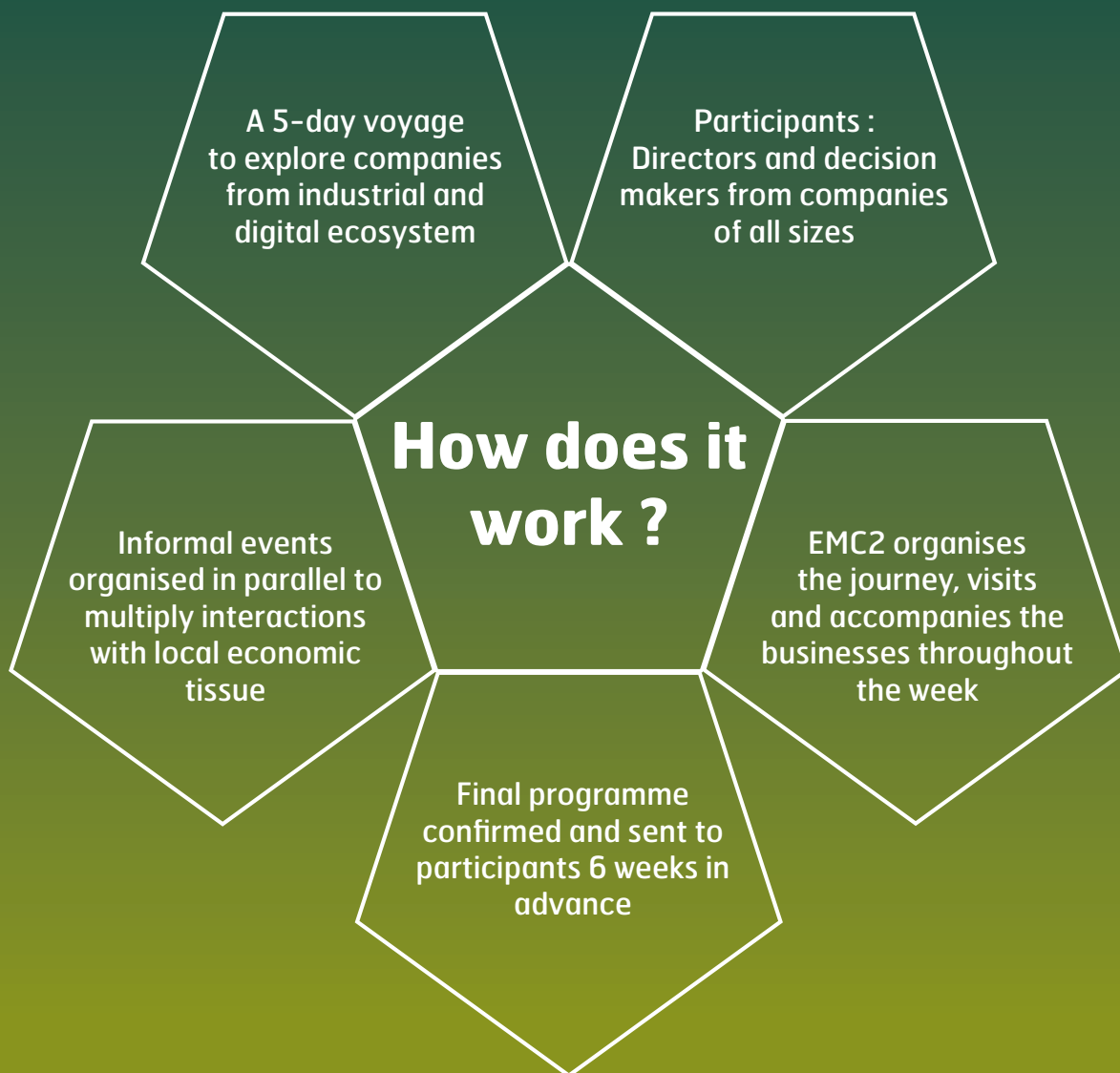
---

EMC2 – with the support of the Free and Hanseatic City of Hamburg and Nantes Saint-Nazaire Developpement – is organising a series of Learning Expeditions between businesses from Hamburg and Nantes Saint-Nazaire.

**1** Bespoke Programmes  
in NSN & Hamburg

**2** At the forefront Digital  
Manufacturing  
& Logistics

**3** Personalised  
accompaniment



# Discover, explore, be inspired

---

5 days to inspire creativity, learn from different models and to gain new perspectives on innovation...

**immersion**

exchanges

**workshops**

**ideas**

**inspiration**

site visits

**explore**

personalised

**LET US GUIDE YOU !**

# Programme • 8 > 12 April 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Arrival		LEx Workshop	LEx Workshop	LEx Workshop
	Visits	Visits	Visits	Visits
Lunch	Lunch	Lunch	Lunch	Lunch
B2B Meetings	Visits	Visits	Visits	Departure
			Visits	
LEx Workshop	Official Reception	Visits	LEx Exchanges	

## Suggested visits\*

AIRBUS HAMBURG • BLOHM & VOSS • DIEHL AEROSPACE • DIGITAL HUB LOGISTICS HAMBURG •  
 FRAUNHOFER • HARBOR • LUFTHANSA TECHNIK • MONTBLANC • Next Logistics Accelerator  
 • NOKIA / SMART PORT • ZAL

*\*final programme will be confirmed 4 weeks before journey*

- 
- For more information on the programme, please contact  
 Fearghus ROCHE  
 fearghus.roche@pole-emc2.fr  
 Phone. +33 (0)2 28 44 36 05  
 Cell. +33 (0) 6 48 47 71 48

# Rates

---

Thanks to the contributions of the City of Hamburg and Nantes Saint–Nazaire Développement, we are delighted to propose this Learning Expedition at the all-inclusive rate of 1500 €.

The price includes all costs relating to the Learning Expedition : personalised preparation with each participant, 5 days of company visits, design-thinking workshops, 4 nights hotel in the heart of Hamburg, breakfasts, lunches and dinners during the stay, as well as all local transport.

This price does not include the cost of the flights to Hamburg nor the travel insurance for the participant.

**Places are limited !**



# General conditions

---

- 100% payable by transfer upon reservation, on reception of invoice from EMC2
- Cancellation of reservation will entail :
  - 50% of fee up until 10 days before the trip
  - 100% of fee if cancelled less than 10 days before departure

EMC2 is insured against all liabilities during the Learning Expedition in Hamburg.  
EMC2 will not be held liable for flights or train tickets issued through third parties.

# Hamburg is Germany's Industrial Hotspot



The world  
is at home  
in Hamburg





## ORDER FORM

In order to confirm your place for the Learning Expedition between Hamburg & Nantes Saint–Nazaire, please fill out and sign the order form below.

**Please return this signed document**

**By postal service to**

Pôle EMC2  
Chemin du Chaffault  
44340 Bouguenais  
FRANCE

**By email to**

fearghus.roche@pole-emc2.fr

Organisation .....

First Name ..... Surname .....

Position .....

Invoicing Address .....

.....

Cell Phone |...|...| |...|...| |...|...| |...|...| |...|...|

Email ..... @.....

I wish to reserve ..... place(s) for the Hamburg Learning Expedition, at the price of 1500 € (VAT excl) for a total of ..... € (VAT excl).

I accept the general conditions

Date .....

Signature