

## PRESS RELEASE

### Successful launch of Hamburg on Tour event in London

**London, 20 October 2017 – The City of Hamburg is on tour, providing locals with the opportunity to hear, feel and experience the rhythm of Hamburg first-hand. This is the essence of the Hamburg on Tour live communication event that was kicked off in London yesterday. Over the next few days, London’s locals will be able to experience Hanseatic design, maritime flair, networking and exchange opportunities with stakeholders from science and business, and plenty of culture and music – facilitated by the Elbphilharmonie Hamburg, festivals from the Hamburg Metropolitan Region, as well as partners such as the CraftBeerMarket and the FC St. Pauli football club. A dedicated networking reception on Thursday with some 130 guests from science and business marked the successful launch of the event.**

When it comes to music and culture, the Elbphilharmonie Hamburg is of course the city’s new flagship project. And yet it is also the numerous festivals and music clubs that add to Hamburg’s reputation as a unique city of music. In keeping with this year’s tagline “Hi London! Feel the rhythm of Hamburg”, the Hamburg Convention Bureau GmbH (HCB) will be presenting Hamburg’s music scene over the coming days at the Boiler House in the hip neighbourhood of Shoreditch – with the aim of raising awareness for Hamburg among Londoners. After all, England is one Hamburg’s most important source markets. The rhythm of Hamburg is brought to London by renowned partners such as the Elbphilharmonie, the MS DOCKVILLE Festival, the Reeperbahn Festival, the ELBJAZZ Festival, the Hanse Song Festival, the Hurricane Festival, and the Wacken Open Air. Taking place in the heart of London, the event includes live performances by artists from various genres that reflect Hamburg’s immense diversity as a music and festival location.

Michael Otremba, managing director of the Hamburg Convention Bureau and Hamburg Marketing GmbH, believes that the Hamburg on Tour event in England, Hamburg’s target market, will enable London’s locals to truly immerse themselves in a Hamburg experience: “Today, as encounters take place in chatrooms, as appreciation is expressed via ‘Likes’, and friendships are maintained online, we are making it a point to facilitate real-life encounters and experiences. With the Hamburg on Tour format we address Hamburg’s reputation as a ‘gateway to the world’ and elaborate on the idea of Hamburg as a city that presents itself locally to people and businesses. This powerful initiative can only be brought to life with the commitment of many partners, which once again proves what can be achieved through collaboration.”

#### **Presenting the city in an authentic way through partners**

Hamburg on Tour is aimed at presenting the City of Hamburg to London’s locals in an emotional and authentic manner. This can be best achieved with partners from Hamburg, who use this umbrella format to provide one-of-a-kind insights into Hamburg and the Hamburg way of life. Joy, charm, lifestyle and culture are the keywords that bring Hamburg on Tour to life. In addition to the music programme, this year’s event also includes interactive formats such as the St Pauli Beatles Tour by

Stefanie Hempel, the “Knowledge on Tap” science talk as well as craft beer tastings and coffee workshops.

This year, the FC St. Pauli football club is also on board and will be accompanied by distinguished guests: president Oke Göttlich and technical director Ewald Liene will be joining the event with a book reading and a talk. What is more, Londoners will have the opportunity to explore the taste of Hamburg: up until tomorrow, the CraftBeerMarket at the Boiler House will be presenting their LÜTTE HÖÖG – a craft beer from Hamburg that was brewed especially for the occasion and reflects the city’s popular craft beer culture. And of course Hamburg's new landmark, the Elbphilharmonie concert hall, will also be present at the London event: an interactive Elbphilharmonie module enables visitors to experience the Elbphilharmonie’s spectacular architecture, e.g. via 360° VR glasses and local drone races.

### **Strengthening ties between cities**

In addition to the public programme of events, the Hamburg on Tour format has increasingly turned into a forum for mutual exchange in the fields of science and business too. The underlying goal here is to strengthen existing ties between Hamburg and its target markets not only in terms of tourism, but also at business and political levels. More than ever, the event format thus serves as a platform for dialogue and exchange. Thus, the event’s opening night also saw a number of business and press events initiated by the holding companies of Hamburg Marketing GmbH and other partners. Topics here included the Elbphilharmonie, the MICE market, travel, Brexit, and start-ups.

Already on the night of 17 October, the most important media representatives and disseminators from among London’s cultural sector were invited to learn more about the Elbphilharmonie and its impact on Hamburg as a music city. Guest speakers of the event entitled “Hamburg – a city under the spell of music” included Dr Carsten Brosda, Hamburg’s Senator for Culture and Media, Christoph Lieben-Seutter, general music director of the Elbphilharmonie, as well as Alan Gilbert, designated chief conductor of the NDR Elbphilharmonie Orchestra. Katharina Fegebank, Hamburg’s Second Mayor and Senator for Science, Research, and Equal Rights officially welcomed the guests during the networking reception and is using Hamburg on Tour as a platform for a scientific delegation trip that will include e.g. a visit to the University of Cambridge, with scheduled exchange opportunities on current research topics.

### **The Hamburg Convention Bureau (HCB)**

As a direct subsidiary of Hamburg Marketing GmbH, the HCB combines locational expertise with a broad spectrum of industry-specific knowledge, ranging from B2B meetings, conferences and conventions to large-scale public events. HCB is in charge of marketing Hamburg globally as a congress and conventions location and strengthening Hamburg’s profile internationally via highly visible public events.

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