

## Manual

### BEST PRACTICE TOUR (BP04-3)

# “Europe: Passengers (Cruise)”

Hamburg / Kiel / Genoa

25. – 29. June 2007



## General Information

### Transfer (to hotel)

#### **HAMBURG**

##### Arriving at **Hamburg Airport**:

- by taxi (approx. 30 €)
- by public transport: Take the bus-shuttle Airport Express to the train station Ohlsdorf. From here the tramway S 1 in direction Wedel will take you to Landungsbrücken. Exit the station by following the signs Landungsbrücken. On leaving the station you will see the hotel on the right hand side. A flight of stairs just below the building will take you upstairs to the hotel.

##### Arriving at **Hamburg Central Station** (Hauptbahnhof):

- by taxi (approx. 15 €)
- by public transport: tramway S1 in direction “Wedel” or tramway S3 in direction “Pinneberg”. Get off at “Landungsbrücken”. See above (Arriving at airport).

#### **GENOA**

##### Arriving at **Genoa Airport** (Cristoforo Colombo):

- Individual transport to hotel by taxi (approx. 7 km / 30 min.)

### Accommodation


#### **HAMBURG**


There is a contingent (to be booked via Mrs Lorenzen, PMT) for all PORT-NET partners at the *Hotel Hafen Hamburg*, one of the most famous harbor views directly above St. Pauli Landungsbrücken.

#### **Hotel Hafen Hamburg**

Seewartenstrasse 9

20459 Hamburg

 +49 (0) 40 31 11 3 - 0

 +49 (0) 40 31 11 3 – 70 601

 [info@hotel-hamburg.de](mailto:info@hotel-hamburg.de)

[www.hotel-hamburg.de](http://www.hotel-hamburg.de)



#### **Reservation**

Please contact Silke Lorenzen for your reservation (see Organization).


---


## **GENOA**

### **Best Western Hotel Metropoli**

P.zza Fontane Marose

16123 Genova (GE), Italy

 +39 (0)10 246 8888

 +39 (0)10 246 8686

 [metropoli.ge@bestwestern.it](mailto:metropoli.ge@bestwestern.it)

[www.bestwestern.it/BW/EN/98125\\_hotel\\_Genoa](http://www.bestwestern.it/BW/EN/98125_hotel_Genoa)

### **Reservation**

Please make reservation by yourself with reference "PORT-NET" immediately, in order to obtain the corporate rate of 121 € (room + breakfast) or 126 € (double room + breakfast). Please provide credit card data (number + expiration date), arrival and departure dates (= number of nights).

### **Venue:**

#### **Hamburg Port Authority (HPA)**

**Room: GroÙer SiSa (V. Stock)**

Neuer Wandrahm 4

20457 Hamburg

GERMANY



#### **HafenCity InfoCenter im Kesselhaus**

Am Sandtorkai 30

20457 Hamburg

GERMANY



#### **Camera di Commercio (Chamber of Commerce)**

Via Garibaldi, 4

16124 Genova

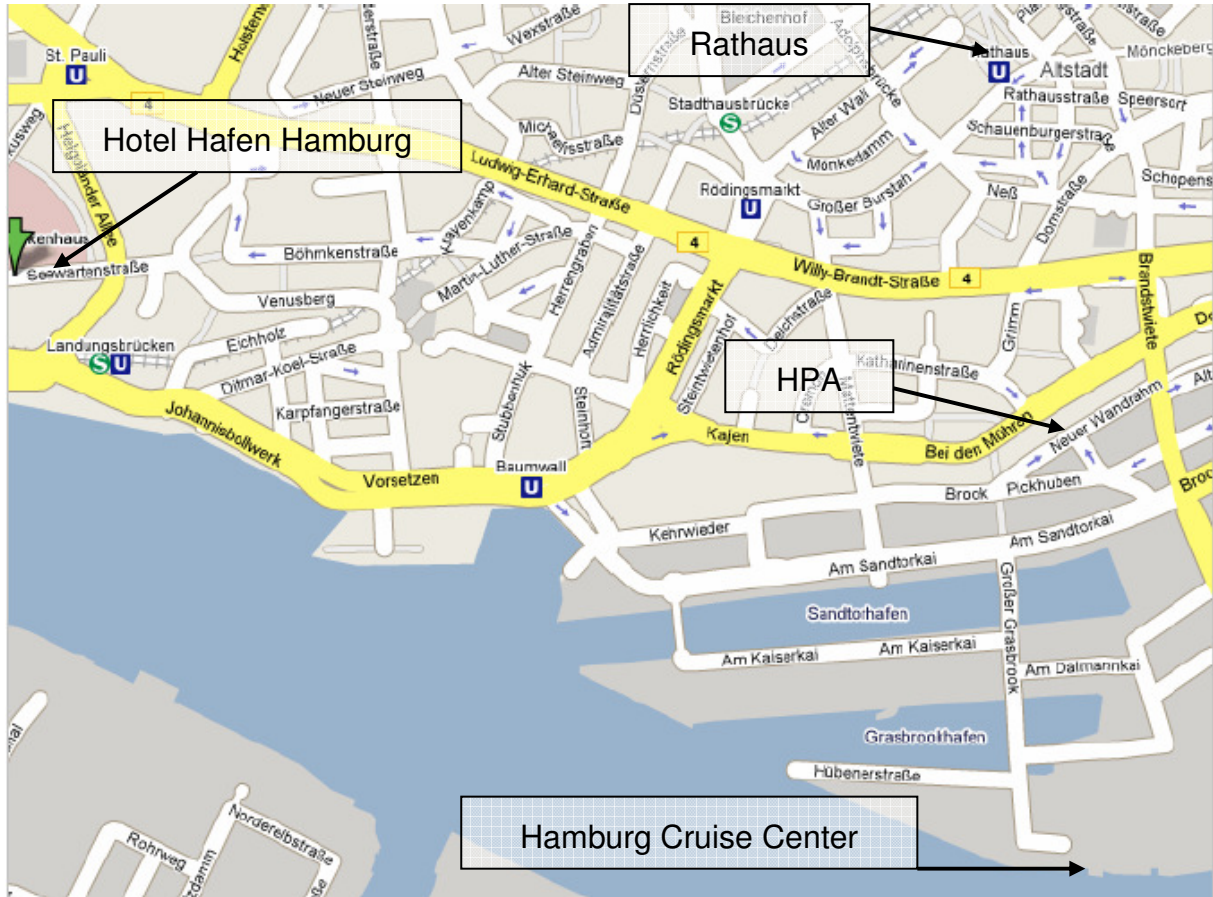
ITALY



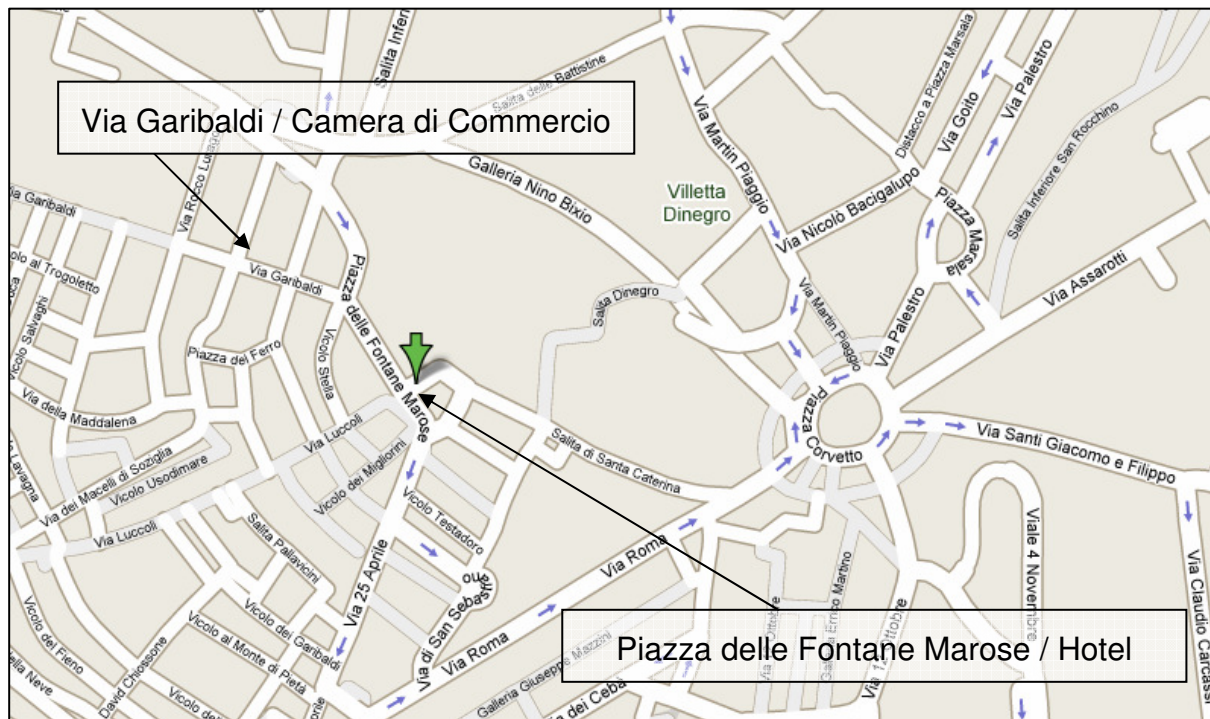
**Camera di Commercio  
Genova**



**Hamburg**



**Genoa**



---

**Contact Persons:**

Hans-Ulrich Wolff

Project Management Team (PMT)

Mobile: +49 (0)170 - 38 19 069

Jan Gert Janßen (PMT/HHLA)

BP Tour Assistant

Mobile: +49 (0)163 - 87 80 986

**Organization:**

Silke Lorenzen

Port-Net / PMT

c/o Universal Transport Consulting GmbH  
Burchardkai 1  
21129 Hamburg – Germany

Direct line: +49-(0)40-7 40 08-1 06

Phone: +49-(0)40-33 62 16

Fax: +49-(0)40-32 27 64

e-mail: [s.lorenzen@uniconsult-hamburg.de](mailto:s.lorenzen@uniconsult-hamburg.de)

Web: [www.uniconsult-hamburg.de](http://www.uniconsult-hamburg.de)

25.06. Monday	26.06. Tuesday	27.06. Wednesday	28.06. Thursday	29.06. Friday
<p><b>Morning:</b> Individual arrival of participants</p> <p><b>Check-in at Hotel</b> "Hafen Hamburg"</p> <p><b>Hotel Hafen Hamburg</b> Seewartenstraße 9 - 20459 Hamburg, Germany Telephone: +49 (0)40 / 31 11 3 - 0 Telefax: +49 (0)40 / 31 11 3 - 70 601</p> <p>Info: <a href="http://www.hotel-hafen-hamburg.de/eng_index.html">http://www.hotel-hafen-hamburg.de/eng_index.html</a></p> <p><b>Reservation:</b> PORT-NET Project Management Team (PMT) Silke Lorenzen c/o UNICONSULT Universal Transport Consulting GmbH Burchardkai 1 21129 Hamburg – Germany Phone: +49-40-7 40 08-1 06 Fax: +49-40-32 27 64 e-mail: <a href="mailto:s.lorenzen@uniconsult-hamburg.de">s.lorenzen@uniconsult-hamburg.de</a></p>	<p>08:45 – 10:30 Bus Transfer from hotel</p> <p>Trip to Kiel, leading German Baltic Sea Port for Passengers and Turnaround Port for Cruise Vessels</p> <p>10:30 - 11:00 Welcome at and Introduction to Seehafen Kiel GmbH Bollhörnkai 1 / IX Floor</p> <p>11:00 - 11:45 "Passengers and Cruise at the Port of Kiel - Challenges and Chances"</p> <p>Mr Heinz Bachmann General Manager and Head of Sales and Marketing Department Mr Ulf Jahnke Manager Corporate Communications</p>	<p>08:45 – 09:00 Mini-Bus/Taxi Transfer from hotel</p> <p>9:00 - 10:00 "Hafen City and Cruise Terminal Development" Robert Voigt, Senior Project Manager, HafenCity GmbH Location: Kesselhaus, Am Sandtorkai 30</p> <p>10:15 - 11:00 "Glamour for the Port" Joachim Köhn, General Manager, UNIKAI Hafenbetrieb GmbH Location: HPA</p> <p>11:00 - 12:00 Site visit to Hamburg Cruise Center (HCC)</p> <p>12:15 - 13:45 Port Information Tour by boat "Warehouse District and Cruise Terminals" Capt. Jensen, HPA (ab: HPA Anleger-Neuer Zollkanal / an: Hafentor, 5 walking min. from hotel)</p> <p>14:15 Bus transfer to airport (from hotel)</p>	<p>09:30 - 10:00 Registration of participants</p> <p>10:00-10:15 Welcome by Mrs Marisa Bacigalupo (Presidente GAL) and Mr Agostini (Deputy Secretary General Camera di Commercio)</p> <p>10:15-10:30 Welcome by the Municipality of Genoa</p> <p>10:30-11:00 "Booking on line system" by Neido</p> <p>11:00-11:30 "ACCESS system" by RAM (Rete Autostrade Mediterranee)</p> <p>11:30-12:00 Questions and Discussion</p> <p>12:30 Transfer to the ancient port</p> <p>13:00-14:30 Lunch</p>	<p>08:30 Transfer via dedicated bus to the city of Savona</p> <p>9:30 - 11:30 Onboard visit of Costa Europa cruise vessel incl. Presentation of the "affinity key" (technological device for onboard entertainment and information); Demonstration of the above mentioned device; Presentation by cruise operator Costa (on board)</p> <p>12:00 – 12:30 Closing Session: Evaluation / Results</p> <p>12:30 onboard lunch on Costa Europa cruise vessel</p> <p>END OF WORKSHOP</p> <p>Early Afternoon to Evening: Individual departure of participants through bus transfer to Genoa airport and Genoa hotels</p>
<p>START OF BEST PRACTICE TOUR Venue (Monday and Wednesday): Hamburg Port Authority (HPA) Neuer Wandrahm 4 20457 Hamburg Room: Großer SISA (V. Stock)</p>	<p>11:45 - 12:00 Coffee Break</p> <p>12:00 - 13:00 "What cruise line operators demand from ports" Kai-Uwe Maroß, Senior Manager Port Operations, AIDA Cruises</p>	<p>Afternoon: Flight Hamburg -&gt; Genoa Flight Options</p> <p>1. Lufthansa LH53 Hamburg 16:45 -&gt; Munich 18:00 Lufthansa LH 3966 Munich 19:10 -&gt; Genoa 20:45</p> <p>2. Air Berlin AB 6307 Hamburg 16:00 -&gt; Munich 17:20 Air Dolomiti EN 3966 (see flight LH 3966 above) Munich 19:10 -&gt; Genoa 20:45</p> <p>3. Lufthansa LH 148 Hamburg 16:15 -&gt; Stuttgart (STR) 17:25 Lufthansa LH 3930 Stuttgart 18:05 -&gt; Mailand (MXP) 19:10 Alitalia AZ 7189 Mailand 20:40 -&gt; Genoa 21:30</p>	<p>14:30-16:30 Harbour information tour (on ferry boat) incl. Presentations by IIC on "Latest trends in cruise in the Mediterranean Sea". Alberto Cappato, Istituto Internazionale delle Comunicazioni (IIC)</p>	
<p>14:00 – 14:30 Registration of participants and guests (Mini Bus/Taxi transfer from hotel at 13:50 hours for foreign participants)</p>	<p>13:00 - 15:30 Port Information Tour: - Visit to and presentation of new Cruise Terminal, opened in April 2007 - Looking at Passenger and Cargo facilities at the Port of Kiel (incl. entrance to Kiel Canal) - Lunch on board</p>	<p>At Genoa: individual transfer to hotel (approx. 30 min) by taxi</p>		
<p>14:30 – 15:00 Official Welcome Ingo Fehs, Head Corporate and Port Strategy Hamburg Port Authority (HPA) "HPA-The Hamburg Answer to Port Administration"</p> <p>15:00 – 16:30 "Hamburg Cruise Market Development and Passenger Forecast" Susanne Milberg Hamburg Port Consulting (HPC)</p>	<p>16:00– 16:15 Coffee Break</p>	<p>Best Western Hotel Metropoli P.zza Fontane Marose - 16123 Genova (GE), Italy Ph.: +39 010 2468888; Fax: +39 010 2468686 <a href="mailto:metropoli.ge@bestwestern.it">metropoli.ge@bestwestern.it</a></p> <p>Please make reservation by yourself with reference "PORT-NET" immediately, in order to obtain the corporate rate of 121.00 € (room + breakfast) or 126.00 € (double room + breakfast). Please provide credit card data (number + expiration date), arrival and departure dates (= number of nights).</p>		
<p>16:15 – 17:00 "Marketing for Cruise Destination Hamburg" Nadine Palatz Assistant Manager, Hamburg Cruise Center e.V.</p>	<p>15:30 - 17:00 Trip back to Hamburg</p>			
<p>17:00 – 18:15 Guided City Walk "From Port to Rathaus"</p>	<p>18:00 Walk along Reeperbahn incl. small Dinner (at Maredo Restaurant)</p>			
<p>18:15 – 20:00 Informal welcome drink (incl. small bite) at Private Down Town Brewery "Joh. Albrecht", Adolphsbrücke 7, 20457 Hamburg</p>	<p>20:00 – 22:00 Pulverfass Cabaret at St.Pauli / Reeperbahn 147</p>		<p>20:00 Dinner in Genoa typical restaurant</p>	

## Programme

### Monday, June 25

#### Morning:

Individual arrival of participants at Hamburg and check in at the hotel

#### 13:50

Mini Bus transfer from hotel to Hamburg Port Authority (HPA)

#### 14:00 - 14:30

Registration of participants and guests

#### 14:30 - 15:00

Hamburg Port Authority  
Neuer Wandrahm 4  
20457 Hamburg  
Room: Großer SiSa (V. Stock)



Official Welcome

“HPA - The Hamburg Answer to Port Administration”

Mr. Ingo Fehrs, Head Corporate and Port Strategy, Hamburg Port Authority (HPA)

#### 15:00 - 16:00

“Hamburg Cruise Market Development and Passenger Forecast”

Mrs. Susanne Milberg, Hamburg Port Consulting (HPC)



#### 16:00 - 16:15

Coffee Break

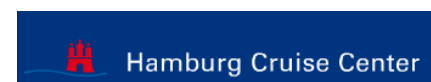
#### 16:15 - 17:00

„Marketing for Cruise Destination Hamburg“

Ms Nadine Palatz, Assistant Manager, Hamburg Cruise Center e.V.

#### 17:00 - 18:15

Guided City Walk “From Port to Rathaus”



**18:15 - 20:00**

Informal Welcome Drink (incl. small bite)

Private Downtown Brewery “Joh. Albrecht”  
Adolphsbrücke 7  
20457 Hamburg



**Tuesday, June 26**

**08:45 - 10:30**

Trip to Kiel

Germany’s leading Baltic Sea Port for Passengers and Turnaround Port for Cruise Vessels

Bus starting from hotel at 8:45

**10:30 - 11:00**

Welcome and Introduction Seehafen Kiel

**SEEHAFEN KIEL GmbH & Co.  
Kommanditgesellschaft**

Bollhörnkai 1 / IX Stock (Room: „Oslo“)  
24103 Kiel



**11:00 - 11:45**

“Passengers and Cruise at the Port of Kiel - Challenges and Chances”

Mr. Heinz Bachmann, General Manager and Head of Sales and Marketing  
Department

Mr Ulf Jahnke, Manager Corporate Communications

**11:45 - 12:00**

Coffee Break

**12:00 - 13:00**

“What cruise line operators demand from ports”

Mr. Kai-Uwe Maroß

Senior Manager Port Operations, AIDA Cruises





**13:00 - 15:30**

Port Information Tour

- Visit and Presentation of the new Cruise Terminal, opened in April 2007
- Passenger and Cargo facilities (incl. entrance to Kiel Canal)

Lunch on board

**15:30 - 17:00**

Trip back to Hamburg (Hotel)

**18:00**

Walk along Reperbahn incl. small Dinner

**20:00 - 22:30**

Cultural Event

Pulverfass Cabaret at St.Pauli / Reeperbahn 147



**Wednesday, June 27**

**8:45 - 9:00**

Mini-Bus Transfer from hotel

**9:00 - 9:45**

“Hafen City and Cruise Terminal Development”

Mr. Robert Voigt

Senior Project Manager, Hafen City GmbH



**HafenCity InfoCenter im Kesselhaus**

Am Sandtorkai 30

20457 Hamburg

**9:45**

Walk to HPA (5 min)

**10:00 - 10:45**

Presentation Delphin Cruises (on request)

**10:45 - 11:15**

„Glamour for the Port“

Joachim Köhn,

General Manager UNIKAI Hafenbetrieb GmbH



**11:15 - 12:00**

Site visit to Hamburg Cruise Center (HCC)

**12:15 - 13:45**

Port Information Tour by boat

“Warehouse District and Cruise Terminals”

Departure: HPA Anleger (Neuer Zollkanal)

Arrival: Hafentor

Capt. Jensen (HPA)



**13:45 - 14:00**

Short walk to hotel (5 min)

**14:15**

Bus transfer to airport (from hotel)

**Afternoon**

Flight to Genoa

**Flight Options Hamburg → Genoa**

1.	Hamburg	16:45	→Munich	18:00	Lufthansa LH53
	Munich	19:10	→Genoa	20:45	Lufthansa LH 3966
2.	Hamburg	16:00	→Munich	17:20	Air Berlin AB 6307
	Munich	19:10	→Genoa	20:45	Air Dolomiti EN 3966
3.	Hamburg	16:15	→Stuttgart (STR)	17:25	Lufthansa LH 148
	Stuttgart	18:05	→Mailand (MXP)	19:10	Lufthansa LH 3930
	Mailand	20:40	→Genoa	21:30	Alitalia AZ 7189

**At Genoa**

Individual taxi transfer to hotel (approx. 30 min.)

**Thursday, June 28**

**9:30 - 10:30**

Registration of participants

**10:00 - 10:15**

Welcome by Mrs Marisa Bacigalupo (Presidente GAL) and Mr Agostini (Deputy Secretary General Camera di Commercio)

**10:15 - 10:30**

Welcome by the Municipality of Genoa

**10:30 - 11:00**

"Booking on line system" by Neido



Camera di Commercio  
Genova



**11:00-11:30**

"ACCESS system" by RAM (Rete Austostrade Mediterranee)

**11:30-12:00**

Questions and Discussion

**12:30**

Transfer to the ancient port

**13:00 - 14:00**

Lunch

**14:30-16:30**

Harbour information tour (on ferry boat) incl. Presentations by IIC on "Latest trends in cruise in the Mediterranean Sea", Alberto Cappato, Istituto Internazionale delle Comunicazioni (IIC)

**20:00**

Dinner in Genoa - typical restaurant

## Friday, June 29

### **08:30**

Transfer via dedicated bus to the city of Savona

### **09:30 - 11:30**

Onboard visit of Costa Europa cruise vessel

incl. Presentation of the "affinity key" (technological device for onboard entertainment and information);

Demonstration of the above mentioned device; Presentation by cruise operator Costa (on board)



### **12:00 - 12:30**

Closing Session:

Evaluation / Results

### **12:30**

onboard lunch

on Costa Europa cruise vessel

## End of Workshop

Early Afternoon to Evening:

Individual departure of participants through bus transfer to Genoa airport and Genoa hotels

## List of Participants (Partners and Guests)

No	Name	Company / Institution
1	Mr Haralds Apogs	Freeport of Riga Authority (FRA)
2	Mr Charles Axisa	Malta Maritime Authority (MMA)
3	Ms Marisa Bacigalupo	APPENNINO GENOVESE (GAL)
4	Mr Joachim Boedeker	Hamburg Port Authority (HPA)
5	Ms Petra Bödeker-Schoemann	Hamburg Port Authority (HPA)
6	Mr Alberto Cappato	Instituto Internazionale delle Comunicazioni (IIC)
7	Mr Anatoly Demenok	ROSMORPORT Kaliningrad Branch
8	Mr Jens Kristian Elvers	Hamburg Port Authority (HPA)
9	Mr Ingo Fehrs	Hamburg Port Authority (HPA)
10	Dr. Julia Friedland	Hamburg State Ministry for Economic and Labour Affairs (BWA)
11	Ms Lina Gudelionyte-Gyliene	Klaipeda State Seaport Authority (KSSA)
12	Mr Björn Jacobsen	Lübeck Business Development Corporation (LBDC)
13	Mr Jan. G. Janßen	Hamburg Port and Logistic Corporation (HHLA) / PMT
14	Ms Stefanie Kullmann	Hamburg Port Authority (HPA)
15	Dr. Birgit Layes	Hamburg Port Authority (HPA)
16	Ms Sike Lorenzen	PMT
17	Mr Vladimirs Makarovs (Director, Strategic Planning Dep.)	Freeport of Riga Authority (FRA)
18	Mr Wolf von der Mosel	Hamburg Port Authority (HPA)
19	Ms Birte Noffke	Hamburg Port Authority (HPA)
20	Ms Anna Ode	Hamburg Port Authority (HPA)
21	Ms Lina Ohlmann	Hamburg State Ministry for Economic and Labour Affairs (BWA)
22	Mr Lutz Peterscheck	Hamburg State Ministry for Economic and Labour Affairs (BWA)
23	Mr Krzysztof Pilarski	Szczecin and Swinoujscie Seaport Authority
24	Mr Björn Pistol	Hamburg Port Authority (HPA)
25	Ms Veronica Raiola	Appennino Genovese (GAL))
26	Mr Christian Siegmann	Hamburg Port Authority (HPA)
27	Mr Michael Stange	Hamburg State Ministry for Economic and Labour Affairs (BWA)
28	Ms Anita Valle (Director, Legal Department)	Freeport of Riga Authority (FRA)
29	Ms Ingrida Vilipa (Director, Finance and Accounting Dep.)	Freeport of Riga Authority (FRA)
30	Mr Hans-Ulrich Wolff	Port-Net Project Management Team (PMT)

## List of Speakers

No	Name	Company / Institution
1.	Ingo Fehrs	Hamburg Port Authority (HPA)
2.	Susanne Milberg	Hamburg Port Consulting (HPC)
3.	Nadine Palatz	Hamburg Cruise Center e.V.
4.	Heinz Bachmann	Seehafen Kiel
5.	Ulf Jahnke	Seehafen Kiel
6.	Kai-Uwe Maroß	AIDA Cruises
7.	Robert Voigt	HafenCity GmbH
8.	Joachim Köhn	UNIKAI
9.	Capt. Jensen	Hamburg Port Authority (HPA)

**BEST PRACTICE TOUR (BP04-3)**

**“Europe: Passengers (Cruise)”**

Hamburg/Kiel/Genoa  
 25. – 29. June 2007

**REGISTRATION FORM**

**FAX +49-(0)40-32 27 64 49 or  
 e-mail: s.lorenzen@uniconsult-hamburg.de**

Name	
Organisation	
Postal address	
e-mail	
Telephone	
Telefax	
Arrival date and time	
Departure date and time	
Hotel reservation at Hamburg <sup>1)</sup>	<input type="checkbox"/> Single room (100,-€) <input type="checkbox"/> Double room (on request)

Accompanying person:

No:

Yes:  Name:.....

Date:.....

(Signature)

1) Please make reservation for Genoa by yourself (see “Acommodation”)

---

Thank you for providing confirmation of your participation as soon as possible to:

Silke Lorenzen (Port-Net/PMT)

c/o Universal Transport Consulting GmbH  
Burchardkai 1  
21129 Hamburg – Germany

Direct line: +49-(0)40 - 7 40 08-1 06  
Phone: +49-(0)40 - 33 62 16  
Fax: +49-(0)40 - 32 27 64  
e-mail: [s.lorenzen@uniconsult-hamburg.de](mailto:s.lorenzen@uniconsult-hamburg.de)  
Web: [www.uniconsult-hamburg.de](http://www.uniconsult-hamburg.de)



