

MIPIIM 2015 | Hamburg: The booming city luring international investors

MIPIIM 2015: City of HAMBURG | Boomtown to investors | Olympic candidate City 2014 | Smart City | Urban development & sustainability



The City of Hamburg will be in Cannes at the world's leading commercial property trade fair MIPIIM, to be held from 10-13 march. The Hanseatic city will showcase its potential and various assets, offering major development opportunities for the years ahead.

Please find your topic!

- **Boomtown to investors:** Hamburg has for years been a favourite of international investors. With eye-catching deals and transaction volumes totalling €3.82 billion, Germany's northern metropolis pulled away from competitors in 2014 by attracting twice as many buyers as the previous year. Among the most spectacular investments is the sale of "Southern Überseequartier" (located at the heart of HafenCity) to Unibail-Rodamco, which in 2017 will see €860 million invested in the purchase of land and the construction of shops, homes and offices. Find out more!
- **Hamburg 2014 - Fired up for the Olympics!** : Find out about the Hamburg candidacy and its extraordinary project. Hamburg holds the games on a compact site in the city centre and on the waterfront (Alster and the Elbe). The majority of venues would be located within ten kilometres of the Olympic park, and many would be within walking distance of the city centre. Hamburg's guidelines are green, social and responsible. In Hamburg, this dream is shared by many, as evidenced by the huge torchlight rally held around the Alster (the lake at the heart of the city) on 20 February 2015, which saw 20,000 people participate. Please contact us for high res pics!
- **Smart City, Hamburg's future:** As a "Smart City", Hamburg aims to improve inhabitants' quality of life using innovative structures and concepts that make mobility more efficient and reduce environmental impact. Find out about new, innovative constructions, like the Algenhaus (literally "The Algae House"), a passive energy building with its bioreactor façade. Please note: due to its extraordinary approach to sustainability, Hamburg has already been awarded as the "European Green Capital" in 2011.
- **Urban development & planning with HafenCity Hamburg:** Lying at the heart of Hamburg, HafenCity is currently the largest inner-city urban development project in Europe, and a model for other waterfront cities in Europe. Between now and 2025, a district rich in maritime history covering 157 hectares (including 28 hectares of public space, such as parks, squares and dockside promenades) is taking shape in the heart of Hamburg city centre, which will see its area grow by 40%. Development is booming: to date, 56 projects have been completed (representing 1.2 million m² of floor area) and a further 49 projects are currently planned or under way. HafenCity still offers best-placed investment opportunities. Have a look!

- **Hamburg excels at strategic location:** Lying on the seafront about 1 km from the town hall of Hamburg, Überseequartier is the commercial heart of HafenCity. This urban space covering 13.7 hectares will offer a total surface area of 370,000 m2 and provide workplaces for 6000 workers, as well as almost 1000 homes. With its commercial, cultural and leisure activities, the district is expected to receive between 40,000 and 50,000 visitors and tourists daily. Beside Überseequartier, "Mitte Altona" is the second largest urban development project in the Hamburg region. Find out how Hamburg is cleverly regenerating its industrial wasteland to regain precious space in the middle of the city!

Please find the links for the [Press Kit Hamburg](#), the [The Case: Center of Hamburg-Altona](#) and an the [Press invitation - MIPIM 2015](#).

Meet us at **MIPIM 2015** at *Palais des Festival*, Cannes, France: **booth R8.B20, Riviera 8**

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