

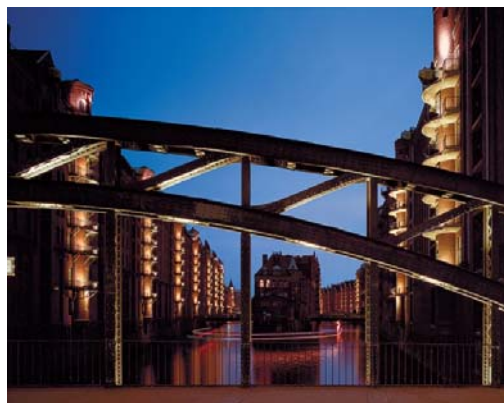
**Manual**

**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)**

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

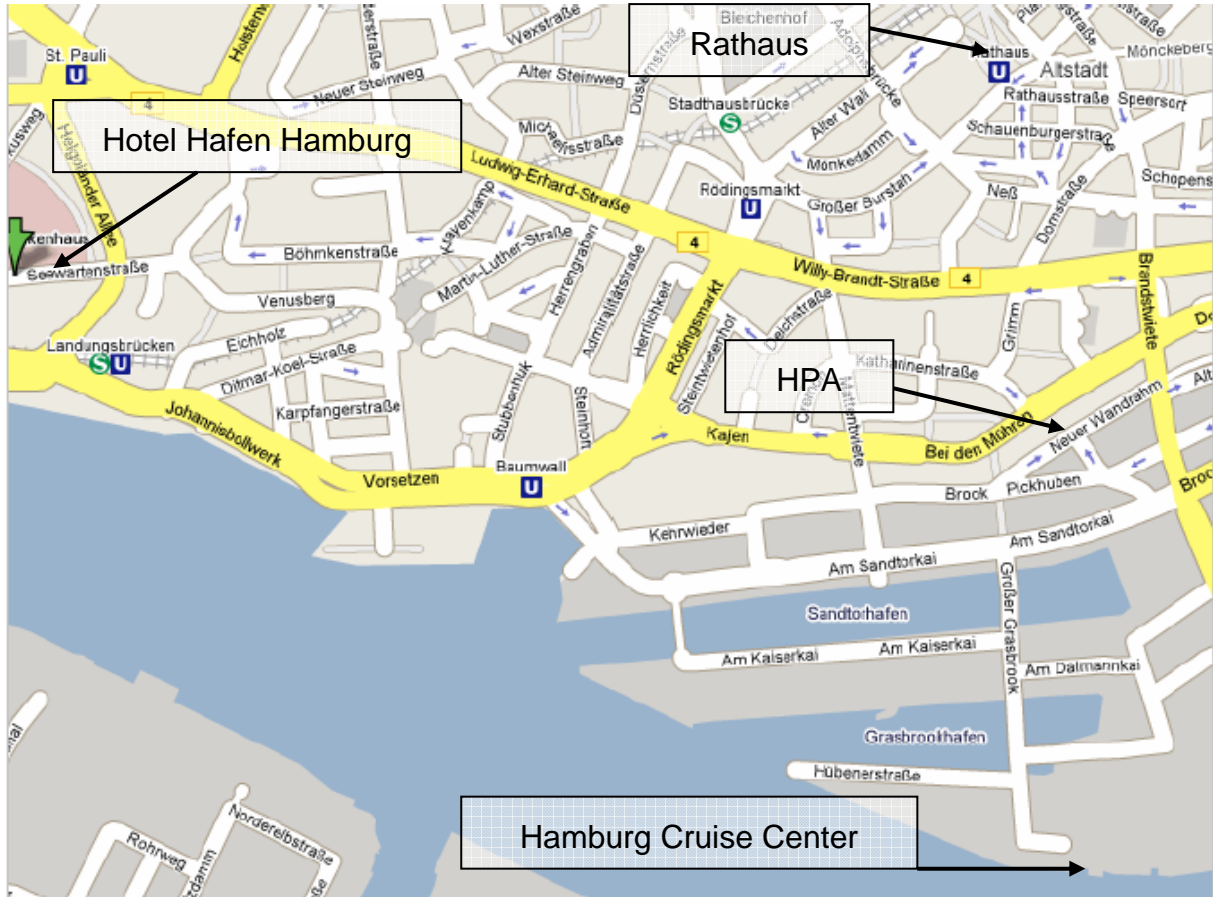
16124 Genova

ITALY

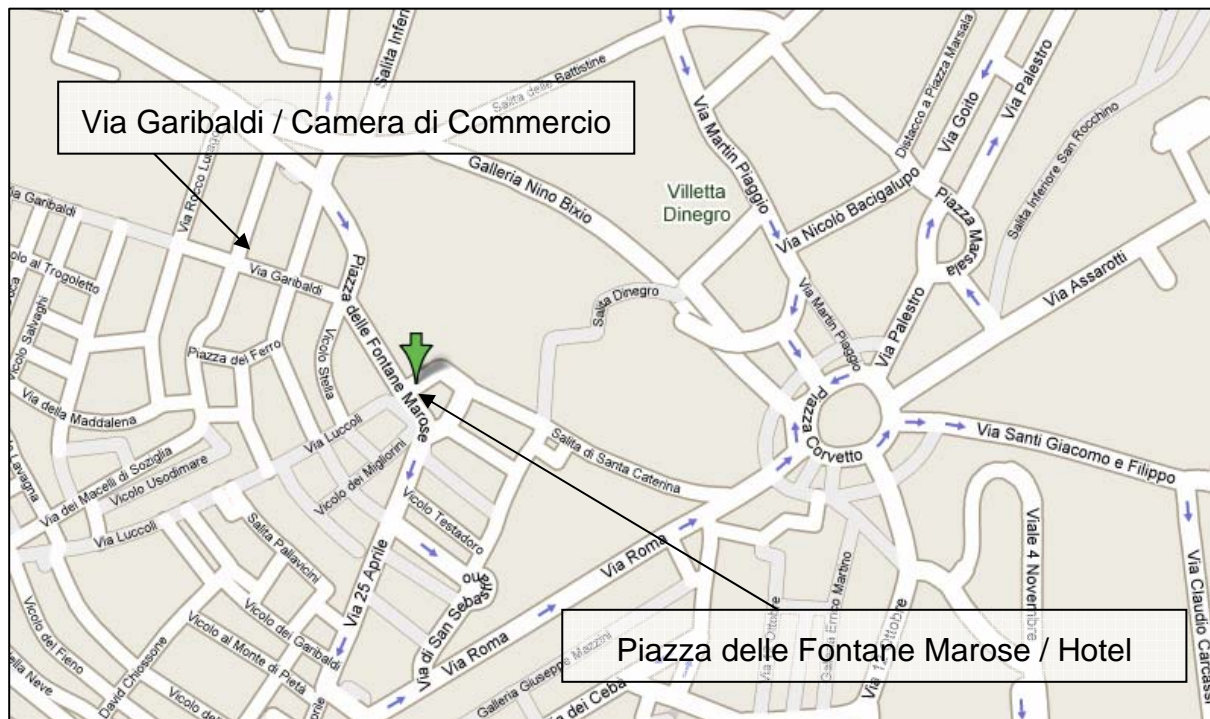


**Camera di Commercio  
Genova**

**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)

Monday	Tuesday	Wednesday	Thursday	Friday
Morning: Individual arrival of participants	08:45 – 10:30 Bus Transfer from hotel	08:45 – 09:00 Mini-Bus/Taxi Transfer from hotel		
Check-in at Hotel "Hafen Hamburg"	Trip to Kiel, leading German Baltic Sea Port for Passengers and Turnaround Port for Cruise Vessels	9:00 - 9:45 "Hafen City and Cruise Terminal Development" Robert Voigt, Senior Project Manager, HafenCity GmbH Location: Kesselhaus, Am Sandtorkai 30	09:30-12:30 Presentations: - "Booking online system" by Neido - "ACCESS system" by RAM-Rete Autostrade Mediterranee - Presentation by cruise operator (open) Location: Chamber of Commerce of Genoa	09:00 Transfer via dedicated bus to the city of Savona 10:00 - 12:00 - Onboard visit of Costa Europa cruise vessel
Hotel Hafen Hamburg Seewartenstraße 9 - 20459 Hamburg, Germany Telephone: +49 (0)40 / 31 11 3 - 0 Telefax: +49 (0)40 / 31 11 3 - 70 601 Info: <a href="http://www.hotel-hafen-hamburg.de/eng_index.html">http://www.hotel-hafen-hamburg.de/eng_index.html</a>		10:00 - 10:45 Presentation Hapag-Lloyd (open) Location: HPA	12:30 Transfer to the ancient port	- Presentation of the "affinity key" (technological device for onboard entertainment and information)
Reservation: 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>	10:30 - 11:00 Welcome at and Introduction to Seehafen Kiel GmbH Bolhörnkaai 1 / IX Floor	10:45 - 11:15 "Glamour for the Port" Joachim Köhn, General Manager, UNIKAI Hafenbetrieb GmbH Location: HPA	13:00 Practical demonstration of the technological ticketing system	
	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	11:15 - 12:00 Site visit to Hamburg Cruise Center (HCC) 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)	13:00-14:00 Harbour information tour (on ferry boat)	12:00 – 12:30 Closing Session: Evaluation / Results
		14:15 Bus transfer to airport (from hotel)		END OF WORKSHOP 12:30 onboard lunch on Costa Europa cruise vessel END OF WORKSHOP
START OF BEST PRACTICE TOUR Venue (Monday and Wednesday): Hamburg Port Authority (HPA) Neuer Wandrahm 4 20457 Hamburg Room:	11:45 - 12:00 Coffee Break	Afternoon: Flight Hamburg -> Genoa Flight Options	14:00 "Small lunch bite" on the ferry boat	Early Afternoon to Evening: Individual departure of participants through bus transfer to Genoa airport and Genoa hotels
14:00 – 14:30 Registration of participants and guests (Mini Bus/Taxi transfer from hotel at 13:50 hours for foreign participants)	12:00 - 13:00 "What cruise line operators demand from ports" Kai-Uwe Maroß, Senior Manager Port Operations, AIDA Cruises	1. Lufthansa LH53 Hamburg 16:45 -> Munich 18:00 Lufthansa LH 3966 Munich 19:10 -> Genoa 20:45	15:30 - 18:30 Presentations by IIC on latest trends in cruise in the Mediterranean Sea	
14:30 – 15:00 Official Welcome Ingo Felhs, Head Corporate and Port Strategy Hamburg Port Authority (HPA) "HPA-The Hamburg Answer to Port Administration"	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	2. Air Berlin AB 6307 Hamburg 16:00 -> Munich 17:20 Air Dolomiti EN 3968 (see flight LH 3968 above) Munich 19:10 -> Genoa 20:45		
"Hamburg Cruise Market Development and Passenger Forecast" Susanne Milberg Hamburg Port Consulting (HPC)		3. Lufthansa LH 148 Hamburg 16:15 -> Stuttgart (STR) 17:25 Lufthansa LH 3930 Stuttgart 18:05 -> Mailand (MXP) 19:10 Alitalia AZ 7189 Mailand 20:40 -> Genoa 21:30		
16:00 – 16:15 Coffee Break		At Genoa: individual transfer to hotel (approx. 30 min) by taxi		
16:15 – 17:00 "Marketing for Cruise Destination Hamburg" Mr Dirk Moldenhauer General Manager, Hamburg Cruise Center	15:30 - 17:00 Trip back to Hamburg	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>  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).		
17:00 – 18:15 Guided City Walk "From Port to Rathaus"				
18:15 – 20:00 Informal welcome drink (incl. small bite) at Private Down Town Brewery "Joh. Albrecht", Adolphsbrücke 7, 20457 Hamburg				
	19:30 – 20:00 Transfer from Hotel			
	20:00 – 22:00 Social/Cultural Event		20:00 Dinner in Genoa typical restaurant	

## 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



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

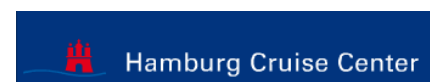
#### 16:15 - 17:00

„Marketing for Cruise Destination Hamburg“

Mr. Dirk Moldenhauer, General Manager, Hamburg Cruise Center

#### 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

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)

**19:30 - 20:00**

Pick up from Hotel.

**20:00 - 22:30**

Cultural Event

Pulverfass Cabaret at St.Pauli / Reeperbahn



**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 Hapag-Lloyd (on request)



Best practice tour (BP04-3)

“Europe: Passengers (Cruise)”

**10:15 - 11:15**

„Glamour for the Port“

Joachim Köhn,

General Manager UNIKAI Hafenbetrieb GmbH



Logistik

Unikai

**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 - 12:30**

“Booking online system” / “Access System” by RAM-Rete Autostrade Mediterranee  
Presentation by cruise operator

**Camera di Commercio di Genova**



Camera di Commercio  
Genova

### **12:30**

Transfer to the ancient port

### **13:00 - 14:00**

Practical demonstration of the technological ticketing system  
Harbour information tour (on ferry boat)

### **14:00**

“Small lunch bite” on the ferry boat

### **15:30 - 18:30**

Presentations by IIC on latest trends in cruise in the Mediterranean Sea

### **20:00**

Dinner in Genoa - typical restaurant

---

## Friday, June 29

### 9:00

Transfer via dedicated bus to the city of Savona

### 10:00 - 12:00

Onboard visit of Costa Europa cruise vessel

Presentation of the “affinity key” (technological device for onboard entertainment and information)

Demonstration of the above mentioned device



### 12:00 - 12:30

Closing Session:

Evaluation / Results

Lunch on Costa Europa cruise vessel

Individual departure of participants by bus transfer to Genoa Airport and Genoa hotels.

## End of Workshop

**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)

