

PRESS RELEASE

Hamburg aviation cluster a German “Landmark”

Hamburg Aviation and its successful networking amongst the “Landmarks in the Land of Ideas 2016” prizewinners in the “Germany – Land of Ideas” initiative

Hamburg, 06 June 2016: Hamburg Aviation, the aviation cluster of the Hamburg Metropolitan Region, is one of the 100 prizewinners in the “Landmarks in the Land of Ideas” competition for 2016. The motto for this year’s competition is “CommUnityInnovation”, and the association has been recognised for its successful network-building efforts in the Hamburg aviation sector. Together, the 130 members pursue the goal of strengthening Hamburg as a leading aviation location. For the cluster, this is the third renowned and highly respected seal of quality, following on from winning the Federal Leading-Edge Cluster competition in 2008 and being awarded the European Commission’s Gold Label in 2014.

With this competition, the “Germany – Land of Ideas” initiative and Deutsche Bank honour ideas that exploit the potential of neighbourliness in the sense of community, cooperation and networking; that focus on working together; and that thereby create added value at a societal level to serve in solving present and future challenges. Hamburg Aviation embodies the motto of the competition. Hamburg is a network of 40,000 highly qualified specialists working in aviation. Together, the many actors cover the entire life cycle of an aircraft. How this can produce mutual benefit is particularly clearly demonstrated with the recently opened ZAL Center of Applied Aeronautical Research – a co-working and research facility for the widest range of players in the aviation industry. ZAL was born out of the cluster cooperation of Hamburg Aviation. The same can be said of the Hamburg Centre of Aviation Training (HCAT), the qualification and training facility for the next generation of aviation specialists.

United for aviation in Hamburg

Members of Hamburg Aviation include Airbus, Lufthansa Technik, Hamburg Airport, dozens of small and medium-sized enterprises, universities, institutions and research facilities such as the German Aerospace Center (DLR), the Hamburg Business Development Corporation (HWF), and the Department of Economic Affairs, Transport and Innovation (BWVI). Working together brings persuasive results: In 2008, the cluster was victorious in the Leading-Edge Cluster Award of the Federal Ministry of Education and Research (BMBF), receiving the honour of being one of 15 German Leading-Edge Clusters. In January 2014, Hamburg Aviation was honoured with the GOLD Label by the European Commission’s ECEI Initiative for excellent cluster management. And now the seal for “Landmarks in the Land of Ideas” is yet another renowned honour for the association and its work.



“This award is an acknowledgment of the high level of commitment of Hamburg Aviation, with all its members, to strengthen Hamburg as a centre of aviation and to maintain its world-leading position. The cluster’s successful networking projects bring small and large actors within the aviation sector in Hamburg together at one table, making it clear that “together” is better than “alone”. We are therefore delighted by a prize that encourages this dynamic cooperation. We see it as an incentive to stick to our flight path,” says the President of the cluster, Prof. Dr Joachim Szodruich.

The award will be officially presented to Hamburg Aviation on 13 October, 2016 as part of the 47th Hamburg Aviation Forum.

Follow us on Facebook, Twitter, LinkedIn and Instagram: facebook.com.com/hamburgaviation | twitter.com/HAM_aviation | linkedin.com/company/hamburg-aviation | instagram.com/hamburgaviation/

About “Germany – Land of Ideas”

“Germany – Land of Ideas” is the joint place-branding initiative of the German Federal Government and German business, represented by the Federation of German Industries (BDI). Deutsche Bank has been a partner and national patron of the competition “Landmarks in the Land of Ideas” since 2006. The aim is to make innovations from Germany visible domestically and internationally and to enhance the nation’s performance and long-term viability.

About Hamburg Aviation

With more than 40,000 highly qualified personnel, Hamburg Aviation is one of the biggest locations in the world’s civil aviation industry. The two giants of the industry, Airbus and Lufthansa Technik, are joined by Hamburg Airport and more than 300 suppliers, as well as a variety of scientific and technological institutions. Every one of them contributes know-how and expertise. Companies, universities, associations, the economic authority and other partners have come together to form Hamburg Aviation, a cluster dedicated to advancing the city as an aviation location. Together they pursue a common goal: to network research and development, thereby bringing to market high-quality products and services for the aviation of the future – products that are good for passengers and set the standards in terms of resource protection. Hamburg Aviation concentrates on five product areas: the development and construction of aircraft and aircraft systems, the development and construction of cabins and cabin systems, the optimisation of aviation services, improving the efficiency of the air transportation system, and aviation-related information and communications technology. In 2008, Hamburg’s aviation cluster was honoured by the Federal Ministry of Education and Research as a Leading-Edge Cluster. In 2014, Hamburg Aviation was honoured with the GOLD Label by the European Commission’s ECEI Initiative, recognising it as one of Europe’s best managed clusters.



Press contact:

Lukas Kirchner

Head of Marketing, PR and Events

Hamburg Aviation, Wexstrasse 7, 20355 Hamburg

Telephone +49 40 / 2270 1987, Mobil +49 171 / 334 1913

lukas.kirchner@hamburg-aviation.com

www.hamburg-aviation.com | facebook.com.com/hamburgaviation | twitter.com/HAM_aviation