

Top Investments 2021 in Hamburg

February 2022

A total of 9,168 jobs created and secured, 1,058 companies serviced, and an investment volume of approx. EUR 752 million: these are the key figures of Hamburg Invest for the year 2021. Hamburg's Minister for Economic Affairs, Michael Westhagemann, stated: "Following positive signals from the labour market, the results of Hamburg Invest also confirm that the pandemic hasn't had a lasting effect on Hamburg's economy yet. With its 2021 results, Hamburg Invest managed to replicate the successful development experienced in pre-pandemic times. The economic and fiscal effects on the municipality are excellent. The work of Hamburg Invest strengthens Hamburg as a business location in a long-term, sustainable manner. Each euro invested in business development is paying off." And Hamburg Invest's Managing Director, Dr Rolf Strittmatter, commented: "Due to the pandemic, our advisory services have been in great demand, whereas planned projects have tended to be postponed to a future date. This is particularly true for smaller, local expansion projects and, due to travel restrictions, for international relocation projects, especially from overseas. Large-scale projects, however, continue to be realised in Hamburg."



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Relocation

Due to the ongoing Covid crisis, many travel activities, trade fair attendances, roadshows with seminars as well as presentations and individual meetings scheduled for 2021 could not take place as intended. As in 2020, some of the events were cancelled altogether. As a result, associated delegation trips to Hamburg by international investors did not take place either. However, by taking part in, and hosting, hybrid and digital formats for different target groups in different source markets and regions, new contacts have been established in spite of this.

As further mutations of the virus have emerged and stakeholders tend to be reluctant when it comes to engaging in travel (especially to overseas destinations) as well as non-virtual events, the international investment sector in particular continues to face major challenges. Against this backdrop, HIW will be scaling up activities in neighbouring countries in 2022. "We are glad that the number of relocations in Hamburg has only decreased from 59 to 47," said Dr Rolf Strittmatter, Hamburg Invest's Managing Director.



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Relocation: selected company profiles

ADEPT

With a growing number of projects in Germany, and Hamburg in particular, ADEPT, a Danish architecture and urban planning company, recently opened a new office in the district of Altona. The new location, a former workwear shop, features several large shop windows, allowing Hamburg's locals to view the team's day-to-day business in passing. In the Hamburg region, ADEPT is currently involved in two large-scale projects: the development of Oberbillwerder, Hamburg's 105th quarter, and the development of the Wandsbek district authority's new administrative office – one of Germany's largest buildings in timber construction. ADEPT's Hamburg office currently has a staff of seven, and the team is set to grow further in the near future.

Checker Software Systems GmbH

Checker Software Systems from Israel started operations in Hamburg in 2021. To gain a deeper understanding of the German market, the company intends to support its nationwide clients from the German head office in Hamburg. The company has more than 15 years of experience in developing digital research solutions and integration technology in the mystery shopping and Customer Experience (CX) / Voice of the Customer (VoC) industries. Checker Software Systems provides enterprise-level package solutions for market research professionals and mystery shoppers worldwide.

Ensmile

Ensmile is a Pakistan-based manufacturer of invisible aligners. Using 3D dental printing technology, the company develops high-quality, innovative products for orthodontists, dentists and dental labs worldwide. The dental trays are specially designed for the treatment of adults and will correct misaligned teeth with transparent plastic trays instead of metal braces. The company currently supplies its products to six well-known clinics in Germany.

Saedinia GmbH

As a producer of handmade sweets, the Saedinia family has been a household name since 1970. Based in Iran, the Saedinia Group offers a wide range of products, such as Sohan, Gaz, tea, various desserts, chocolates, and other cocoa products. Comprising a 600 m² sales area and an on-site café, the company has successfully opened its first outlet in Hamburg. Due to Covid-related restrictions (such as short-time work arrangements and lockdowns), the number of staff in Hamburg currently varies between seven and thirteen.

Synergy Marine Germany GmbH

Headquartered in Singapore, Synergy Marine is a group of companies with locations in more than 13 countries worldwide, including the United States, Australia, India, Japan, China, South Korea and the Philippines. The Hamburg office was opened in November 2021 and is the group's 25th office. Synergy Marine provides world-class, technology-driven marine solutions and caters for shipowners' management and maintenance requirements. Additionally, the company has its own fleet of over 400 vessels. For its contribution to Singapore's development as an international maritime hub, Synergy Marine received an International Maritime Award (IMA) in 2021. Synergy Marine recently signed an agreement with Oldendorff Carriers, a leading German shipowner. The company already works with a number of German and Scandinavian shipowners and intends to expand its services within the EU.

TeleMedC

The Singapore-based company develops AI-based diagnostic hardware and software solutions for a wide range of eye diseases. These are used e.g. for monitoring the diagnosis and prevention of chronic diseases such as diabetes, glaucoma, stroke, hypertension and macular degeneration. According to TeleMedC, the company's AI-based system for the detection of diabetic retinopathy was the first of its kind to be approved in Singapore and Australia and is one of the world's most accurate image diagnostic AI services. Most recently, the company received a grant from the Hamburg Investment and Development Bank (IFB). The funding aims to secure research and development work with the Eye Clinic at the University Medical Center Hamburg-Eppendorf (UKE) over a two-year period. Headquartered in Singapore and with offices in Australia and Germany, TeleMedC continues to be a leading player in the areas of deep tech and medical innovation.