

Presentation with first ideas and thoughts:

Partner Country Estonia



at the

817. HAMBURG HARBOUR BIRTHDAY 2006



Estland-Fest - part of the 817. HAMBURG HARBOUR BIRTHDAY



The **817th HAMBURG HARBOUR BIRTHDAY** will take place from

Friday, May 5 to Sunday, May 7, 2006

and offers an ideal background for this special festival with his expected app. 1.5 million visitors



Our experience on the Kehrwiederspitze



The **Korea Festival 2005** has been the first country presentation as “Upgrading” of the HAMBURG HARBORBIRTHDAY – close in co-operation with the Senates Chancellery and the Department of Economics and Business of the Free and Hanseatic City of Hamburg

Korea Festival
5.-8.5.2005

Our experience on the Kehrwiederspitze



In 2005 the **Korea Festival** was extremely successful and brought the “Country of the Dawn” right into the heart of Hamburg’s people.



Our experience on the Kehrwiederspitze



The Senator of Economics
in the KIA-Exposition

The stages of the HAMBURG HARBOURBIRTHDAY



Outlook



**In 2006 there will be the Estonian flag flying over the
817. HAMBURG HARBOUR BIRTHDAY**

„Estland-Fest“

The venue, Kehrwiederspitze



Kehrwiederspitze, part of the venue

The venue, Kehrwiederspitzze



The Kehrwiederspitzze from the Wilhelminen Bridge

Reception - Korea



Senator Gunnar Uldall,
the Lord Mayor from
Busan City and H.E. the
Korean Ambassador in
Berlin, Germany



Participation at the Estland-Fest

Possibilities

Here are the details

Participation at the Estland-Fest - Parades



Open-Air-Event Parades in Friday

- o from the Main Church St. Michael to the “Rickmer Rickmers“
After the Service in the church the Senator and his guests and VIPs walk to the “Rickmer Rickmers”. It would be excellent if they are accompanied by an **Estonian Folklore Music Group** which heads the delegation with music and people in beautiful traditional Estonian costumes (length *about 1 km*) - *02:00 pm (approximately)*
- o from the “Rickmer Rickmers“ to the Estland-Fest on the Kehrwiederspitzze
After the Opening Ceremony on the “Rickmer Rickmers” the **Folklore MusicGroup heads the Estland-Parade** from the ship to the Official Opening of the Estland-Fest (*length 800 m*) - *04:00 pm (approximately)*

The stages of the HAMBURG HARBOUR BIRTHDAY



Participation at the Estland-Fest



Open-Air-Event on the Kehrwiederspitzze – Estland-Fest

- o about 6 (**maybe more**) Stands of 3m x 3m with
 - Estonian products
 - Estonian tourist offers, travels, accommodation, restaurants, packages, etc.
- o Sport-offers (also for families and children) **open**
- o Foodstand (s) **open**
- o Beerstand(s)
- o InfoTainment on the Estland-Bühne – Information & Entertainment

The stage - InfoTainment

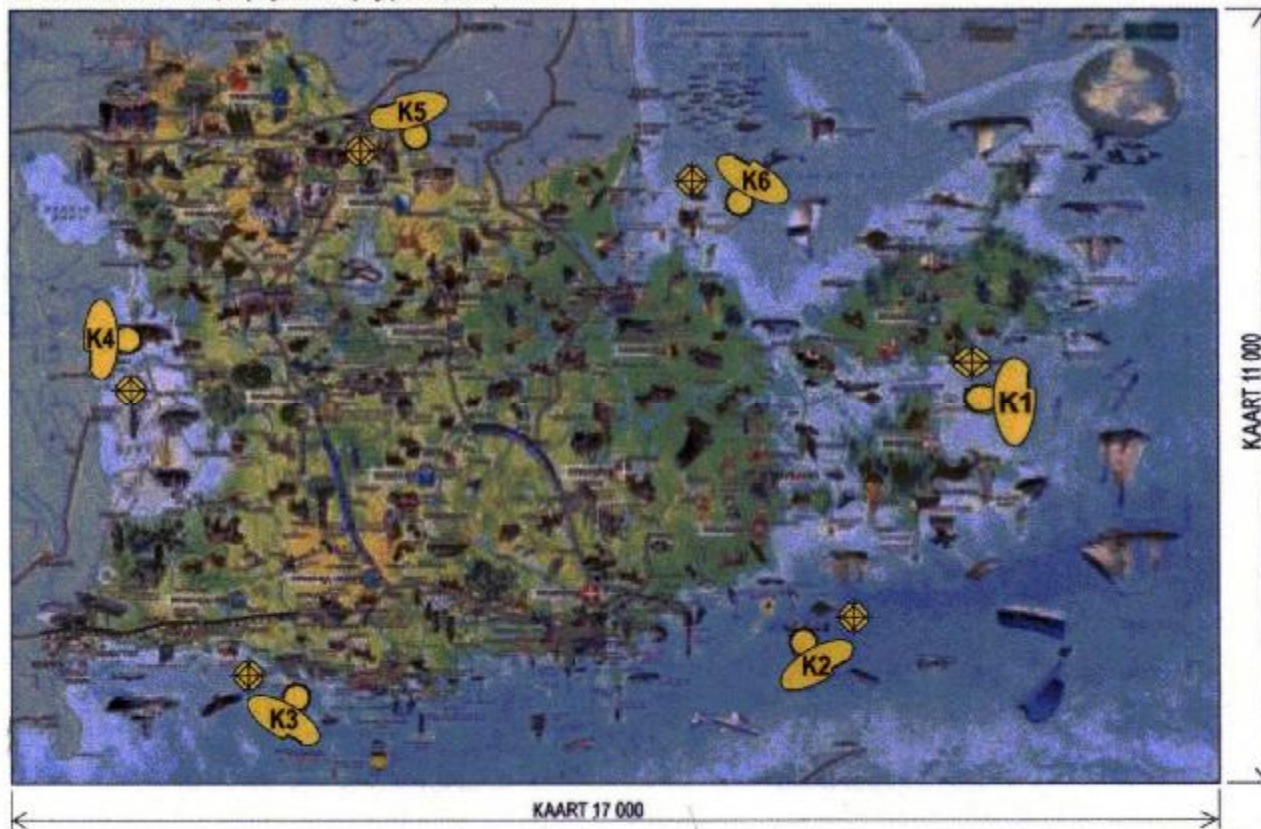


InfoTainment
Information &
Entertainment
on the 6m x 8m
Estland-Bühne

Participation at the Estland-Fest



NBI Töökohtade K1...-K6 lõplik paigutus koha järgi pärast kaardi valmistist.

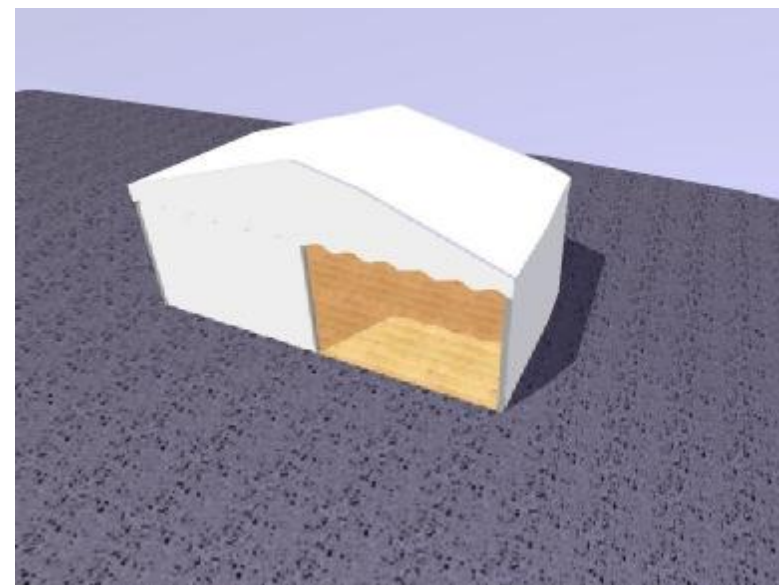
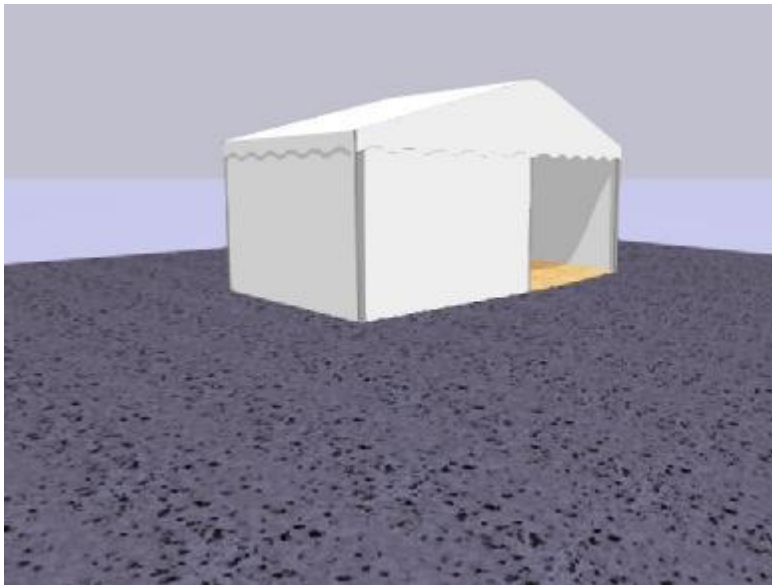


Estland Carpet
in a roof tent
10 m x 18 m
with 5 info-stands

Parts of the plan - stands



"Roof tents" for promotion, selling and catering - drawings



3m x 3m or 3m x 6 m

Parts of the plan - Estonian food



Genuine Estonian food stands with different offers including

§ Estonian beer, for example Tartu Brewery Ltd

§ A beer stand with Jever Beer¹, and Estonian Beer, Estonian drinks, etc.

§ An Estonian restaurant to sit down and eat

Open from 11:00 am to 22:00 pm daily (Sunday till 20:00 pm)

Try Estonian specialities  afterwards buy these Estonian food products !

¹ Jever Beer (products) as the sponsor of the whole HAMBURG HARBOR BIRTHDAY have to be included

Parts of the plan – VIP-Events



Estonian officials or companies can book the “Estland Restaurant” or parts of it on the “Estland-Fest” right at the tip of the Kehrwiederspitze

for their guests and clients to entertain them.



Best view!

Additional events



- o Economy and Business events in the Hamburg Chamber of Commerce (German Baltic Chamber of Commerce)
 - è meetings between Hamburg and Estonian business people („B2B“)
- o Vernissage and Exhibition in the Levantehaus of Christian Ivar Hammerbeck – a Hamburg artist working in Tartu, Estonia
ivarbeck@hotmail.com
- o Presentation of the Oldtimer-Ralley Hamburg-Shanghai (China) with the stopover in Tartu - Hardy Kowen, hkowen@motorevival.de
- o Press-/VIP - Events and – contacts on the Estland-Fest
- o and much more

Location draft "Estland Fest"



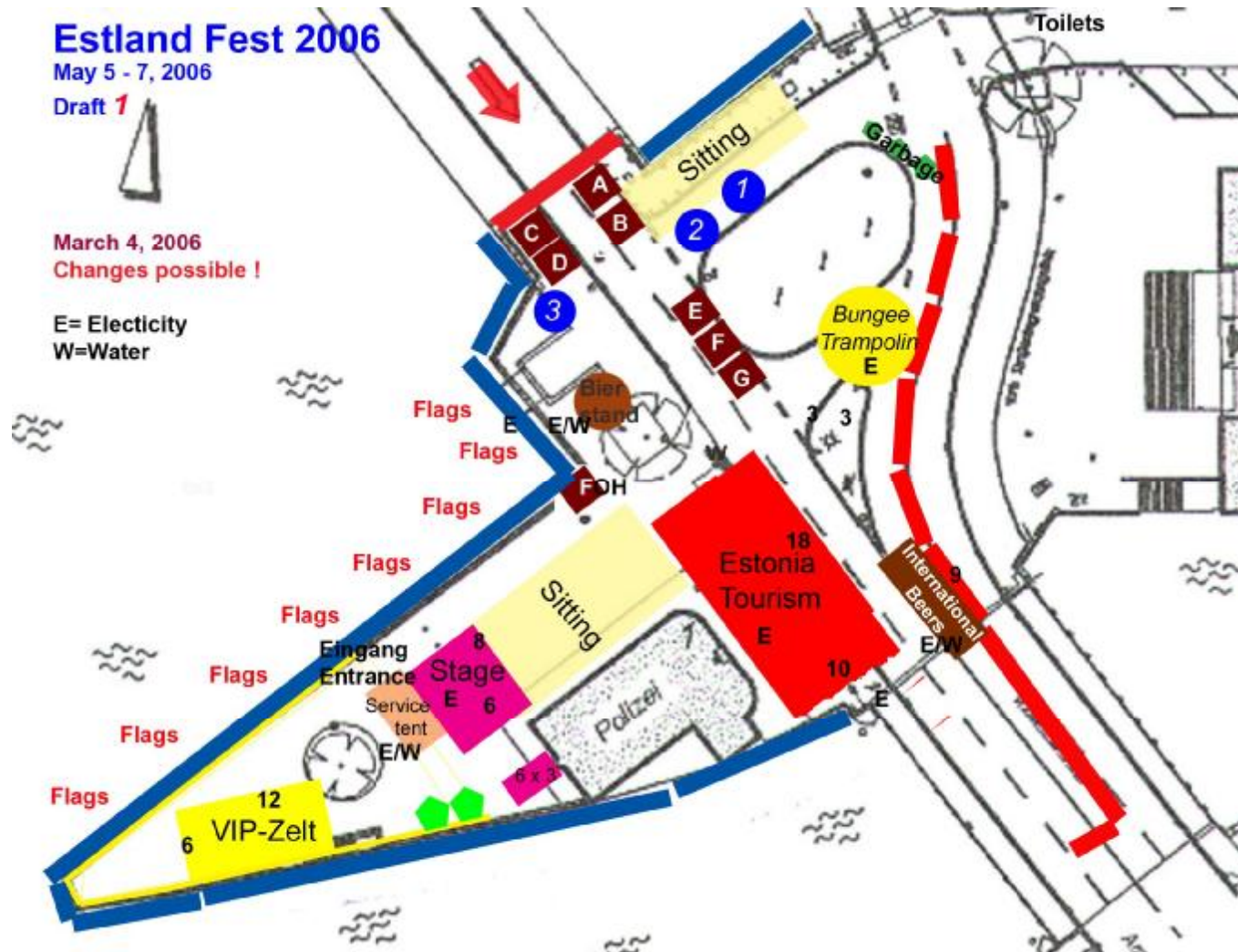
Estland Fest 2006

May 5 - 7, 2006

Draft 1

March 4, 2006
Changes possible !

E= Electricity
W=Water



ζ „Blue“ is water

Facts in brief – preparation schedule



Ü **Monday March 6, 2006 – 10:00 am**

Ü *Meeting with Estonian and Hamburg partners in the Hamburg Rathaus
“Hamburg Round Table”*

Ø **March 14, 2006**

*Deadline for 1. PR-information to Hamburg Fair – 200 x
Mr. Bumann
frank.bumann@hamburg-messe.de*

Ø **March 15 to March 17, 2006**

Michael Wendt travels to Estonia

Ø **Thursday, March 16, 2006”**

*Meeting with Estonian partners
“Tallinn Round Table”*

Facts in brief – preparation schedule



Ø April 26, 2006

Deadline for 2. PR-information to Hamburg Fair – 100x

Ø Wednesday **May 3, 2006 – 11:00 am**

Official press-conference in the “Hotel Hafen Hamburg” with Estonian participation – TBD with Mr. Bumann

frank.bumann@hamburg-messe.de

Ø Wednesday **May 3, 2006**

6:00 pm start to build up the Estland-Fest on the Kehrwiederspitze

Ø Thursday **May 4, 2006**

12:01 pm tents are ready for the Estonian partners to mount and decorate their tents and build up the stands

Facts in brief – event schedule



Ø Thursday

May 4, 2006

Event in the Hamburg Chamber of Commerce

Heinz Werner Dickmann

Cornelia Kahl

heinwerner.dickmann@hk24.de

cornelia.kahl@hk24.de

Ø Thursday

May 4, 2006

Vernissage of the “Hammerbeck painting exhibition”

Levantehaus Mr. Hamm –

The following exhibition will last for 3 – 4 weeks

hamm@levantehaus.com

Facts in brief – event schedule



- Ø **Friday** **May 5, 2006, 11:00 am – 10:00 pm**
*Estland-Fest on the Kehrwiederspitze – 05:00 pm official Opening –
HH-Representative - VIP-Reception afterwards (?!)
Harbour lights at 10:00 pm /// Queen Mary?*

- Ø **Saturday** **May 6, 2006, 11:00 am – 10:00 pm**
Estland-Fest on the Kehrwiederspitze – Fireworks at 10:30 pm

- Ø **Sunday** **May 7, 2006, 11:00 am - 08:00 pm**
*Estland-Fest on the Kehrwiederspitze – Ship-Parade at 04:00 pm
After 08:00 pm end of the Estland-Fest - immediate dismantling*

- Ø **Monday** **May 8, 2006, 05:00 am**
The roads must be open for heavy morning traffic!

Links



www.hamburg.de

*With much information and a map & photos of Hamburg etc. –
top navigation button è “English”*

www.hafengeburtstag.de

*All information about HAMBURG HARBOUR BRITDAY
Left navigation è “English”*

Later:

www.ewendts.de/estland-fest

Download all internal information

EwendtS – Wendt GmbH
Aitäh!



Aitäh!

Thank you for your attention!

Herzlichen Dank für Ihre
Aufmerksamkeit!