

Presentation with first ideas and thoughts:

Partner Country Estonia



at the

817. HAMBURG HARBOUR BIRTHDAY 2006



Estland-Fest



All ideas, plans and program-parts of this presentation are first suggestions from the organizer towards the Estonian or German partners.

They may be subject to change according the partner's practical needs and aims.

All details will be negotiated with "Enterprise Estonia" and the different partners and will fixed after the meetings.

The mission



For most Germans ESTONIA is rather unknown:

Although many people know Estonia belongs to the “Baltic States”, only a few people do know, that Estonia is a unique, very sympathetic country with a “German” and “Hanse-History”, traditional colorful culture and a modern economy on the other hand!

After Finland and Sweden, Germany is the third largest export partner for Estonia – before Latvia and Russia.

The export from Estonia contains wooden products, technical equipment, textiles and rural products.

The mission



Presenting Estonia as the official

Partner Country of the 817. HAMBURG HARBOR BIRTHDAY

named

“Estland-Fest”

we will bring Estonia and the possible products, services and tourism much closer to the North German people and make the existing connections even closer!

Estonia and Germany have a lot in common – not only in our history!

We will present this here:

Hamburg and Estonia



┌ The city of Hamburg is well known as a most attractive business location including a great trade- and harbor-competence in North Europe.

Especially for Estonia the Hamburg Harbor is THE „Gate to the World“.

Hamburg and her people are open minded and culturally very interested.

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



The Hamburg Harbour Birthday



The Inner Harbor in front of the well known „Landungsbrücken“ presents modern and high tech vessels. Also many nostalgic and historic small sailing boats and big tall-ships can be seen. Young and old will enjoy the colorful stands at the „Festivity Mile“ and will be entertained by the various traditional and new acts on the water and in the air.



Impressions of last year's events



View from
„our“ place into
the activities
on the water

Impressions of last year's events



Impressions of last year's events



Impressions of last year's events



Our experience on the Kehrwiederspitzze



From 2002 till 2004 we organized the **BritFest Maritim** three times with about 250.000 to 300.000 visitors yearly and presented Great Britain cultural, economical, culinarical and entertaining with great success.



Our experience on the Kehrwiederspitzze



┌ 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 Kehrwiederspitzze



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



Our experience on the Kehrwiederspitze



For three years British flags and last year Korean musicians near the fun wheel in front of Hamburg's landmark St. Michael's church

Outlook



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

„Estland-Fest“

Aim



Facite:

The “Estland-Fest” will be presented as successful as the “Korea Festival” – but totally different according to its own special economic and cultural traditions:



Aim



The “Estland-Fest” enables the Estonian companies - including the **tourism** - on the German market an excellent opportunity to present themselves and/or their products and services to a great and open minded audience.

Make them customers under the common “Estonian roof” with authentic Estonian ambience in the midst of one of the largest open air festivals in North Germany.

How will it work?

Benefits



- o **Regions** and representatives of Estonia transfer a truly positive image of the country and promote Estonia as a **tourism country** and **business center**.
- o **Companies** can promote their **consumer goods** and/or test them - which is highly recommendable for the consumer electronic, automobiles and food etc.
- o **Business partners** and guests can be entertained in an “open air business lounge” (possibly a “medieval inn”) on the beautiful Kehrwiederspitze.
- o **Smaller enterprises** and handicraft business will offer their goods towards a large audience for selling.

The venue, Kehrwiederspitzze



View from the water on the Kehrwiederspitzze

The venue, Kehrwiederspitzze



Kehrwiederspitzze, part of the venue

The venue, Kehrwiederspitze



The Kehrwiederspitze from the Wilhelminen Bridge

Invitation



Through the German Embassy in Tallinn the Free and Hanseatic City of Hamburg will invite a high ranked political representative of Estonia to be the guest at the HAMURG HARBOR BIRTHDAY

This invitation includes the official visit and the accommodation in the most prestigious Guesthouse of the Senate – following the procedures of the international protocol and the wishes of the guests

Example **Korea Festival**
5.-8.5.2005

The Lord Mayor of the Korean Harbour-City of Busan – with about 4 million inhabitants the second largest city in Korea visited Hamburg leading his official delegation. During the visit official declaration about closer partnership have been signed.

Invitation



The delegation from Estonia is invited to participate at the official opening of the

HAMBURG HARBOUR BIRTHDAY.

traditionally this includes:

- Service in the Hamburg main church (and landmark) St. Michael and the
 - VIP-Reception during the opening parade of the many ships on the tall ship

“Rickmer Rickmers”

Invitation



The **Hamburger Senator of Economics and Labour** invites:

- o celebrities of the Economy, Trade and Culture in Hamburg
- o the Corps Consulaire,
- o leading representatives for the Hamburg harbour

Additionally

- o the high-ranked visitor from Estonia and (parts of) his delegation
- o the Ambassador of Estonia
- o important other Estonian representatives in Hamburg
- o ladies and gentlemen who represent Estonia in Hamburg

Invitation



To raise the media relation in co-operation with the HAMBURG HARBOR BIRTHDAY it would be recommended and appropriate for Estonia sending a most high ranked representative to Hamburg.

The higher the position, the better the media acceptance for the Estland-Fest and Estonia – media live.

Invitation - 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 Kehrwiederspitze
After the Opening Ceremony on the “Rickmer Rickmers” the Folklore Music Group heads the Estland-Parade from the ship to the Official Opening of the Estland-Fest (*length 800 m*) - *04:00 pm (approximately)*

Participation at the Estland-Fest



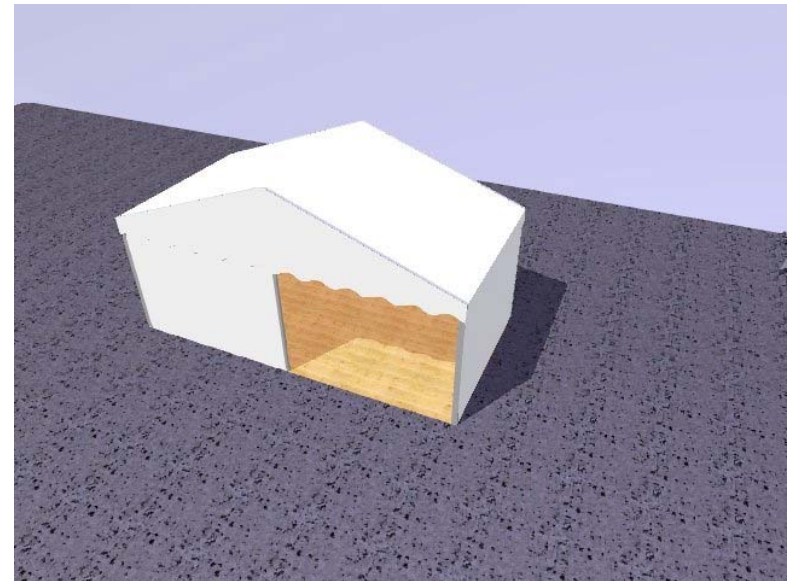
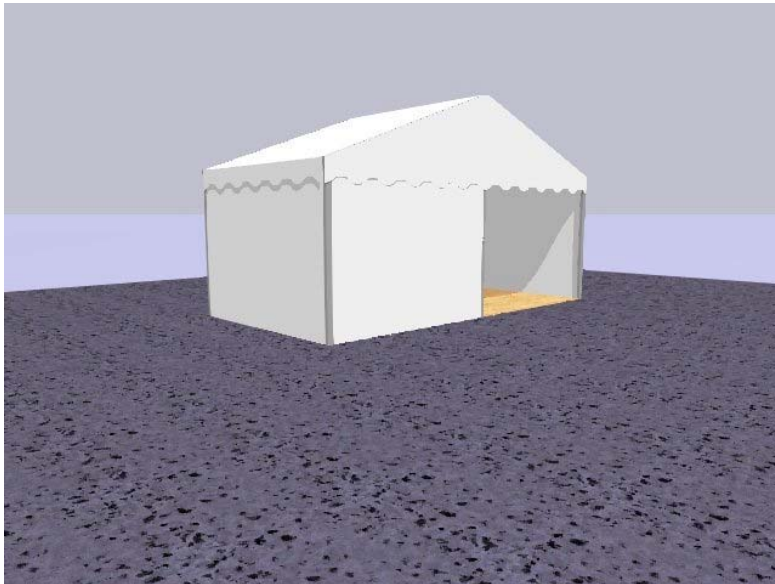
Open-Air-Event on the Kehrwiederspitzze – Estland-Fest

- o Stands with
 - Estonian products from Estonia
 - Estonian tourist offers, travels, accommodation, restaurants, packages, etc.
- o Sport-offers (also for families and children)
- o Foodstand (s)
- o Beerstand(s)
- o InfoTainment on a podium – Information & Entertainment
- o much more is possible, which is up to YOU now.....

Parts of the plan - stands



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

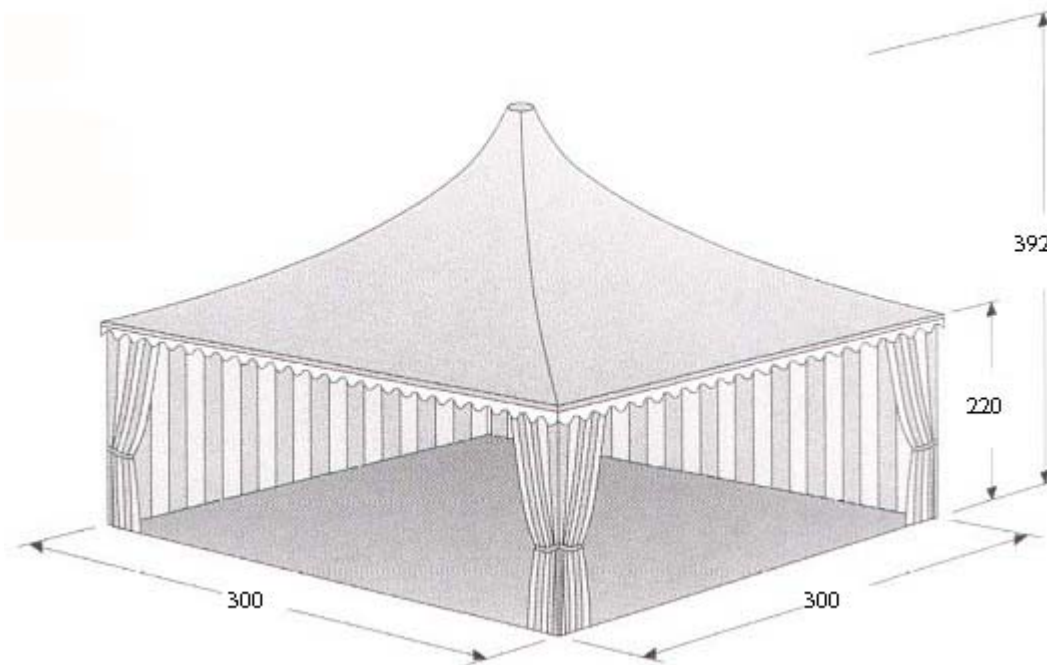


3m x 3m or 3m x 6 m

Parts of the plan - stands



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



3m x 3m

or

5 m x 5 m

Parts of the plan - stands



Tents for promotion, selling and catering - drawings

We could think of stands 3m x 6m - for example

- o **Estonia Tourism** incl. partners like Ferry Lines
- o **Tallinn Tourism** incl. partners - like hotels, restaurants
- o **Handicraft** and other products
- o **Tartu** – in cooperation with the Shanghai-Rally
- o **Artists of Estonia** – promotion and selling
- o etc.

Parts of the plan - stands



For example the tent of the Korean government department KOREA AGRO TRADE, with successful promotion actions of Korean pears and Ginseng



Parts of the plan – stand & official visit



The Mayor of Helsinki, Finland visited the Nokia Tent on his “tour around the FinnFest” in Hamburg 2003



This is an example to give ideas

Parts of the plan – product placement & sales



Fashion tent “Ani Karvinen”



This is another example for the presentation and selling of expensive fashion

Additional stage program „InfoTainment“



Shows of the famous Hamburg-Korean magicians Frank Kim and his partner Sedat – I think of Estonia as a “singing country”!



Parts of the plan „Food“



Typical Korean food stands



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



Hanjin Shipping Europe Ltd. invited partners and guests with their families to a special VIP events



Just at the Tip

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.



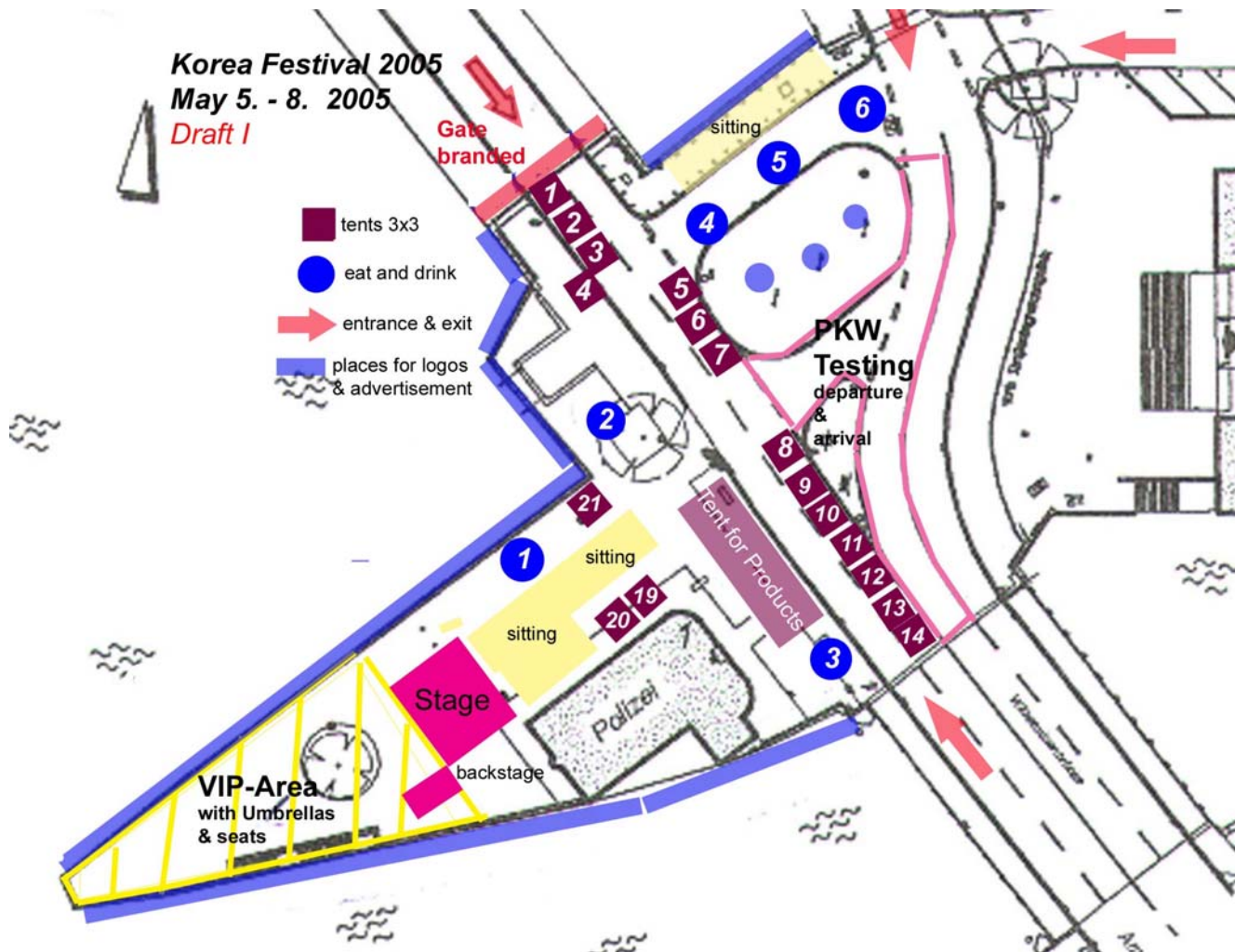
Best view!

Side events



- o Economy and Business events in the Hamburg Chamber of Commerce (German Baltic Chamber of Commerce)
→ 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
- o Presentation of the Oldtimer-Ralley Hamburg-Shanghai (China) with the stopover in Tartu
- o Press-/VIP - Events and –contacts on the Estland-Fest
- o and much more

Location draft "Korea Festival"



← „Blue“ is water

Impressions from last years



Media in brief



- o Participation at the press release in April
 - o Participation at the press conference Wed. 3rd, 2006
 - o Invitations through official authorities, chambers of commerce, honorary consulate, Estonian federations and associations, business
 - o Part of the program in the official flyer (250.000 editions)
-
- ❖ People in Hamburg do know, there will be “something special on the Kehrwiederspitze” and come to visit the Estland-Fest.

Facts in brief



Capacity about 250.000 visitors can be expected if weather permits

Dates Friday, May 05 – 10 pm Water Lights (app. 20 min)
 Saturday, May 06 – 10 pm Fireworks (app. 20 minutes)
 Sunday, May 07 – 4-5 pm ship parade (app. 60 min)

Opening hours 11:00 a.m. to 11:00 / 12:00 p.m.

Transfer Public metro system: U-Bahn U3, station „Baumwall“
 no car or parking possible

Hotels **Because of the HAMBURG HARBOUR BIRTHDAY
most of the hotels are already booked for groups.**

Please book very soon: www.hamburg.de is rather efficient and reasonable

Facts in brief – preparation schedule



- **March 15 to March 17, 2006** *Michael Wendt travels to Estonia*
- **Thursday, March 16, 2006**
Meeting with Estonian partners *“Tallinn Round Table”*
- **Monday March 6, 2006 – 10:00 am**
Meeting with Estonian and Hamburg partners in the Hamburg Rathaus
“Hamburg Round Table”
- **April 26, 2006**
Deadline for PR-information to Hamburg Fair
- **Wednesday May 3, 2006 – 11:00 am**
Official press-conference in the “Hotel Hafen Hamburg” with Estonian participation
- **Thursday May 4, 2006**
start to build up the Estland-Fest on the Kehrwiederspitze

Facts in brief – event schedule



- **Thursday** **May 4, 2006**
*Vernissage of the “Hammerbeck painting exhibition” - Levantehaus
if necessary one day earlier or later*
- **Thursday** **May 4, 2006**
*Event in the Hamburg Chamber of Commerce
if necessary one day earlier or later*
- **Friday** **May 5, 2006 – 11:00 am – 10:00 pm**
Estland-Fest on the Kehrwiederspitze – harbour lights at 10:00 pm
- **Saturday** **May 6, 2006 – 11:00 am – 10:00 pm**
Estland-Fest on the Kehrwiederspitze – Fireworks at 10:00 pm
- **Sunday** **May 7, 2006 – 11:00 am - 08:00 pm**
*Estland-Fest on the Kehrwiederspitze – Parade at 05:00 pm
After 08:00 pm end of the Estland-Fest - immediate dismantling*
- **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 → “English”*

www.hafengeburtstag.de

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

Later:

www.ewendts.de/estland-fest

Download all internal information



Appointed by the Senate of Hamburg the **EwendtS – Wendt GmbH** is responsible for planning and organization of the Estland-Fest.

Our co-operation partners in Hamburg :

- Department of Economics and Labour in Hamburg
- Hamburg Fair - Organizer of the Hamburg Harbor Birthday
- Senates Chancellery, Department for international Co-Operation
- Hamburg Chamber of Commerce
- Necessary official departments of Hamburg.

EwendtS – Wendt GmbH

business card



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EwendtS – Wendt GmbH is a event managing company based in Hamburg. We have proofed a great experience with successful country presentations in Hamburg during the last years. See below a summary of some implemented events.

- Hungarian Days in Hamburg (Hungary in 1997)
- La Fête (France 1999)
- MidsommarFest (Sweden in 2000)
- Europa-Hoch-4 (Belgium, Poland, Romania & Sweden 2001)
- BritFest (Great Britain in 2001)
- BritFest Maritim(s) at the Harbor Birthdays 2002 – 2004
- NorgeFest (Norway in 2002)
- FinnFest (Finland in 2004)
- Korea-Festival (Republic of Korea in 2005)



The famous fireworks on Saturday evening could perfectly be seen from the **Estland-Fest**

EwendtS – Wendt GmbH
Aitäh!



Aitäh!

Thank you for your attention!

Herzlichen Dank für Ihre
Aufmerksamkeit!