When a quick snack becomes a delicacy

ECOCOOL: All without electricity ... and still ice cold

NORDSEE: We haven’t regretted the move for a second
In July 2017, the Fish Information Centre e. V. (Fisch-Informationszentrum, FIZ) celebrated its 20th anniversary. The association was founded in 1997 by seven companies and organisations in the German fishing industry, and currently has 37 members. Its core tasks include public relations work on behalf of fish and seafood, across companies and products. Informative, educational and advisory communication with consumers, the media and other multipliers is at the forefront of our work. The FIZ is the point of contact for any questions relating to fish.

Looking back over the 20 years since our foundation, we can identify significant changes to Germany’s dietary and shopping behaviour. Greater demands are now made on food quality, and quality is allowed to cost a little more. Food has long since been about more than just eating: shared experiences, personal gratification, cultural integration, health aspects and sustainability are particularly important. For example, it is now fashionable to post food pictures and to present oneself and exchange ideas on social media. Fish and seafood are particularly suited to becoming a hit in all these areas. Furthermore, fish is an excellent premium food which provides an answer to these long-term trends and enables chefs and gourmets alike to stand out from the masses. This can be done in very simple ways, e.g. with barbecued bream or a pollack burger in a home-made beer dough bun.

The new edition of the fishing port magazine “appetizer”, published by Bremerhaven Economic Development Company, shows very vividly how companies at the largest German fish processing location are prepared for these trends. There are numerous good examples of this in Bremerhaven, including new paths in online trade, the development of products for the street food market or experience-orientated shopping concepts, the implementation of company sustainability strategies, energy-efficient construction, scientific infrastructure and cultural experience.

I hope you have an informative read.

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Deutsche See has successfully established its online trade with the "Fresh Box"
Want to order fresh fish anywhere, at any time, and have it delivered chilled, directly to your door? Deutsche See has forged a new path to fulfill this customer demand. The Bremerhaven fish manufactory for retail, gastronomy and food service is increasingly relying on online trade for private customers, and using a special box for the purpose.

“We in Bremerhaven are at the heart of the business, shipping to branches all over Germany. They receive customer orders, and we send them the goods from here,” explains Felix Clüver, deputy manager of Deutsche See.

There are 20 branches in all, through which the fish and seafood are distributed and delivered to the customers. This involves an enormous logistical workload, but it is completely achievable for the fish manufactory Deutsche See. “We have the great advantage of being able to use our own logistics network and our lorries. This excludes the possibility of delays caused by third parties. If someone orders something from us online, they receive the goods just 24 hours later – depending on the product ordered,” says Felix Clüver.

This applies to all products by Deutsche See, and in many regions there is no minimum order value. “We deliver everything – from salmon to Breton turbot,” says Dominik Hensel, head of the online shop. Deutsche See began this in 2013 with a pilot project in Berlin to test whether online trade would work. At that time, the list contained 30 items. By now, customers can choose from around 300 different items. Deliveries are made partly using conventional delivery vans, but also, increasingly, with e-bikes and electric vehicles in metropolitan areas. Deutsche See plans to purchase “street scooters” for the purpose, enabling the fish to be brought to the customer in an environmentally friendly way. The e-delivery vehicle project is to start in the Cologne area.

When you consider the catchment area for the fish manufactory’s goods, the online delivery service is quite an achievement. Ocean perch from Iceland, hand-fished tuna from the Maldives, salmon from Scandinavia, shrimps from Thailand, sea bream from Greece – the range is as large as the work needed to deliver the goods punctually and promptly. For example, the classic salmon fillet is delivered throughout Germany within one day. “But if we need to order something specially – such as marinated products – we need three days’ advance notice, because the product will be specially produced for the customer,” says Felix Clüver.

GERMAN SUSTAINABILITY PRIZE

But how does Deutsche See manage to get the goods to the customers fresh? “It’s quite simple: we had a special container built which ensures freshness in addition to refrigeration in the factory and delivery vehicles: the fresh fish box,” says Felix Clüver.

Deutsche See won the German Sustainability Prize in 2010. The “Fresh box” contributed to this as part of a sustainable value chain. “It is made from plastic instead of polystyrene, which means it can be used for over ten years in the reusable system. It is also designed in a wavy form, so it has no edges. This avoids pressure marks on the fish.” The box is filled with fresh ice for refrigeration together with the fish order. The melt water runs off through an internal system, which prevents the formation of bacteria.

Felix Clüver says: “The boxes are also built so that they can be stacked on top of each other without squashing the fish.” This is not just good for the fish but also for the customers – after all, they don’t want to eat plaice when they have ordered a whole salmon.
The seaport city of Bremerhaven has one of the largest cold storage capacities in Europe – namely in the container terminal and in the fishing port. It is ideally suited, therefore, to lead the rankings for ports and attractive logistic locations.

The local logistics specialists generally undertake not only distribution but also supply chain management for their customers, from customs clearance via loading and unloading the containers to the correct storage of frozen or fresh goods. This location has another bonus: due to the multitude of fish-processing companies in the city, the fish can be refined here immediately upon delivery.

MORE THAN STORAGE AND TRANSPORTATION
The family company Brüssel + Maass Logistik GmbH supplies its customers throughout Germany, Holland, Belgium and parts of France with temperature-sensitive food in the +2 degree range, frozen or fresh. Preserves, packaging and industrial supplies are also stored over an area of more than 10,000 square metres, and distributed on schedule. Brüssel & Maass also have cold storage units for sensitive foods.

60,000 to 70,000 tons of frozen Alaska pollack, hake and fruit and vegetables for food production – for example, for FROSTA – are transported by the Bremerhaven company Columbus Spedition GmbH each year. As well as frozen transport for the fish-processing industry in the local area, Columbus’s portfolio also includes container processing, distribution of goods into cold storage and administrative handling of public offices and authorities and customs.

“"We are something like a communications centre for customers, cold storage and the authorities," says managing director Hinrich Windler with a laugh. For him, the free port is one of the reasons why Bremerhaven is an ideal location. "The free port helps us avoid bureaucracy. Since the end of 2016, we have been receiving increasing numbers of containers from Iceland, Greenland and from the North Atlantic up to the North American coast, due to the new ship arrivals from the EIM-SKIP shipping line. This is a very positive development for the whole region.” Hinrich Windler views the Bremen ports as being predominantly in competition with Rotterdam. The advantage of Bremerhaven is its short distances. Work is done quickly at the Weser estuary, and above all, people cooperate across short distances. If someone has a problem, he says, the next person has the solution.

RIGHT DOWN TO THE LAST FISHBONE
The fish transhipment centre FUZ GmbH, founded in 1994, is run by the haulage company Zahlten Spedition GmbH and Nordwest Logistik und Spedition GmbH. Expertise on temperature-controlled goods is essential here as well, for example because the lorries from Scandinavia or Frankfurt airport contain goods for different customers. They must be checked and repackaged for each recipient while maintaining the correct temperature conditions. After commissioning, the fish is dispatched or passed onto a freight forwarder, or delivered by FUZ itself to the retailer or end consumer. Nordwest Logistik und Spedition – previously known as SVG – has been turning over fish in the fishing port since 1939. The Hamburg-based logistics professionals have now restructured the company and are demonstrating a clear
commitment to Bremerhaven with their plans to build a modern fish transhipment centre here. Simon Schach, executive of the nordwest group since 2012 and managing director of all its subsidiaries, wants to make a long-term commitment to Bremerhaven and invest here: “We will set new standards here which will create prospects for our employees. Not just with digitalised processes and IFS and MSC certifications, but with the highest service quality. In logistics, but also in the work of each individual. To this end, we have created an internal communication process connecting all our employees. ”

TRANSFERRING EXPERTISE NEXT DOOR

The conversion and building project, supported by BIS Bremerhaven Economic Development Company, will create additional pallet spaces and jobs. New products and services, such as validations and quality examinations, will also be offered. To optimise the material flow, Schach relies on the support of Erfurt University, which analyses previous and planned processes together with the company staff.

The excellent scientific infrastructure in Bremerhaven is also useful to FRoSTA, one of the leading manufacturers of frozen food. Together with the Institut für Seeverkehrswirtschaft und Logistik (ISL), FRoSTA has created the research project LoKo-TK to optimise distribution logistics for frozen products. BIS is supporting the consortium for 24 months as part of the programme to support research, development and innovation (FEI) set up by the senator for economic affairs, labour and ports. The LoKo-TK project is intended to design and test a logistics collaboration approach between different companies within the industry. There is still plenty of room for improvement in distribution logistics for frozen products, since many of the manufacturers based in northern Germany plan and process their logistics independently of each other.

A EUROPEAN COLD STORAGE GIANT

While some continue to invest in the seaport city, others look for strong local partners in order to gain a foothold in Bremerhaven. At the end of 2016, one of the largest European cold storage operators, the Dutch Kloosterboer Group, purchased 51% of the shares in the Bremerhaven cold storage operator BLG Coldstore. Following approval by the cartel office in February 2017, the involvement of the joint venture Kloosterboer BLG Coldstore GmbH in the seaport city has been picking up speed. Kloosterboer is a family company with 17 branches in Europe, making it one of the largest providers of temperature-controlled logistics on the continent. The cold storage warehouse at the container terminal, with a volume of 29,000 pallet spaces, is now run jointly. With a new cold storage building in the fishing port, further commitment to the location is planned: 25,000 new pallet bays and a repackaging centre are to be built on the property on Labradorstraße/Grönlandstraße.

“Our customers expect value added services as well as storage, and for this we need a second location outside the free port and close to the food industry. This is also, of course, an opportunity to win new customers for Bremerhaven,” says Lüder Korff, managing director of Kloosterboer BLG Coldstore GmbH. The launch is set for 2018. Meanwhile, the necessary parameters such as size, level of automation and machinery for the new building are being analysed. This means that another modern service centre is being built, which will contribute to the further development of Bremerhaven’s leading position in Europe in the distribution of temperature-controlled goods, as well as in the fish and food industry.

NORDFROST EXPANDS IN THE FISHING PORT

Frozen foods are increasingly popular. The deep freeze logistics company Nordfrost wants to increase the capacity of its cold storage warehouse in the Bremerhaven fishing port by more than 50% (from 18,000 to 28,000 pallet spaces). Around 14 million euros are to be invested in conversion and modernisation. The number of employees is to be increased from 30 to 50. Following the announcement of the Kloosterboer Group’s involvement in Bremerhaven, this is another very positive sign for the location’s development.
**ALL WITHOUT ELECTRICITY...**

**AND STILL ICE COLD**

The trend towards online retail doesn’t stop short of fresh food and medicines. The family company ECOCOOL, based at the street Am Lunedeich, has caught the spirit of the times with its water-based cooling packaging.

“Basically, we make e-commerce of food or pharmaceutical products possible in the first place,” says Dr. Florian Siedenburg; laughing, he describes how his family company ECOCOOL has grown vastly in the last few years.

The Bremerhaven-based manufacturers and retailers of cooling packaging and packaging elements are pretty much a “one-stop shop” for passive cold packaging. Siedenburg and his team develop a suitable overpackaging for everything that has to be cooled or protected from too much heat or cold. Their standard products include thermal covers and complex shipping boxes for pharmaceutical products, as well as simpler insulation packaging for food shipment. ECOCOOL also produces large amounts of flexible cooling elements known as Coolpacks.

The latter are used, among other things, by local fish shippers such as the Deutsche See fish manufactory. ECOCOOL also serves a wide range of customers, from the pharmaceutical industry and food dispatchers to logistics specialists. Various fish dispatchers work together with cold packaging experts in Bremerhaven.

Since its foundation in 1999, ECOCOOL has already changed its location several times, because they were repeatedly “bursting at the seams”. In 2015, with the support of Bremerhaven Economic Development Company, a new location was built in “Schiffshören” street. By 2017, the first extension was already in planning. “We are active in markets with strong growth. Nevertheless, unlike some competitors, we have our production here in Bremerhaven rather than abroad. This includes production in charitable workshops.” Siedenburg is not only committed to the location but also to being a caring employer for his 50-odd employees. The passionate surfer therefore supports communal activities as well as in-house sports during working hours.

A “cool” head: Dr. Florian Siedenburg is developing efficient packaging systems and components for temperature-sensitive goods logistics.
IT'S ALL HISTORY

By the end of the 19th century, Bremerhaven had become the centre of German open sea fishing. Fresh fish was auctioned for the first time in Bremerhaven/Geestemünde in 1888. After the 1st World War, the seaport city not only became an important docking point but also the fourth-biggest sea fish market in Europe.

HOW FISH AUCTIONS WENT VIRTUAL

Anyone who still expects containers of fish lying side by side at a fish auction will search in vain. The traditional plastic box containing fresh catches has long since disappeared and been replaced by the computer screen. Still remaining is auctioneer Bernd Arends. The 61-year-old has been around from the era of fish auctions with hand gestures to the current online auctions. The auction used to be run by the Fischereihafen-Betriebsgesellschaft mbH. Now it is in the hands of the private Bremerhaven company Fischauktions GmbH.

“Many things have changed. In the early 80s, we still stood here in the big Hall 10. The floor was full of fish boxes and the traders bid for the catches on the spot.” How did he know who was offering to pay what for which fish? “Oh,” he says, shrugging his shoulders, “I knew all right. One of them would rub his ear and another his nose, to make a bid without the other traders noticing.”

THE 3-MINUTE AUCTION

Live auctions, however, have been a thing of the past since 1998. “We have switched to online auctions over the computer,” says Arends. “It still starts at seven o’clock in the morning. However, whereas auctions used to last up to two hours, now they only last three minutes.” The reason is that many of the traders announce their needs in advance over the internet, which means that requests are already clarified on the previous day. “I then call up the individual customers for a telephone conference, and that’s how the auction takes place,” says the auctioneer.

However, new technology is not the only reason that everything has changed. “The main reason is that the flow of goods has changed. Previously, all the fish that was landed had to go through the Fischereihafen-Betriebsgesellschaft and its auction. Today, traders can obtain their fish directly from the supplier and receive it via refrigerated containers,” explains Bernd Arends. “Whoever purchases fish from us at the auction either has it delivered from here by lorry or we bring the goods to the fish transhipment centre after the auction, and the customer collects them.”

Around 200,000 tons of fish are processed each year in the Bremerhaven fishing port. In other words, over half of the entire volume in Germany. At the Bremerhaven fish auction, around 85 tons of fish come under the hammer each week. 90% of this is ocean perch from Iceland.
90 MILLION LITRES OF WATER FOR RESEARCH

New Thünen building impresses with superlatives and a successful architectural concept
Imposing – there’s no better way to describe the new building for the Thünen Institute of Sea Fisheries and Fisheries Ecology in the fishing port. Work has been done on the building since May 2015. Architects and the institute management gave a lot of thought to a future-oriented research building, which was to take into account not only the needs of people and animals but also high-level technology. The balancing act was successful. The relocation of the institutes, which were previously located in Hamburg, Ahrensburg and Cuxhaven, to Bremerhaven is in preparation.

“I am very satisfied,” says the head of the Thünen Institute of Sea Fisheries, Dr. Gerd Kraus, passing his hand over the aluminium of the building’s exterior cladding. In the over 2,000 rectangular slabs alone, there is a lot of attention to detail, and a lot of background as well as a modern design. “The small perforated holes in these slabs not only make the building look seamless from the outside, but also provide a shading function which enables a pleasant, individually adjustable lighting system in the building. These slender coverings can be opened either individually or automatically according to need. It’s a great concept.”

MODERN AQUACULTURE RESEARCH FACILITY
However, Gerd Kraus is not only satisfied with the successful design. His main concern is that the approx. 150 employees, and also the fish, will be comfortable in the future building. After all, between late summer 2017 and May 2018, the institutes of Sea Fisheries and Fisheries Ecology will move into the four-storey building, including the aquaculture research facility on the ground floor.

“The tanks and the entire technology are currently being installed,” explains site manager Dieter Kolthoff of Immobilien Bremen, who are carrying out the project on behalf of the German government. This means 400 tanks and aquariums, in which research is carried out on different fish species under various conditions. “The total content is 100,000 litres. The building has received its own water supply for this. And it was necessary, since up to 90 million litres of water pass through the factory each year,” says Kolthoff.

“We are very pleased that we have now received this opportunity here in Bremerhaven,” says Gerd Kraus. “In the old facilities in and around Hamburg, various parts of the institute are decen-trally located. For example, aquaculture is located far away in Ahrensburg and not in the main building. Here in the fishing port, we now have the good fortune to be able to join all the departments together.”
There is plenty of room. The government is budgeting 37.5 million euros for the new building. The property in the fishing port is approx 11,000 square metres large and contains a building with almost 7,000 square metres of usable space over a total of four floors, directly at the harbour basin. “The scientists, in particular, are looking forward to our research ships being able to dock directly in front of the institute. On the ground floor, we have an equipment room covering over 650 square metres with a roller door which is several metres high. From there, we will be able to bring the measuring devices directly to the ship as well, using a fork-lift truck. Until now, everything still had to be brought from Hamburg to Bremerhaven. That will soon be over,” says Gerd Kraus. In future, the Walter-Herwig III and its successor and, at irregular intervals, two other research ships belonging to the Federal Government will moor directly in front of the institute.

**OPERATING ON GEOTHERMAL ENERGY**

In the foyer on the ground floor, with a vast ceiling height of 8.70 metres, flexing and hammering is still going on, whereas on the upper floors, the laboratories are already installed and the rooms are already warm. “The building is heated, or cooled if necessary, by geothermal energy. We have rammed 340 foundation pillars into the ground. 100 of these are geothermal pillars to provide energy for the building,” explains Dieter Kolthoff. The sophisticated technology in the new building plays a large role overall. Gerd Kraus says: “We have specially constructed laboratories here which enable a maximum temperature fluctuation of just plus-minus half a degree Celsius. This is necessary to prevent the research results from being falsified.” Research is done, among other things, on the effects of climate change on fish.

And although there is still much to be done in the new Thünen Institute building, Gerd Kraus already has his favourite spot. “It’s the library on the first floor. With its floor-length windows and outside terrace, the room will have a great view of our ships and the fishing port. So I already know where I’ll be when I am not sitting in my office.” Gerd Kraus says: “We hope to be able to celebrate our official opening at the end of 2017 – even if not all employees will have moved in by then.”
“It is quite special for us to have our office here in the Bremerhaven fishing port – as we have for a long time now,” says office head Thorsten Brandt. “An administrative agreement was made between Bremen and Lower Saxony to create a common interface for the coastal waters as early as 1949. This makes the Bremerhaven State Fisheries Authority one of the oldest authorities in Germany to be responsible for two federal states.”

And it does have a large area of responsibility: from the Elbe in Hamburg as far as the Dutch border on the Ems. “We are responsible for supervision of coastal waters,” explains Thorsten Brandt. “The actual fishing ends, of course, practically at the moment of landing. Everything that happens in the coastal waters up to that point is monitored by us. We do this using an eight-metre-long boat in Bremerhaven and a dinghy in our branch offices in Norddeich as well as an over 23-metre-long ship in Cuxhaven.”

Among other things, the officials check the size of the net meshes, the embarkation papers, and whether the prescribed minimum size of the caught fish is complied with. But the employees of the Bremerhaven State Fisheries Authority are also on land, monitoring the landing of the fish. “We do this mainly at the ports on the Lower Saxony coast,” says Brandt.

However, the fish doesn’t leave the watchful eye of the fisheries authority for a long time, even when it is already in the retailer’s display window. “We go to shops and markets in the state of Bremen and take samples to check whether the goods are correctly labelled and identified,” says Thorsten Brandt.

**FISHERIES MANAGEMENT**

Fisheries management is another of the Fisheries Authority’s tasks. This includes, for example, assigning fishery labels and granting authorisation and permission for specific “fishery-related” activities. Fishing permits are granted for fishery rights in the Weser River, for example, and issued to anglers.
FROM BREMERHAVEN TO THE WORLD

Sales strategies for fish fingers different in each country
Bremerhaven is the world capital of fish fingers. The fishing port contains one of the largest fish finger factories in the world. It supplies virtually the whole continent with the breaded mini fish fillets. Iglo alone produces an annual volume for the European market which, if lined up, would extend four times around the globe: more than 50,000 tons of fish fingers. Daily production: around seven million units.

However, different strategies are needed in order to sell the rectangular snack in every country. This is because tastes vary from place to place. "We react to country-specific demands and take different approaches," says Alfred Jansen, who is responsible for communication at the iglo factory "Frozen Fish International". "The fish species Alaska pollack is now used for most fish fingers. In Great Britain, however, people prefer cod, and in Italy they prefer hake. Then there are fish finger varieties based on wild salmon."

DIFFERENT COUNTRIES – DIFFERENT TASTES

The varieties of fish in the fish fingers, therefore, already provide the taste differences desired by different countries. After being caught and filleted at sea, the fish is delivered to the factory in frozen blocks for further processing. During processing, each block runs over conveyor belts, through machines and sawmills. This results in a total of 378 fish fingers being produced from a single frozen block of fish. Still to come, of course, is the breadcrumb coating, made from flour, water, starch, salt and seasoning. And, believe it or not, the coating itself is different in different countries.

"For example, the ingredients in the coating produce colour differences – from golden to slightly reddish, and there are even differences in the strength of the seasoning," explains Alfred Jansen. "But there are differences in the type of breadcrumb coating, too. As well as the traditional coating, there is now a wholemeal version, and Omega 3 fish fingers for nutritionally conscious consumers. The baked fish batter version also has an exceptional taste. And very much in vogue is a new gluten-free version for people who are gluten-intolerant."

This means that fish finger producers are able to meet a lot of needs which are identified using the latest marketing strategies. But if you thought this was the end of the road for the production of fish fingers and their country-specific breadcrumb coatings, you would be wrong. The packaging is still missing.

"Preferences differ greatly here, too. We have different brand names for many countries: from Birdseye in England to Findus in France and Italy, and iglo in most countries – and our Captain Iglo is just as diverse," says Alfred Jansen. Then there are the many different packaging sizes: 10, 12, 16 fish fingers, 28 or the maxi format with 25 plus 5. The fish finger universe seems to be infinite.

Iglo produces more than 50,000 tons of fish fingers annually for the whole of Europe.
When a quick snack becomes a delicacy

Trendy, hip and above all, delicious: the Epicurean fish and seafood specialities to go.
Fast but conscientious at the same time – that’s how today’s culinary pleasure should be. Many people worldwide make this demand on their food intake. The need for healthy food is increasing, whereas the time we take to prepare our food is ever shorter. One in four people now eats out once a day, and the tendency is increasing. Getting full quickly and cheaply, as provided by classical fast food, is no longer the priority. Consumption should be fun, healthy and convey a lifestyle.

Lifestyle to go

This need explains the success of “street food”: the popular trend of “eating out of the hand” unites traditional and regional ingredients with new, often Asian or South-American-inspired recipe ideas. For this reason alone, it has little to do with traditional fast food. Fish and seafood are the new stars of the hip “street cuisine”. It is therefore no surprise that the Transgourmet Deutschland GmbH & Co. OHG company Transgourmet Seafood, one of the largest street food partners of food retail and restaurants, is located in the fishing port. Transgourmet Seafood is the modern, efficient hub for fresh fish produce. Managing director of Transgourmet Seafood Ralf Forner sees street food as a mirror of the new eating culture: “For us, it is a topic with enormous growth potential. At the trade fair ‘fish international’ in Bremen, we will therefore be represented over 700 square metres with our popular products. Our range in this area already encompasses more than 300 street food ideas and recipes, which we offer to our customers in our catalogue ‘Street food, Burger, Tapas and Sea.’” Ocean perch, tuna, crayfish or shrimps: gourmet fish burgers have long since ceased to be limited to salmon varieties; they now come in different tasty varieties. And lifestyles, such as the recently award-winning Transgourmet hit “Surf & Turf Burger Kamasutra”, which derives its name from its fiery dip.

Fish and seafood are the new stars of the popular street food cuisine. From the salmon patty to Surf & Turf: in the fishing port, restaurateurs, producers and suppliers offer their customers an internationally inspired range of products.

Convenient and yet hand-made

The salmon burger, on the other hand, is now more or less a classic among street food “fish rolls”. The salmon patty by Deutsche See Fischmanufaktur GmbH is convenient and consists only of Norwegian salmon and a bit of salt. With it, the Bremerhaven company is latching onto the current trend of premium burgers and bringing the German people’s favourite fish between the two halves of a roll. Its customers are restaurants, food services and retail (hot counters, retail gastronomic concepts). The alternative to the classic minced version is hand-produced. “With the new salmon patty, gastronomers are putting the final culinary touch to the current burger trend,” summarises Svenja Beckmann, senior product manager for gastronomy at Deutsche See. The Bremerhaven-based shop fitter Schich also offers concepts for cooking and eating in the open air. With their “Tandoor” barbecue grill, the plant constructors have transferred an Asian preparation method to German open-air gastronomy.
The Seafood Academy at Transgourmet offers practical and inter-organisational training on the topic of fish and seafood.
The IHK’s Fish Sommelier qualification at the fishing port is a unique supplementary qualification which imparts specialist fish knowledge at the highest level. To the delight of the fish industry.

Even Ralf Forner was surprised. The managing director of Transgourmet Deutschland GmbH & Co. OHG’s company Transgourmet Seafood – who is known to “live for fish” even beyond the boundaries of the fishing port – actually just wanted to “do something for the fish industry” with his idea for a very special qualification; and he hit the mark. In autumn 2017, the first training course to become a fish sommelier has taken place in Bremerhaven, with 26 participants from all over Germany, Austria and Switzerland. The waiting list for 2018 is already getting full, the funding provided by the EU’s European Maritime and Fisheries Fund has been secured for three years, and important players from business and media are on board as partners. This was clearly a case of having the right instinct for trends, the right network and the energy to invest a lot of passion into it. “There are sommeliers for wine, cigars, coffee. Why not for fish? Culinary enjoyment now plays an important role in people’s lives. I think we urgently need excellently qualified ‘fish ambassadors’, who convey knowledge about fish and seafood at the highest level, in gastronomy, but also in shopping or in training,” explains Forner. He is certain, however, that a fish sommelier can only be trained in the Bremerhaven fishing port.

DEVELOPING A TASTE

It all began with sensory training: a taste test in which Forner participated with his employees in the Technology Transfer Centre (ttz) in Bremerhaven. The sensory technology laboratory in the ttz determines the taste acceptance of products by means of consumer tests. But the laboratory also offers training for company employees. “Such a test does require powerful sensorial abilities. We were all impressed, and it was immediately clear to me that fish must be marketed here, in this way. That can only be achieved by a really high-quality training.” The idea of the fish sommelier was born.

The fish industry was involved and cooperation partners were sought. Being able to recruit the Bremen and Bremerhaven Chamber of Industry and Commerce (IHK) ensured certification and supra-regional recognition of the qualification. The new IHK Fish Sommelier qualification is now run by Transgourmet Deutschland in its own Seafood Academy. The training facility, which has been awarded the Seafood Star, has offered practical and supra-organisational courses on fish and seafood for eight years. As well as the IHK, other partners are the ttz sensory laboratory and FischMagazin.

PARTICIPANTS MUST BE MOTIVATED

The sommelier training is aimed at interested people from gastronomy and the food industry who already have sound and professional knowledge of the topic of fish and seafood. They may be chefs, retailers or fish consultants. The applicants have to write a letter of motivation stating why they want one of the now highly sought-after apprenticeship places.

The training consists of eleven modules on topics such as fishing theory, merchandise knowledge, quality assurance, health and fish & marketing. Renowned experts undertake approx 50 hours of teaching at the sensory laboratory and in the Seafood Academy. In addition, up to 40 hours must be crammed in self-study before the seminar is concluded with a comprehensive final exam. Here, the prospective state-recognised fish sommeliers must prove their ability orally, in writing and sensorially, before they carry the entire complexity of fish as a food out into the world, and with it, of course, also the good reputation of Bremerhaven’s fishing industry.
The Bremerhaven-based Schütting prize-winner Matthias Kück can already put 80 percent of all foods into gelatinised form – and is revolutionising food in the health care system.

The Schütting Prize from the Bremen Chamber of Commerce - CCI for for Bremen and Bremerhaven and a move to a new building: 2016 was an eventful year for Matthias Kück, managing director of Biozoon. The engineer for process technology from Loxstedt has been producing “smooth food” for people with chewing and swallowing difficulties since 2011. “The food, meat or vegetables, is puréed after cooking, rolled out with the addition of a gelling agent or poured into silicon moulds, where it becomes firm in a short time,” he explains. The original taste of meat, carrots or pasta remains unaffected. 25 different “texture-giving blends” are produced by Kück and his 24 employees. According to the type of food, it is foamed up, thickened or gelatinised.
FROM A START-UP TO A FLAGSHIP

Since its foundation in 2001, Kück’s company has grown considerably – its current annual turnover is around 1 million euros. Originally a start-up, it was initiated by an EU research project to make food technology accessible to private households and restaurants. Initially, it dealt with the then popular molecular cuisine, before chef Herbert Thill came to Kück in 2008 with the idea of making palatable food for residents of nursing homes with difficulties swallowing. The path to “smooth food” had already begun.

Ideal growth conditions were found in the Bio Nord Biotechnology Centre, before the team, now numbering 24 people, were able to inaugurate their new building in summer 2016, thanks to investment by BIS Bremerhaven Economic Development Company. Everyone pitched in during the move, including managing director Matthias Kück.

TESTING 3D PRINTERS

He is not yet through with his ideas and visions: there are now three chefs travelling through the kitchens of the approx 18,000 old-age and nursing homes in Germany on behalf of Biozoon. “Smooth food” works best in small institutions, “but it’s not easy if you have to prepare 600 menus by hand,” explains the enthusiastic entrepreneur, who is investing further in the development of new products and procedures. This is why the Bremerhaven company has been working on developing “smooth food” – puréed food brought back into shape by 3D printers – for industrial production as part of the EU research project “Performance”. Analogously to an ink jet printer, the food, supplemented by a texturizer, is then pressed, layer for layer, through the printing head. This enables a multitude of different foods to be ready for serving within minutes, he explains. The development is not complete, but there have already been initial enquiries from industry.

biozoon.de
FROSTA AT A GLANCE (2016)

- Total employees in the corporation: 1665 (+2.1% compared with 2015)
- Employees in Bremerhaven: approx. 900
- Turnover: 466 million euros (+5.9% compared with 2015)
- Internal investment: 26 million euros (2015: 14.4 million euros)
- Turnover increase for Frosta's own brand in Germany: 25.7%
- Customer growth: 2.3 million households as first buyers
- Social responsibility: 2% of total dividends spent on aid projects at the company locations and in the countries of origin of the ingredients
Sustainability and innovation – in these areas, Frosta AG in Bremerhaven is a national and international pioneer. The frozen food producer already introduced its own purity law for products without additives in 2003, and other projects followed, up to and including banning aluminium boxes for gourmet fillets and replacing them with resource-saving cardboard boxes. Customer acceptance confirms the food corporation’s commitment to sustainability.

“We are very pleased to report that the Frosta brand has grown by as much as 25.7% compared with 2016,” says board member Jürgen Marggraf accordingly. This was aided by the 2.3 million households who became new customers of Frosta products during the comparison period – could this be the result of the company’s sustainability strategy?

“We not only consistently reject the use of additives, but for many years now we have also been calculating the emissions of the greenhouse gas carbon dioxide in our production, and publishing the results on the internet,” explains marketing executive Hinnerk Ehlers. “This is clearly appreciated by our consumers, as are our continual efforts to develop our environmental thinking further.” Innovation sponsoring of their “CO₂ footprint” project with Federal state funds provided by BIS Bremerhaven Economic Development Company has also contributed to this sustainable strategy.

FROSTA IN A PIONEERING ROLE
Frosta began printing the origin of the ingredients on the packaging back in 2015, and was the first manufacturer in Germany to do so. The only problem is that should the supplier, and therefore the country of origin, change, the labelling is no longer current. Frosta AG has found a solution for this. A new printing process enables the origin of all the ingredients to be added to the packaging during ongoing production and on a daily basis. “This was a really intensive development, but it was worth it. We worked on this procedure for almost two years, and invested around 400,000 euros,” Jürgen Marggraf explains.

There are many challenges of this kind in classical convenience food production. For example, plastic bag packaging for the products, which has been completely transformed by Frosta. “We simply asked ourselves: does the packaging really have to be so colourfully imprinted to attract the buyer? Or can we develop a different design which uses less colour and is therefore less harmful to the environment?” Hinnerk Ehlers explains. The answer was easy and can now be seen in the freezers at supermarkets: less colour.

INVESTING MILLIONS IN THE LOCATION
While the Frosta experts were at it, they also changed the composition of the colour. Unlike before, they now only use water-soluble, environmentally friendly colours for bag imprints – and Hinnerk Ehlers won’t stop there: “Of course, we also reviewed the plastic used for the bag itself. We now only use polypropylene (PP), instead of a plastic compound, as we did before. This requires less material, and the single-origin plastic is much easier to recycle.”

With all these innovations, it hardly needs to be said that ten million euros were invested in the location of Bremerhaven in 2016 alone. According to the Board of Directors, a similar investment is planned for 2017. Another two million euros have been provided for two new vehicles. These are not luxury cars but two harvesters for the company’s vegetable and herb fields.
Anyone who wants to save resources and prevent over-fishing has to act. Thomas Beyer, managing director of Meereskost GmbH, has not only decided on ecological economy across the board but has also implemented it.

He has thought of everything, from head to foot: Meereskost managing director Thomas Beyer sits in his office and explains how, for two years, he planned the company building, which was built in 2009 and is designed to be virtually energy-neutral. “I am not a do-gooder,” he chuckles, “but if you have the chance to be responsible for building something like this, then you should do it right, right?”

COMMON SENSE

This is undoubtedly true. Beyer’s 1,500 square metre building manages to completely forgo fossil fuels by using, among other things, a 500 square metre photovoltaic plant (performance: 64kW/peak) and geothermal energy. The electricity consumption is monitored both manually and automatically by an early warning system. The waste heat produced heats the social rooms and offices, and a wind-powered ventilation system ensures a good room temperature. To keep the water consumption under control, Beyer uses a rainwater cistern. However, when it comes to sustainable economy, the electrical engineer also relies on common sense – as well as physics. He tells a story about a water container which he spontaneously put onto a shelf instead of onto the floor; since then, the resulting gradient has replaced an electric pump. “I just don’t want to be someone who simply uses things. We should be conscious of how we handle resources. Of course, that also applies to our purchasing and our manual work.” This is why the company only works with very well-known suppliers who carry out their business and fishing sustainably.

PRIZE-WINNING ENVIRONMENTAL AWARENESS

Thomas Beyer and his 35 employees have specialised in the processing and refinement of fresh fish and seafood delicacies from sustainable fisheries, as well as in the trade of frozen products and the production of high-quality marinades. Their products are MSC certified. This makes Meereskost GmbH a full-range provider of fish wholesale and retail – and it is also certified by the IFS (International Food Standards). Finally, Beyer goes up onto the roof, where he can not only examine the photovoltaics facility but also has the best view over his emissions-reduced fleet. Certainly, he says, this philosophy suits the city of Bremerhaven. Meereskost is a member of the “Environment Enterprise Partnership” (puu) initiative, and has won the prize “Environment Enterprise North West” in the category “Energy”, Beyer announces with pride – perhaps a bit of a do-gooder after all.
How safe is our food? Are its freshness and quality adequate? Fast and reliable analysis is crucially important these days in all areas of the food industry. The Bremerhaven laboratory IBEN has been a service provider for this industry for three decades.

Directly adjacent to renowned food producers and the fish-processing industry, the IBEN laboratory has continually grown in the last 30 years – together with its customers, with the increased requirements concerning the safety of our food, and with the growing necessity for regular inspections of soil and drinking water pollution. There are now 70 employees at the Lunedeich building – a building extension funded by BIS Bremerhaven Economic Development Company, with modern laboratories and offices, was inaugurated here as recently as mid-2016.

FRESHNESS PARAMETERS ENSURE QUALITY

Dr. Erwin Schuirmann is the managing director of the successful institute. He explains the analysis service provider’s extensive portfolio: “Fish, as a food, requires microbiological, chemical, physical and also senso- rial analyses during processing, in order to ensure the consistently high product quality which is standard here in the fishing port. Freshness parameters naturally play a big role. In addition, we also carry out species determination using PCR technology on processed or unprocessed seafood products, and test for allergens.” The Bremerhaven laboratory works for local customers as well as for producers and food retailers from all over Germany, Denmark, Spain, Holland and Poland. The IBEN staff are also deployed at the incoming goods zone at the container terminal. Samples are taken on site and sent to the laboratories in the fishing port.

“Test purchases” are also standard: retail chains send “shopping lists” to the laboratory, and the Bremerhaven analysts buy the products in the local supermarket in order to subject them to a precise quality check. Furthermore, indicating the nutritional values on the packaging of pre-packaged food has been obligatory since December 2016. IBEN also offers to test nutritional values in fibre-rich foods – the so-called “Big 7 analysis”.

STERILE WATER

“Another important area is the monitoring of environmental pollution. We are commissioned by our clients to take soil and drinking water samples and evaluate them. We also monitor the water quality in swimming pools in the region,” Dr. Schuirmann explains. At Bremerhaven, he benefits not only from short distances and from the multitude of major protagonists from the food sector; the seaport city is also attractive because of its proximity to research institutions such as the Alfred-Wegener-Institut Helmholtz Centre for Polar and Marine Research (AWI). For example, IBEN will soon begin a research project together with the AWI to investigate microplastic in fish.
“Nordsee” stands not only for the coast, but also and above all as a gastronomic brand name for fresh fish internationally. For over a century, Nordsee GmbH has been as much a part of Bremerhaven as the ebb and flow of the tide. With its new company headquarters in a building costing approximately five million euros, the corporation has confirmed its loyalty to the seaport city while at the same time creating an optical highlight in the fishing port. Managing director Holger Schmitt talks about Nordsee’s loyalty to the seaport city, about beloved traditions and living the future.
GOING BACK TO OUR ROOTS INTO THE FUTURE: The Lübbert company in new business premises

After more than fifty years, Lübbert GmbH & Co. KG has moved within the fishing port. Since October 2016, the company has been located in the former Flamingo-Fisch building in the street “Am Lunedeich 21”.

Managing director Sven Braasch: “It was a very special moment for me when we moved in here. That’s because I did my training to become a wholesaler and export merchant here in the early 1990s. Now I have come back, with the whole team.” Lübbert GmbH & Co. KG has around 35 employees. The company’s portfolio ranges, both in import and export and in wholesaling, from salmon and fresh fish via frozen fish and raw goods for smoking to tailor-made product solutions in the convenience area. In 2016, around 35,000 tons of fish were sold. The fish is delivered from Bremerhaven to customers across the world. “We are particularly pleased that our new location enables us to bring both quality control and the archive back into the company. These areas were previously outsourced for space reasons,” Braasch explains.

Lübbert GmbH & Co. KG has rented around 1,000 square metres on the first floor of the building and has comprehensively renovated it together with the landlord, Tradehouse. Sven Braasch says: “For us, being directly at Lunedeich is a perfect, central location.” Since 1967, the company had been based in Wittlingstraße, also in the fishing port. The Lübbert company was founded back in 1923.

Mr Schmitt, when the decision about the new company headquarters was on the table, you could also have moved away from Bremerhaven. Why did you move from your old location in Klußmannstraße to Fishing Port I?

This is strongly connected with the 120 years in which the company has been at this location. Our roots are on the Weser River and in the fishing port. Most of our suppliers are located in Bremerhaven and the region, and we have many good and very loyal employees here. These were the decisive factors for us to build new premises in Bremerhaven rather than simply going elsewhere.

So you even bought the property on which the new building now stands. Was that your chosen location for the new company headquarters, or was it more of a coincidence?

We have come closer to the centre of the historical fishing port, and therefore a bit closer to our suppliers, who are located here. However, we didn’t take the decision lightly. After all, we were at our last location for around 80 years. So a move and the location for a new beginning had to be carefully considered.

Eight decades of Nordsee in Klußmannstraße – the loyalty of the 150 administrative employees to the old building was correspondingly great. In May 2016, you had your big inauguration party here in the new building. How have you and your team settled in?

We all feel very at home here. In particular, the open architecture of the building, in contrast with the old building, means that everyone communicates much better with each other. Even the managing director is visible and approachable, sitting in an open-plan office with a glass front. There are also a lot more gastronomic possibilities for our employees near to the fishing port shop window, so that they can spend their lunch break outside the company.

And the building itself? What are the innovations – apart from the open-plan design?

We have installed state-of-the-art, environmentally friendly and sustainable technology here: first and foremost, geothermal energy – energy from the ground, if you like – which is used to supply the entire building with energy. There is no boiler room or anything like that here. Piping systems run through the concrete ceilings, providing a constant 21 degree room temperature by means of warm or cold water. The automatic shading systems in the form of slat blinds also contribute to this.

And what do your customers think of the new location?

They all think it’s great and are really enthusiastic. In its entire design, our building signals our company philosophy: transparency, both in the products and within the company. Reactions are positive across the board. We haven’t regretted the move for a second.
“We use key technologies and transfer them to other areas using our own developments,” says Benjamin Küther, who is responsible for networking, funding programmes and marketing at the ttz. The ttz is particularly firmly established in the food and baked goods industry. “We work closely with medium-sized and wholesale bakeries. The fishing industry here is also an important partner for us,” explains Benjamin Küther. An example of this is the well-known sensory technology laboratory in the fishing port. Here, the ttz uses test eaters to taste-test products by different clients before they go into production and onto the market.

“Our work is predominantly practical,” says colleague Martin Schüring. He is responsible for project development at the ttz. “We also work on hard technology such as improving the production sequences of testing machines: how can I optimise a kneading procedure for dough? How do I deal with raw materials in a sustainable way? How do I improve a machine’s control technology?”

**AN IMPORTANT TOPIC AT THE TTZ: VEGGIE**

Another area in which the ttz carries out intensive research is the production of fish food for aquaculture. Here, the food technologists work closely with the Alfred-Wegener Institute Helmholtz Centre for Polar and Marine Research. “In turn, we receive guidelines for ingredients. It is then our job to provide the feed with the desired floating or sinking qualities for water feeding, for example by means of the composition of ingredients.” With this in mind, the current expansion of the research and development mile in the fishing port is also particularly important for the ttz. Martin Schüring says: “We are very excited about the relocation of the Thünen Institutes of Sea Fisheries and Fisheries Ecology. Discussions about cooperation are already underway – specifically in the areas of fish, aquaculture and fish feed.”

The ttz’s core business, however, is still food for people, and the food technologists are tireless in finding and testing out new approaches here, too. Martin Schüring says: “The production of high-quality plant-based proteins is currently a big topic – the key word being veggie. Everyone wants protein, and many still want to retain the appearance of meat. For example, we can even create mince-like structures with our machines by arranging the vegetable proteins in a suitably fibrous way in production.”
She is now in her 6th semester studying food technology at Bremerhaven University: Tunisian-born Selma Saada. The intensive exchange between her degree programme and the Technology Transfer Centre Bremerhaven (ttz) enables her to have practical experience during her studies in a way that would not be possible otherwise.

Ms Saada, why did you choose this degree course and why Bremerhaven University?
Because I like to cook (laughs) and because I previously trained as a biological-technical assistant. This degree course is related to that, and Bremerhaven University also has a very good reputation in this field. The course is very demanding and well-structured – also because of the high technical content in process technology.

How important is the connection between the university and the ttz for you?
It is a great opportunity and extremely important for me in my degree. I can get first-hand practical experience – both in process technology and in analysis. That is a great reference for my future career, and I can gain additional qualifications here.

What are you working on?
A project with chick peas. Specifically, I am working on obtaining high-quality protein from them. I support the project by conducting analysis in the laboratory, for example to determine the proteins and fats in the dry matter.

That sounds challenging. How often do you work here alongside your degree?
That depends on how many samples I have to test. But generally, I am able to divide my time between the university and the laboratory. The schedule is arranged so that I can attend the lectures at the same time. The close cooperation between the university and the ttz couldn’t work better for me.
It is something of a dinosaur and, at the same time, the symbol of modern fishing technology: the fish trawler Jan Maria. As the last German open sea trawler based at Bremerhaven, the stern catcher stands for the long tradition of the German open sea fishing fleet in the seaport city – and with a catch capacity of 5,000 tons, the high-tech ship is a swimming fish factory with an impressive scope.

“We are very proud to have the Jan Maria in our fleet,” says Dr. Uwe Richter. He is the managing director of all the German-registered companies in the Dutch group Parlevliet and van der Plas. This means that he is also responsible for the Bremerhaven company Doggerbank Seefischerei GmbH, which runs the Jan Maria. “It is an impressive ship and, as the last Bremerhaven open sea fish trawler, it is very special – also because it was built here in our seaport in 1986.”

125 metres long, over 18 metres wide and equipped with state-of-the-art fishing technology, the Jan Maria is a classic example of the modern open sea fishing industry and the second-largest open sea fish trawler in Germany. “Whereas in the 1950s, ships sailed as side trawlers, the Jan Maria is a stern trawler, like all modern ships. This means that the nets are let out and pulled back in over the stern of the ship,”
explains Uwe Richter. However, the Jan Maria has a decisive technological advantage: “The fish that are caught are not retrieved from the net, which would have to be brought completely back on board for the purpose, as is the case with conventional stern trawlers. Instead, the catch is sucked out of the net by a large pump as soon as the net is visible on the water surface. This saves an incredible amount of time, and the net can be put back into the water in record time,” says Uwe Richter.

The catch is transferred to the fish silo via a pipe system. Here, it is immediately cooled to 1 to 3 degrees by a water mixture. The catch is then passed directly onto the production deck, where it is sorted according to size and frozen.

This means that rather than being processed, the fish is stored immediately while it is fresh – by the end of the fishing trip and by landing. “The Jan Maria is currently sailing off the Irish coast. We are catching blue whiting there. The main catching areas are European waters such as the North Sea and the waters off the west coast of Great Britain. In these waters, we fish for herring, blue whiting, horse mackerel and mackerel, but the Jan Maria is also deployed off the African coast,” explains Uwe Richter. Usually, the ship is at sea for between 25 and 40 days, before it docks at a port to discharge the load. Depending on the travel route and on the orders, this could be abroad as well as in Bremerhaven. Last year, the Jan Maria went on nine fishing trips and came back to the Weser four times to discharge the load. Over the course of the year, 41,000 tons of fish were caught.

More than 40 seamen work on board the Jan Maria; many of them come from Bremerhaven and the surrounding region. “This means that our ship is not only a symbol of German open sea fishing, but also and above all, it ensures jobs. Then you add the turnaround in the fishing port and the associated jobs. In total, we employ around 110 people,” says Uwe Richter. Regular repair work on the ship is sometimes carried out at wharfs in Bremerhaven, just as with other ships owned by the company group. “For this reason, too, the Jan Maria and her sister trawlers are significant for Bremerhaven as a business location.”

JUST AS IN THE OLD DAYS
And even if the era of a German open sea fishing fleet in Bremerhaven and in Germany is long since past, the stirring images of old times can still be seen, thanks to the Jan Maria. Uwe Richter says: “Before every fishing trip, many of the seamen are brought to the ship by their families – and when the Jan Maria takes off, the wives and children stand on the quay in the fishing port, just as in the old days, and wave goodbye.”
The FBG has a long tradition of successfully managing the operation of the Bremerhaven fishing port industrial zone. As a local partner, the FBG staff administer and develop the industrial zone and offer fast and individual solutions. With attractive event management and networking, the FBG ensures the successful integration of all protagonists into the fishing port as well as short distances between the decision-makers.

**FBG AT A GLANCE:**
- Renting and leasing of Bremen properties and their upkeep, as well as conversion and renovation, maintenance including the road and rail network in the fishing port.
- Energy and water supply, waste water disposal
- Operation of the fishing port shop window, including the Fischbahnhof event centre
- Construction planning and construction supervision
- Manual services
- Marketing and trade fair coordination
- Development of the fishing port

fbg-bremerhaven.de

The operation, portfolio development and marketing of this jewel in the south of the seaport city is in the hands of two public organisations: the FBG Fischereihafen-Betriebsgesellschaft, founded already in 1896, and BIS Bremerhaven Economic Development Company. The following gives a short overview of the tasks performed by the FBG and BIS.

The fishing port is the largest industrial zone in the seaside city of Bremerhaven. Over an area of 450 ha (including 150 ha of water/harbour), not only the fishing and food industry but also industrial companies in the offshore wind energy industry, machinery and plant engineering, the wood and ceramic industries etc. have their home. The excellent infrastructure, connection to the ports, interaction between business and science, and connection to the tourist infrastructure in the fishing port shop window all show that the fishing port is no ordinary industrial zone.

PARTNERS OF BUSINESS IN THE FISHING PORT

**SERVICE PROVIDER CLOSE AT HAND**

TheFBG has a long tradition of successfully managing the operation of the Bremerhaven fishing port industrial zone. As a local partner, the FBG staff administer and develop the industrial zone and offer fast and individual solutions. With attractive event management and networking, the FBG ensures the successful integration of all protagonists into the fishing port as well as short distances between the decision-makers.
**RIGHT AT THE CENTRE AND OPEN TO NEW IDEAS**

BIS Bremerhaven Economic Development Company is a service provider and partner for all companies that wish to commit to and grow in the location of Bremerhaven. Its work ensures that attractive companies of different sizes will continue to use Bremerhaven’s potential as an innovative economic and scientific location in the future, to create jobs and strengthen the regional added value.

**BIS AT A GLANCE:**
- Consultancy for expansion plans, innovation projects and the financing of companies
- Advice and consultancy in searching for locations and relocating
- Consultancy for companies in dealing with administrative authorities
- Searching for, selling or renting out commercial premises or buildings, running start-up centres
- Granting investment, innovation and environmental funding and providing or negotiating with other funding programmes by the Federal State of Bremen, advice on funding programmes by the German Federal government and the EU
- Advice and consultancy for business start-ups
- Cluster work and networking
- Promoting cooperation between business and science (technology transfer)
- Infrastructure development and implementation (road-building, civil engineering, hydraulic engineering etc.)
- Development of a needs-based and future-oriented commercial space portfolio
- Supra-regional location marketing and acquisition of companies

bis-bremerhaven.de
More space, more products, less noise: Feddersen Gastro is looking forward to the coming year. Uwe Krefeldt, managing director of the Bremerhaven-based gastronomic wholesaler, talked to "appetizer" about the new building project at Grollhamm, which is awaited with much excitement.

Mr Krefeldt, your meat purchasing business has become Feddersen Gastro. Aren’t you something of a “hidden champion” here in Bremerhaven, with tremendous development in the last few years but without much pomp and ceremony?

We certainly are! In the last five years, we have seen a growth of over 30 percent. Our strategy of concentrating on service and customer orientation has worked. We can now offer every customer a 24-hour delivery service and personal contact. We are not a corporation but an owner-run family company. And lots of people appreciate that these days. And of course, personal contact and absolute transparency play a large role, because you can only be successful in the food sector these days if trust is there.

Do you still specialise in meat?

No, not at all. Feddersen offers over 4,000 items, independently of season, both fresh and frozen, from Asian food to typical North German cuisine. By the way: if you ever think of opening a restaurant, our planners can also develop an entire kitchen concept for you and deliver the necessary equipment.

In 2018, you are moving to Grollhamm. Feddersen also has branches in Berlin, Hamburg and Langelsheim, south of Hanover. Why are you investing in Bremerhaven?

Because we believe in the city and the region and are playing the “regional card” with conviction. We were very competently advised and supported in our plans by BIS Bremerhaven Economic Development Company. We employ 55 permanent staff at this location, and we want to continue to grow. This was no longer possible at the abattoir. Now we are going to construct a building which fulfils the very latest energy standards on our 10,000 square metre property at Grollhamm. With a surface area of 3,000 square metres, there is room for a larger cold storage area. This means, of course, that we can also once again significantly increase our range.
On the museum ship GERA, modern technology enables visitors to immerse themselves in the great era of German open sea fishing.

Lost trawlers, missing seamen: for a long time, open sea fishing was one of the most dangerous sectors in maritime navigation. And one of the most work-intensive: the GERA, Bremerhaven’s floating open sea fishing museum, recalls the decades when, every day, you could see side trawlers lying densely side by side in the fishing port quays. The completely equipped German side trawler lies directly next to the fishing port shop window as a “technological monument” and is a technological rarity which is unique in Europe. The museum technology, on the other hand, is by no means historical: large and small visitors alike can go on a virtual journey with Captain Hein and helmsman Harry in the exhibition. Over 17 stations, the two seamen explain the fishing motor vessel and convey an authentic picture of the hard work on the open sea. On side trawlers, the trawl nets were, for the most part, thrown manually over the ship’s side and pulled in again. That is now ancient history. Today, state-of-the-art stern trawlers are used and the fresh fish reaches Bremerhaven predominantly by other means.

Numerous films and photos, a multimedia guide and a database of over 1,500 fishing vessels make the great era of open sea fishing come to life again. Former fishermen report about their experiences, the complicated handling of the trawl net is explained, as well as the workings of the father-son drive system.

OLDTIMER GLEAMS AS NEW

The fishing boat which is so significant for Bremerhaven was able to be restored thanks to the support of BIS Bremerhaven Economic Development Company with money from the European Fisheries Fund (EFF). Each year, the museum uses the winter break to restore parts of the trawler. Retaining the original substance has top priority here. “The GERA is now 66 years old. These ships were technologically designed for a lifespan of 30 years. Preserving the value of this maritime rarity is correspondingly work-intensive,” explains museum director Dr. Alfred Kube. There is now only one other such ship, on the British Isles. The renovations, which are due repeatedly and can be very extensive, are supported by Bremerhaven-based companies as well as by the museum’s sponsors. The foremast, to which the loading gear and numerous pulleys necessary for fishing operations are attached, was recently renovated.

museumsschiff-gera.de
Anyone who wants to sit in the cabin of a legendary Hollywood star does not have to fly to America for the purpose. On the contrary: a trip to the fishing port restaurant Natusch will suffice. The original captain’s cabin from the yacht belonging to actor and heart-throb Errol Flynn has in fact been installed here since 1992. The restaurateur Lutz Natusch saved the shipbuilding monument from being scrapped in a covert operation, creating an attraction which is unique in the world.

“It was a bit adventurous, certainly – but that also befits the life of Errol Flynn, who usually played pirates or buccaneers in the 30s,” says Lutz Natusch with a smile. It is pure good fortune that the complete captain’s cabin from the actor’s luxury yacht is now in Bremerhaven.

“A friend of mine who is a fishmonger told me that the ‘Zaca’ was going to be broken up at its berth in the French port Villefranche. The 40-metre-long wooden yacht had lain there for what seemed like an eternity. Errol Flynn died in 1959, and the abandoned yacht was rotting at a quay in France,” Lutz Natusch explains.

He didn’t hesitate. The captain’s cabin was still completely preserved on the shipwreck. “We removed the side and ceiling panelling and the brass fittings and promptly loaded them onto a fishing truck. That was the easiest way to bring the things to Germany,” he explains, unable to resist a mischievous smile. “The ship was practically flotsam.”

The only catch after arriving in the seaport city was that the mahogany wood had caught the odour from its proximity to fish on the truck and had to be properly aired out first. And the wooden parts had to be sawn into shape before they could be combined, like a large jigsaw puzzle, to form a new room in the restaurant: the “captain’s cabin”.

“People who come here really do sit in the cabin in which Errol Flynn spent his evenings, smoked his cigars and drank a glass or three. It’s a fabulous room, and I myself still sit there twice or three times a week, when I want some peace, and drink a glass of wine after the work day,” enthuses Lutz Natusch. A wall full of mementos with photos of Errol Flynn and the ship and newspaper articles decorates the cabin, which has remained one of the few living witnesses of the great Hollywood era – right here in the Bremerhaven fishing port.
NEWS

COMPETENT ANSWERS

The newly designed tourist information centre, for many people the first port of call in the fishing port, is visible far and wide. Visitors come from all over Germany and learn from two friendly employees what should not be missed in the seaside city. This includes the Nordmeere exhibition and the museum ship GERA as well as the museums in the city centre and Havenwelten. The ladies know when the next cooking show in the sea fish cooking studio is due to start and why a tour on the harbour bus is unbeatable. Whether they want theatre tickets, bus tickets or entry to the Havenwelten museums, new arrivals and natives alike are “on the right track” here, as they say in Bremerhaven. Everyone receives a friendly word and just about every tourist question can be answered. One particular question is answered patiently and without advertising, many times a day: “Where can I find fresh fish?”

bremerhaven-tourism.de

“Fisch & Schipp”

THE BREMERHAVEN CIRCUIT

Profile: city, country, sea, maritime and authentic. Cycling pleasure: good to have wind in your back! Just one look at the menu for the 27-km long bicycle tour “Fisch & Schipp” puts you in a good mood and makes you want to swing onto a bike and discover the seaside city from a different perspective. The circuit is ideally linked up to routes such as the Weser bike path or the Unterweser cycle route. From the fishing port to the riverside quay and back, there is much to discover: from the Old Harbour, the cradle of Bremerhaven, via the Havenwelten museums, up to the oldest dry dock in the seaport city at the Geeste. Bicycles and e-bikes are rented out from the tourist information centres at the fishing port and in Havenwelten. By the way, the menu is also available as an app: the free Bremen “Bike Citizens App” works securely and conveniently offline on your smartphone.

bremerhaven.de/bike-it

gern-ans-meer.de
If any name in the fishing port is a synonym for fish, it would be Fiedler. The company is now being run by the second generation and is continuing to grow steadily. At the same time, the success story of this fish dynasty reads like a folk tale: about the three sons who went out into the world to return to their father and the fish. Awards won by H.-J. Fiedler Meeresdelikatessen GmbH include the Grand Prize for medium-sized companies for the competition region Bremen/Lower Saxony in 2015 and the Bremen Marketing Club’s Innovation Prize for its brand concept, “Fiedler’s fish market, circa 1906”, in 2014.

Three sons, all working in the family business. Was there ever anything else planned?
“Our father always gave us the freedom to decide for ourselves what we wanted to do,” say Frederick (32), Patrick (29) and Jan-Henrik (35) Fiedler, nodding in unison. IT salesman, media designer, chef – after our training, slowly but surely, we were drawn back to the company.”

Who is responsible for what?
“Frederick has taken over purchasing and the IT department, Patrick organises production and retail, and Jan-Henrik runs the gastronomical area. We have set the course for the future,” says company founder Hans-Joachim Fiedler. “We have three gastronomical operations alone, and then there are the smokehouses and wholesale. All of this needs to be well organised. Our fish market “Fiedler’s, circa 1906” alone has more than a million customers per year.”

The Fiedler company has continually expanded and changed. What is its current status?
“We now have two production locations: the traditional Fiedler company – including the eel and salmon smokehouses – and since 2015, everything else has been in the Dreistern smokehouse,” managing director Heiko Frisch explains. “Above all, we are intensely active in the area of customer acquisition, and online retail is also growing enormously – including in Austria and Switzerland. We now have more than 150 employees and process around 4,500 tons of raw goods per year.”

Does the family ever talk about other things than work and fish?
“Well, we helped in the company even as children. In that respect, we were born into it,” says Jan-Henrik Fiedler. “I can remember a large Christmas order. A few tons of eel had to be smoked within a few days. Of course, we all pitched in and then fell asleep down here in the hall on a bench. That creates a feeling of belonging and somehow, the work has always been part of our life and our family.”
Every eighth food product that we buy gets thrown away. Often still in its original packaging. A study by the University of Stuttgart, commissioned by the Federal Ministry of Food and Agriculture in 2012, shows that on average, every German disposes of approx 82 kg of food – which, when extrapolated to the whole country, adds up to a mountain of 6.7 tons. However, anyone who really wants to do something about the waste of food has to tackle retail as well as consumers. In France, a law was passed in 2015 banning supermarkets from throwing away unsold products and rendering them inedible. Here in Germany, too, the Federal Council is debating similar measures.

A TRADITION OF UTILISATION

The production of high-quality fish delicacies also leaves remains. Fish heads and fins removed when filleting, salmon belly flaps and tails are put to specific use by Louis Schoppenhauer GmbH & Co KG. The Bremerhaven family company, located in Hall XIV, is a “utiliser” at the end of the food production chain. Around 3,700 tons of fish remains from local producers land at Schoppenhauer’s. “We completely utilise all the parts of the fish that land here,” explains managing director Jens Schoppenhauer. Next door, ocean perch heads are being repackaged to be sold to lobster farms. Other fish residues are processed into purée by a large mill, frozen and pressed into panels and sent to animal feed producers in Denmark, Holland, Austria, Switzerland, Canada and the USA as an admixture for animal feed. The traditional company also supplies the fishmeal factory in Cuxhaven.

ON TREND: OMEGA 3 OILS

Jens Schoppenhauer is a third-generation owner; the company has been located in the fishing port for 100 years. As a logistics hub, Bremerhaven is an ideal location for the company, which now has 16 employees. A further business area is the production of high-quality fish oils such as salmon and krill oil. They are sold in various flavours as nutritional supplements. Together with the Bremerhaven Institute for Food Technology and Bioprocess Engineering and H. J. Fiedler Meeresdelikatsen GmbH, Jens Schoppenhauer has developed the popular oils which are particularly rich in Omega 3 fatty acids. “Of course, as an entrepreneur, one is always on the lookout for a promising niche, but the added value was also important to me,” explains Schoppenhauer, who is also a service provider for external storage of frozen goods. The business’s capacities have continually expanded since 1963. Schoppenhauer now offers 1,200 cold pallet spaces for his customers, who include the Deutsche See fish factory as well as Engelbrecht bakery. And in the “Blast Freezer”, food can be frozen to minus 38 degrees within 24 hours.

If you drive into the fishing port from the south, you can stop off at the street Am Lunedeich to visit the Hans Fiedler Söhne Salmon and Eel Smokehouse. For over 20 years, the Fiedlers have been producing smoked fish delicacies here according to a traditional family recipe. The beech wood smoke gives eel, salmon etc. a special golden note, together with secret ingredients. Sebastian Fiedler, who has been in his father’s company since 2013, is enjoying continual growth. And no wonder: there is no lack of ideas and concepts. For example, the newly designed bistro was opened in summer 2016. In a space of over 250 square metres, fresh and smoked fish specialities are sold to take away or prepared to be consumed at leisure in the restaurant. The latest recommendation from the kitchen: salmon burger!
Creative people and artists not only provide valuable inspiration, they are also increasingly becoming an important economic factor which receives professional support in the seaside city.

A lighthouse project in the creative industry is “Fischkai 57”.

We are the space-providers here
René Russell makes good coffee, today with a particularly artistically stacked milk froth. Café Grete’s is celebrating its birthday, and the manager clearly feels at home behind the counter. “Being here, on the water, in this building: that’s Bremerhaven for me!,” he enthuses, and manoeuvres home-made biscuits onto the saucer.

A year ago, insurance salesman Russell and his partner Christiane Adamczak opened Café Grete’s at Fischkai 57. And that’s not all: the fully renovated factory building is not only a port of call for gourmets but also – thanks to its event spaces and rooms for rent – a unique location for Bremerhaven’s cultural and creative scene.

**Love at first sight**

Guests come from all over the place: Bremerhaven’s locals come to chat, and tourists come seeking a quiet little spot. Word has now got around that (almost) everything here, from the pizza to the panini, is hand-made, veggie and organic. “You’re welcome to look around: the kitchen is open.” Transparency is important to Bremerhaven local Russell. Everyone should be able to see how delicious cakes, breads or vegetarian soups and hamburgers are produced on site. “Our menu is small, but very personal,” he explains.

“Love at first sight” is an accurate description for Russell’s relationship to the old industrial building. It was empty for twenty years before he hollowed out the almost 1,000 square metre large hall with the aid of funding from the BIS for “Lighthouse projects from the creative economy”. Affectionately restored, it is now available as an exhibition space and event location. “We see ourselves as space-providers for the creative economy. There are studios, workshops and offices here,” laughs the Bremerhaven local, who is also part of the creative network “Impulsflut”. Under this umbrella brand, the BIS contributes to further professionalising and greater networking of the seaside city’s cultural and creative economy through its various support measures.

**Everyone leaves a picture there**

In “Fischkai 57”, Russell’s insurance office, a yoga studio and a photographer’s studio have also taken up residence as well as the café. There is no lack of ideas to fill these unusual walls at the tanker pier with life. “The hall can also be hired for events, with catering if requested. We do the publicity and advertise the exhibitions. As a thank-you, every artist leaves a picture with us,” Russell explains, pointing out the numerous mementos on the wall. The Fischkai 57 project has arrived on Bremerhaven’s creative scene and creates an appetite for more. On the upper floor, another 250 square metres are waiting to be filled with new life by tenants.
The sea fish cooking studio founded in 1927 as a training kitchen for "Backfische" has been transformed into an event location.

90 years
Still young and open to new ideas

For the sea fish cooking studio, nine decades are not only cause for celebration but also for an extremely positive look into the future.

- Sea fish cooking studio...

...that’s an impressive age at which one might well pause and remember the nine experience-filled decades as “ambassadors for fish”. Founded in 1927, the former cooking kitchen run by housekeepers for “Backfische” – marriageable young ladies – has become a renowned sea fish cooking studio, in which more than 18,000 visitors learned the ABC of modern fish cuisine in 2016.

Or, one can look to the future and prepare oneself for things to come. This is how the sea fish cooking studio would like to celebrate its anniversary, and for this purpose, it has established a new cooking show and event programme featuring innovative cuisine and new show contents. With topics such as “Street food, burgers, tapas and sea”, or “Pimp up your product”, the cooking studio team and its commercial manager, Christina Klug, are responding to the spirit of the times and combining culinary enjoyment with the desire for faster, simpler cuisine. “Of course, we still want to convey knowledge of fish, the diversity and enjoyment of fish, but we are concentrating on modern topics with our new programme and hope that this will attract a young public as well. In principle, anything is possible here, from a men’s cooking evening via stag parties to team-building events for up to 300 participants in the adjacent Fischbahnhof.”

Not at all quiet

Fish is healthy, delicious and easy to prepare. The board members of the association Werbedienst des Fischmarktes Bremerhaven, Petra Neykov (FBG), Stefanie Bressel (Kanzlei im Zentrum) and Ralf Forner (TransGourmet Seafood), are also in agreement that this message should be communicated with new concepts and using the most diverse channels. They carry and support the new ideas, not least by successfully finding sponsors in the fish industry.

Klug, meanwhile, is thinking outside the box and is currently cooperating with the municipal theatre, which spontaneously decided to set its play “Cooking for Europe” in the training kitchen. Together with Radio Bremen, they invented the “Bremerhaven plate”, a format in which prominent residents of the seaside city prepare their favourite fish recipes in front of the camera. Travel bloggers have also been invited, to appeal to younger target groups as well.

New creations

Following the complete conversion of the building, inaugurated in summer 2014 and funded by the EFF (EU European Fisheries Fund), chefs Ralf Harms and Sebastian Uecker now have a modern show kitchen which has turned the somewhat elderly establishment into a modern event destination. They aim to attract gourmets with their new premium events “Surf & Turf” and “Shellfish and crustaceans”. And those who have become persuaded that fish and meat are no longer opposites but can constitute a perfect duo have definitively arrived in the future, together with the trend-conscious jubilee company.
The fishing port shop window offers a total of 40 events throughout the year. Coffee with the event manager Marco Schilling, who pulls all the threads together.

When Marco Schilling leaves his office and shows his face in the fishing port, he usually only gets a few steps before someone says “Oh, Marco...”. Schilling has been the head of events at the Werbe- und Veranstaltungs GmbH in the fishing port shop window since 2015, and he is a busy man with little time.

Schilling was born in Oldenburg. In 2005, the qualified IT salesman took over several businesses from a Bremerhaven showman until, four years ago, he received the offer to become the successor of Karlheinz Michen as event manager. “My job is a fascinating task: I help to advertise Bremerhaven as a tourist magnet and to design it in an attractive way. I am a great friend of community, which is why we work closely with the tourist company ‘Erlebnis Bremerhaven’ and with other protagonists in the city. And even the brightest candle also needs good comrades in arms,” laughs Schilling, and explains how a season in the fishing port shop window goes. In April, the event programme starts with the “Bicycle and Leisure Trade Fair”, before the most elaborate event of the year takes place at the end of April, the “Fish Party”. The “party”, sponsored by the European Maritime and Fisheries Fund (EMFF), celebrates fish as a special delicacy and food, at the same time as conveying interesting information about this unique food. It is important to Marco Schilling that children, too, should learn how delicious fish can be even when it is not served in the form of fish fingers. This year, the German Grilled Fish Championship took place during the three-day party; there was a “Fischkai International” with gourmet specialities, and there were three street food trucks.

Organic and farmers’ markets, dragon boat races or summer music festivals: Marco Schilling and his colleague arrange 40 events a year. There’s hardly room for more. “Sure, the days can be long, but on the other hand, it’s a great feeling when people are enthusiastic and feel safe.” For the latter, there are new security concepts. Successful events, however, require personal commitment, new ideas and an event manager who fosters close relationships with people.
The most diverse types of events take place in the fishing port shop window. But they all have one thing in common: they successfully attract enthusiastic people to the heart of the fishing port.
RESEARCH SHIP

The Walther Herwig III sails in the marine areas of great open sea fishing – the Baltic Sea, the North Sea and the North Atlantic.
GETTING EQUIPPED FOR A BIG JOURNEY

Drinking water, fuel and technology: the equipment marathon before sailing off on an expedition

The Walther Herwig III is one of the most important German research ships in the area of fishing. Based at Bremerhaven, the over 63-metre long stern catcher has been an eye-catcher in the fishing port for over two decades – that is, when it is in the quay. For a large proportion of the year, however, the Walther Herwig III is in the Atlantic, North or Baltic Sea on research expeditions. However, before the ship can set out for a long trip, it has to be comprehensively equipped each time. A demanding task without which its deployment would not be possible.

SHIP MANAGEMENT:
Carried out by the Federal Office for Agriculture and Food (BLE) on behalf of the Federal Ministry of Agriculture. Equipment such as fuel, provisions or fishing gear are contributed by the BLE, and scientific equipment by the Thünen Institute.

PREPARATORY PLANS:
Planning the expeditions, including the necessary scientific equipment, can begin one to two years in advance; provisions planning, on the other hand, happens only a few days beforehand. The set-up time in the port alone can take two to four days, depending on the complexity.

EVERYDAY NECESSITIES:
The amount of supplies varies from journey to journey and is dependent on its duration. The ship can remain at sea without interruption for up to 43 days. 22 crew members and twelve scientists are provided for. The drinking water capacity is 40 m³ and is continually supplemented by a drinking water generation plant. For the fish that are caught, there is cold storage on board which is filled with fresh ice.

ACCOMMODATION:
The ship is completely equipped. There is enough bed linen on board for it to be changed several times during a four-week journey. Glasses, plates and the whole range of kitchen utensils are available in sufficient amounts. Detergent is kept to wash the ship’s laundry.

FUEL:
The amounts are always different, as the journeys differ in length. Sometimes 70 m³ of low-sulphur gasoil is stored, sometimes 150 m³. Longer trips may include a visit to a port to stock up on fuel.

EQUIPMENT:
Research and fishing winches are needed. For fishing, various material is required – including hooks, chains, vortexes, shackles, steel wires and netting material. Complete nets are also needed for various tasks and research questions.

REPLACEMENT TECHNOLOGY:
All systems are duplicated for the safety of the ship, crew and scientists. For research, sufficient reserves such as fishing nets, trawl boards, netting material and accessories are carried in order to perform the research trips successfully according to the assignment. Since the ship is completely autonomous, spare material is available for all areas as far as possible. This covers the areas of machinery, electricity and the deck.

SCIENTIFIC EQUIPMENT:
If the topic is, for example, research into schooling fish stocks in the North Sea, pelagic trawl nets have to be brought on board with the appropriate trawl boards. If the assignment is to take a survey of low-lying fish stocks, a bottom trawl net is required. Research into juvenile fish stocks, in turn, requires quite different equipment. Then there are research trips for technological development, where new net types are tested. For example, the behaviour of fish in the nets is tracked using an underwater camera system, with the aim of optimally selective, i.e. precise fishing. Often, oceanographic data are collected in parallel to this, using special devices (e.g. CTD rosette).

MEDICAL CARE:
The on-board pharmacy is always refilled between ocean trips. When travelling to more remote ocean areas, such as Greenland, a ship’s doctor is on board.
EU FUNDING STRENGTHENS THE BREMERHAVEN FISHING PORT LOCATION

In the period from 2014 to 2020, the European Union is providing 6,400 million euros to promote competitive, ecologically sustainable, profitable and socially responsible fishing and aquaculture, as well as to support the implementation of the Common Fisheries Policy. The instrument used for this significant economic structural funding is the European Maritime and Fisheries Fund (EMFF). 219.6 million euros are flowing from the EMFF to Germany; the Federal State of Bremen can count on a total funding of 10 euros from Brussels. The prerequisite to receive the money is co-financing (25%) by the State of Bremen or by the Federal Republic of Germany and the State of Bremen. With the co-financing, 13.333 million euros will be available to implement measures up to 2020.

Programme contents that are funded in Bremen:

Priority axis 1
Supporting ecologically sustainable, resource-saving, innovative, competitive and knowledge-based fishing

Priority axis 4
Strengthening employment and territorial solidarity (fishing industry areas)

Priority axis 5
Supporting processing and marketing (SME investment)

Project selection:
Unlike priority axes 1 and 5, the application procedure for support of fishing industry plans comprises two stages. After submitting a project sketch, the first step is selection by a local group in the fishing port. Subsequently, EMFF funding is applied for via the BIS.

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STREET LIGHTING WITH LEDS

Over 800 street lights provide sufficient illumination and safety in the 450 hectare large industrial zone of the fishing port. Almost 500 of them have already been converted by the FBG Fischereihafen-Betriebsgesellschaft to the energy-saving LED version. This lowers the electricity consumption costs and CO\textsubscript{2} emissions. In addition, the forthcoming renovation of the former Deutsche See administrative building, which in 2018 will provide four floors of space for the researchers of the Alfred Wegener Institute for Polar and Marine Research, will deploy LED lighting to improve the building’s CO\textsubscript{2} footprint.

fbg-bremerhaven.de
SUSTAINABLE INDUSTRIAL ZONE

With a view to sensitive treatment of nature and the landscape, the “Green Economy” project by BIS Bremerhaven Economic Development Company is planning an industrial zone on the Luneplate in the south of the city, which will save resources in a pioneering way. Companies interested in relocating or expanding here will have the opportunity of doing particularly sustainable business due to suitable conditions provided in the industrial zone. Various “green” components of a sustainable industrial zone will be already set out in the construction plan, such as energy supply from renewable energies, rainwater retention, public transport access etc.

lebensmittelforum-bremerhaven.de

green-economy-bremerhaven.de