The First Mayor of the Free and Hanseatic City of Hamburg, Olaf Scholz, cordially invites you to an evening event on the topic

„Retail Logistics 4.0 in Hamburg: Innovative and Sustainable Delivery Solutions in Urban Areas“

at 7 pm on 1 December 2016 at the Hanse-Office.

Growing digitization and the boom of e-commerce offer great opportunities for consumers and businesses alike. Never before has it been easier to compare and order products, never before have customer orientation and fast delivery been such decisive buying criteria. Simultaneously, the requirements for delivery processes increase especially in urban areas: Parcel delivery services are facing the challenge to offer solutions for more efficient, more flexible and more sustainable “last mile” logistics in inner cities.

In the context of intelligent transport systems, Hamburg is taking a new approach: Together with companies, researchers, and the Logistics Initiative Hamburg as cluster organization, the Free and Hanseatic City developed a concept for transforming itself into a model region for sustainable city logistics. Several pilot projects are underway to increase the efficiency of delivery traffic, improve the management of inner-city commercial transports, and raise the urban population’s quality of life.

What kind of regulatory framework is necessary? How should approval processes be designed for innovative solutions? What is the role of norms and standards? How to increase cooperation between business and science? What contribution can make a functioning ecosystem to support innovative start-ups in the European Union?

We cordially invite you to discuss these and other questions together with business representatives from Hamburg, participating researchers as well as representatives of the Free and Hanseatic City of Hamburg, the European Commission and the European Parliament.

HANSE-OFFICE

Joint Representation of the
Free and Hanseatic City of Hamburg
and the State of
Schleswig-Holstein to the EU
Avenue Palmerston 20
1000 Brüssel

Programme

07:00 pm	Registration and pre-reception
07:30 pm **Introduction**	**Olaf Scholz**, First Mayor of the Free and Hanseatic City of Hamburg
Statement	**Dr Michael Otto**, Chairman of the Board, Otto Group
Keynote	**Günther H. Oettinger**, European Commissioner for Digital Economy and Society
Short Film	**Urban Blue 4.0**: Presentation of urban delivery solutions by Hermes Germany
Panel	**Olaf Scholz**, First Mayor of the Free and Hanseatic City of Hamburg **Dr Thibaut Kleiner**, Deputy Head of Cabinet, European Commissioner for Digital Economy and Society **Martina Werner**, MEP **Hanjo Schneider**, Board Member, Otto Group, and Chairman of the Board, Hermes Europe GmbH
Moderation	**Prof. Dr Peer Witten**, President, Logistics Initiative Hamburg

The panel discussion will be followed by a reception.

Simultaneous translation English-German, German-English

Graphic: Anton Hallmann / Sepia