





Sailing through the fjords: In Europe, demand for pleasure cruises rose sharply in the 1930s. Scandinavia was a particularly popular destination. The “Monte Rosa” and her sister ships also regularly brought tourists to the fjords of Norway.

Red and white

Our logo has changed frequently over the many decades since our founding. Depending on contemporary tastes, it has sometimes been round or angular, adorned with anchor and chain, and later rather simple and straightforward. But what runs through all the ages have been our colours: red and white.



1905



1924



1930



ca. 1960



1978



1987



1994



2010

04 Foreword

Poul Hestbaek, Chief Executive Officer of Hamburg Süd

06 Reliable companion

Customers explain why they trust Hamburg Süd's service

10 Homesickness, storms and love

Two captains discuss life at sea yesterday and today

14 Climate protection

Hamburg Süd and Maersk are speeding up their efforts to decarbonise the fleet. The sea transports of tomorrow will be climate-neutral

16 Team spirit

For its staff, Hamburg Süd is not only an employer, but also a second family and home

18 Brand family

How Maersk is making Hamburg Süd even stronger – and how customers are benefiting from it

20 Cool stuff

Hamburg Süd has been transporting temperature-sensitive goods across the world for 120 years. Ice blocks have been replaced by high-tech reefer containers

22 Fresh start in Brazil

The moving story of the German emigrant family Ammermann and their close connection to Hamburg Süd

24 Mini adventure

Professional photographer Phillip Gätz sails to South America on board the “Cap San Marco”

28 From small steamers to huge container ships

The legendary all-stars of Hamburg Süd's fleet over 150 years

30 Seaborne delight

Vintage posters from the golden age of Hamburg Süd's luxurious passenger ships

32 Exclusive holidays

Europe's first cruise passengers and their proud postcard greetings home

34 Everything in a box

How the container revolutionised merchant shipping – and how Hamburg Süd accelerated containerisation

36 Giraffe on board

The adventurous voyages of zoo and circus animals

38 Tragedies

Looking back at the darkest moments in the company's history

40 Everything from a single provider

By ship, rail, road and barge: Hamburg Süd plans and organises intermodal door-to-door transports for its customers worldwide

42 Idea-driven success

To continue thriving, Hamburg Süd has repeatedly reinvented itself. A quick glance at 150 years of innovation

44 Challenges

Diversification, decarbonisation, digitalisation: How Hamburg Süd is tackling the major tasks of the future

46 Looking back

Highlights of the company's 150 years

DISPLAYING HAMBURG SÜD PRIDE

Insert of maritime-themed tattoos – a statement to make on your skin



IMPRESSUM

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Poul Hestbaek
CEO Hamburg Süd

Photo: Christoph Boerries



Dear colleagues, customers, partners and friends of Hamburg Süd,

Wouldn't it be incredibly exciting to travel back in time to 1871 and witness the beginnings of Hamburg Süd with our own eyes? When Hamburg Süd was founded, the world was still a completely different place – politically, socially and technologically. When returning to the year 2021, we would be that much prouder that Hamburg Süd has been around for so long.

But what exactly has made our brand so successful and enduring over 150 years? Rather than just the ships and the containers, it has also been the people over the many generations: employees with fantastic ideas and personal commitment as well as enthusiasm for shipping and logistics just as much as customers – most of whom have trusted us for decades – as well as fearless captains with their crews. All of them are part of our history and

our success. And that is a reason not only to be proud, but above all to be grateful and humble.

In its 150 years, Hamburg Süd has influenced the lives of countless people around the world. There have been great successes as well as sad low points that have had to be overcome. You will find some of these in this brochure. It is worth taking a little time to dive into the stories of Hamburg Süd. After all, even if we weren't always able to be there in the flesh, these stories can still get under our skin.

Enjoy!

Poul Hestbaek
CEO Hamburg Süd

By the side of our customers

Long-standing relationships with its customers are just as much a given for Hamburg Süd as personal, direct contact on-site. Both ensure great expertise with valuable cargo – such as premium coffee.



The pleasure of Colombian coffee for the world

“Quality counts more than anything else!” Roberto Velez says emphatically. The CEO of the Federación Nacional de Cafeteros (FNC) speaks on behalf of around 540,000 small-holder families who make their living growing coffee in Colombia. The country and its farmers are currently benefiting from the trend towards sophisticated coffee consumption, the FNC head says, raving about the “complex coffee aromas, similar to those you find with wine”.

Today, the key markets for Colombian coffee beans are the United States, Europe and Japan. And they get to the markets on ships. The ties with Hamburg Süd are particularly close and affectionate. “With your large network and fast connections, you have been playing a crucial role since 1928 in enabling us to reliably serve quality-conscious coffee drinkers across the world,” Roberto Velez adds. “Thank you, Hamburg Süd, and happy 150th anniversary!” ☘



Roberto Velez
CEO Federación Nacional
de Cafeteros (FNC), Colombia



Kiwi fruits conquer the world

Kiwi fruits are prized for being both tasty and healthy. Much of the world’s harvest comes from New Zealand and is exported through the Port of Tauranga. Transporting them by sea to key markets in Asia and Europe takes at least two to four weeks. A lot of care and state-of-the-art refrigeration technology are needed to ensure that the delicate fruit reach consumers fresh and appetising.

For some 20 years, kiwi fruit market leader Zespri has therefore also relied on the services of Hamburg Süd – a “first-class reefer carrier with a great deal of expertise and experience,” as Mike Knowles says with enthusiasm. The Zespri manager also appreciates the close cooperation with Hamburg Süd’s management in Auckland when making strategic export plans, saying: “We are pulling together – and that’s what makes a strong partnership.” 🌿

Mike Knowles
Shipping Manager
at Zespri International Ltd,
Mount Maunganui, New Zealand



You are very small in a storm

Patagonia pioneer Commodore Ernst Rolin (1863–1943) and Captain Volkert Harms (born 1958) have a combined total of almost 100 years at sea. In a fictional double interview, the Hamburg Süd captains of different generations discuss severe storms, homesickness and their great love of seafaring.



Workplace: Volkert Harms on the bridge of the "Monte Cervantes" in the Port of Hamburg. The captain currently sails on the "San Clemente".

Photo: Malte Belz



Dachshunds on board:

Besides seafaring, Rolin was also fond of dachshunds. The commodore's floppy-eared friends would often accompany him on voyages.

What do you love about your job?

Rolin: The seafaring life has always fascinated me. We often berthed in port for weeks and had a lot of time to look around onshore. Over the decades, I have made many close friends along the way, especially in South America. In more than 50 years at sea, I have seen the world and have got to know a lot of countries and people.

Harms: Things are completely different today. The laytimes in port are short, as container handling only takes a few hours. So there is hardly any time for shore leave. But I still love my job, as it is so varied. It involves technology, logistics, personnel issues, working as part of an international team, meteorology, navigation, cargo handling and much more. What other job offers this much variety?

What were the most dangerous moments?

Harms: Years ago, I was caught in heavy seas south of Australia. Our bulk carrier had loaded grain bound for the Persian Gulf in Adelaide. The storm hit us on our way there. You are very small in a storm no matter how big your ship is. Smaller ships are at least manoeuvrable and can navigate through wave troughs. But a bigger ship is more ponderous. It sometimes happens that its bow and stern rest on two wave crests and there is nothing below but a deep valley of black sea. That is not a nice feeling.

Rolin: I got to know the horrors of Cape Horn on the "Evelina". There, the rough seas slammed into our hull and caused a leak. We had to man the hand pumps all night to keep the barque afloat. On a later voyage around Cape Horn, a storm raged so fiercely that our cook jumped overboard out of sheer terror. It was impossible to save him. ▷

Were there ever serious illnesses on board?

Rolin: Illness was our constant companion. I fell ill with and almost died of typhoid fever when I was still a 14-year-old boy attending seaman's school. Yellow fever, in particular, which held Santos in its grip for years, was a constant threat. It took many crewmen from us. On the steamer "Campinas", we lost not only the first mate but also the ship's doctor in La Plata, whose place I had to temporarily assume.

Harms: All that is unimaginable today. In the event of an emergency, we can perform minor operations in our small treatment room. If necessary, we bring help on board or have sick crew members flown out. There are also treatment options in ports. Fortunately, no one has ever become seriously ill on my ships.

Have you ever felt homesick?

Harms: Once I was at sea for seven months,

which was definitely too long. A tour usually lasts about three months. Of course, I'm always very happy to come home again. But it's also a nice feeling when it's time to go back on board. **Rolin:** During the First World War and the difficult period that followed it, I was stuck far from home in South America for more than seven years. The typical voyage lasted up to three years. But I loved the seafaring life and had many wonderful experiences. For example,

there was the lovely Rosa, a cobbler's daughter from Marseille. I met her on one of my very first voyages. I couldn't get my mind off of the fire in Rosa's eyes. To be near her, I decided to buy a pair of shoes from her father. And then another pair. And then another pair. After the fifth pair of shoes, our love was deep and steadfast. Until it was time to set sail again. The happiness of a seafarer unfortunately doesn't last long. ⚓



Photo: Malte Belz

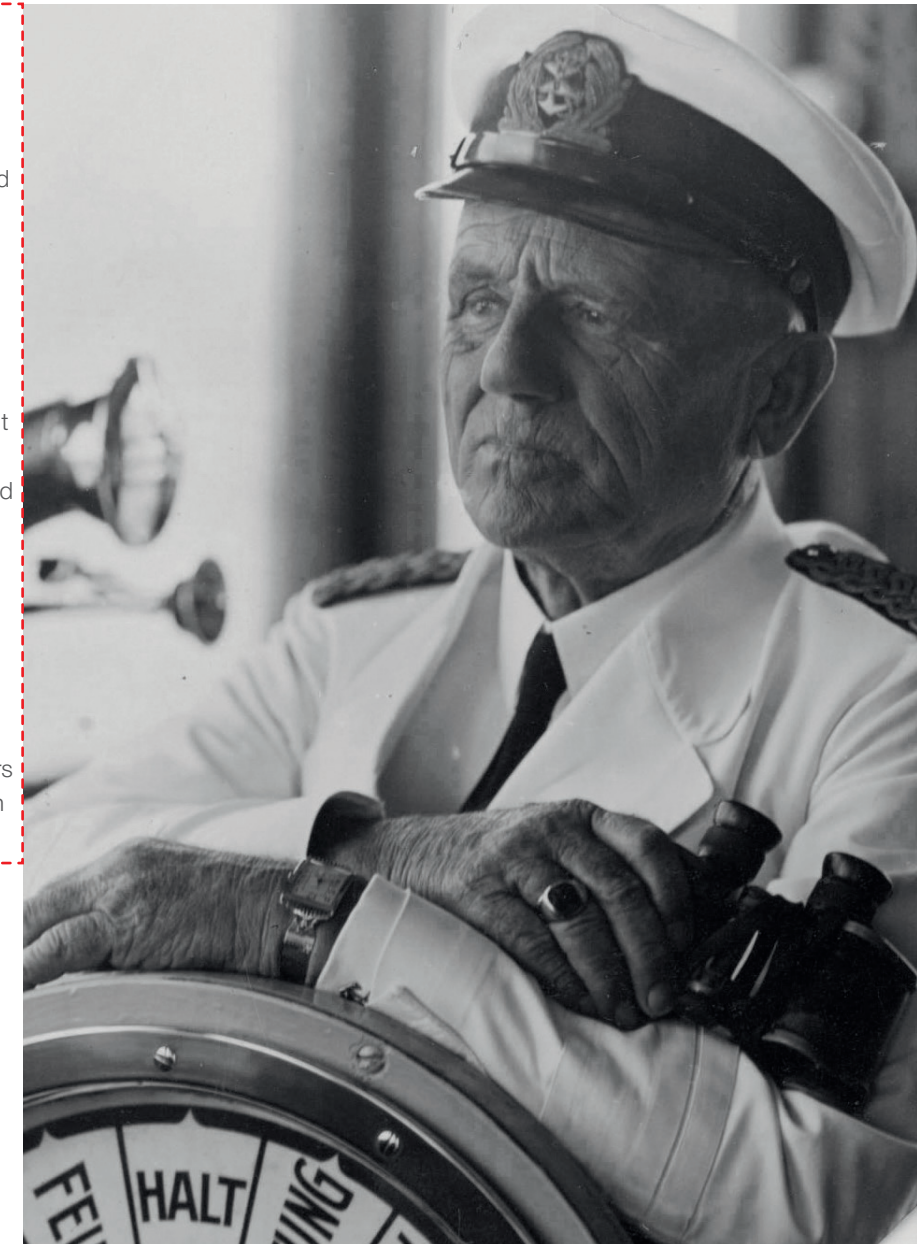
CAPTAIN VOLKERT HARMS: FOLLOWING A FAMILY TRADITION INTO SEAFARING

The son of a shipping engineer in Hamburg came to Hamburg Süd in 1977 as an apprentice. Volkert Harms then sailed as a deck cadet and assistant nautical officer on board the "Cap San Diego", a general cargo ship. In 1983, he obtained his master's licence (unlimited), and later his licence to be a ship's engineer. Since 1997, Harms has sailed as captain on various ships, including the "San Clemente" at the time of the interview.

ERNST ROLIN: THE LEGENDARY CAPTAIN

Born in 1863 in what is now Poznań, Poland, Ernst Rolin signed on as a deck boy at the age of 14 and then served as an ordinary seaman, ship's cook, officer and sometimes even a ship's doctor before finally becoming a captain with Hamburg Süd. Rolin proved himself like no other on the difficult Patagonia voyage. His career highlights include being designated a commodore and commanding the "Cap Arcona" in 1927. During his 54 years at sea, the legendary captain made countless contacts overseas and became an internationally respected figure. The self-avowed dachshund lover ended his career in 1933. Ten years later, the commodore died in Prien am Chiemsee (Germany).

Captain Rolin's answers were taken from his autobiography "Commodore Rolin – My Life on the Ocean" (Verlagsbuchhandlung Broschek & Co., Hamburg 1934) either verbatim or keeping in the spirit of what he wrote.



By acting sustainably, Hamburg Süd is taking responsibility for protecting the climate while at the same time satisfying the desires of many customers and business partners for climate- and eco-friendly logistics services. The goal is to decouple transport growth from CO₂ emissions, i.e. to grow while significantly reducing these emissions. To this end, innovative, climate-neutral fuels must be used, and investments must be made in the latest engine technology – as this is the only way to achieve the goal of completely decarbonising the entire fleet by 2050.

Hamburg Süd already has its sights set on one important intermediate goal on the path to

CO₂ neutrality: By 2030, CO₂ emissions per standard container and kilometre are to already be 60% below the 2008 level. At the same time, emissions of other pollutants – such as sulphur oxide and nitrogen dioxide – are also to be reduced.

In just two years' time – or seven years earlier than originally planned – Maersk will already be operating the world's first completely CO₂-neutral container ship in regular service. The innovative feeder will have a capacity of 2,000 TEU. At the heart of this green ship will be a dual-fuel engine that can run on either e-methanol or sustainable biomethanol or, alternatively, on very low-sulphur standard fuel oil (VLSFO). But the goal is to operate the ship exclusively with carbon-neutral fuel from the very first day of operation.

NEW PROPULSION TECHNOLOGIES

What's more, all newly built ships that enter the joint fleet will be equipped with this dual-fuel technology. Maersk and Hamburg Süd are picking up the pace in their efforts to lower CO₂ emissions. In addition to being good for the climate, this will make it easier for customers to decarbonise their supply chains and, in turn, to achieve their own sustainability targets. ⚓

The future is green

Clean solution: Maersk and Hamburg Süd are working together to make transport chains sustainable for their customers. The centrepiece of these efforts is the goal of achieving CO₂ neutrality by 2050. The future of merchant shipping will be green and climate-friendly.



2023
World's first carbon-neutral container vessels expect to go into operation

2030
60% relative CO₂ reduction from shipping

2050
Net-zero CO₂ emissions

We are Hamburg Süd

More than 4,300 people work for Hamburg Süd – spread across almost the entire globe. What unites them all is a universal feeling of solidarity and a strong identification with the brand. Here are a few sample voices.

“Great people”

What makes Hamburg Süd so unique are the great people. Everyone gives their best and goes to work not only for themselves, but also for those sitting next to them, for the team, and for the customers. Everyone goes the extra mile. It's great to be part of the whole and the leader of a team in this company. Even after 15 years, I still feel this way. Hamburg Süd is much more than just any job. I am at home here.

Vanesa Novara

Sales & Marketing
Hamburg Süd, Buenos Aires,
Argentina



“Global family”

Hamburg Süd is one big, global family in which personal contact counts. I am proud and grateful to have been part of this for the last 19 years. During this time, many colleagues and customers have become my friends. It is a wonderful feeling of togetherness.

Zehra Uzunali

Area Customer Experience Manager, Eastern Mediterranean
Hamburg Süd Istanbul, Turkey



“Excellent reputation”

Hamburg Süd has a reputation for being very customer-oriented – which is one of the reasons why I joined Hamburg Süd more than 15 years ago. Nowadays, I'm working to make our great customer service even better, which is a good feeling. And I love the colour of our containers and ships, that vibrant red. I'm not joking when I say that it's part of my identity.

Charles Ye

Director Hamburg, Süd Ningbo,
China



Family get-together:

The “Monte Azul” and the “Lamanai” at the terminal in Itapoá, Brazil.



Stronger together

Hamburg Süd has been part of Maersk, the world's market leader, since 2017 – and, as such, is a member of a strong brand family on its way to becoming the global integrator for container logistics.

The world's largest fleets of ships and containers, the densest network – with over 400 ports served, some with its own terminals – and a total of well over 80,000 colleagues worldwide: in purely size-related terms, being part of the Maersk brand family has opened up completely new opportunities and dimensions for Hamburg Süd and its customers. Hamburg Süd also benefits from the strength and pioneering role of the world's market leader when it comes to issues such as digitalisation and sustainability.

At the same time, the Hamburg Süd brand is playing an important role on Maersk's

journey to becoming the global integrator for container logistics. With its approach of cultivating and strengthening long-term customer relationships, especially through personal contact at the local level, it precisely meets the needs of certain customer segments and thereby provides important strategic added value to the entire Maersk organisation. Together, we are reaching more markets and segments, and we are meeting the individual needs of our customers better than ever. While doing so, Hamburg Süd is embodying its brand attributes: trusted, can-do and by your side. 🌐



Keep cool

Hamburg Süd has been transporting temperature-sensitive goods by ship – around the globe, safely and in large volumes – since very early on. To this day, Hamburg Süd continues to be a leading player in the reefer business.

It all began with a slowly melting block of ice below deck. To be able to transport fresh meat and fruit from South America to Europe, Hamburg Süd literally put perishable cargo on ice 120 years ago: in 1900, the “Cap Roca” first steamed across the Atlantic carrying a few clusters of bananas in a small cold store.

Over the following decades, the shipping company rose to become a specialist in refrigerated transports. And one of the major roles in this was played by the “Cap San” ships: the refrigerated holds of the legendary general cargo ships had a loading capacity of 250,000 cubic feet each, a gigantic size for the early 1960s. With the construction of six purely refrigerated

“Polar”-class ships in the mid-1960s, the shipping company consolidated its leading position in the European reefer market segment – and having king penguins waddle across the deck of the “Polarstern” made for very effective marketing. The first full container ship – the “Columbus New Zealand”, featuring 553 connections for refrigerated containers – reinforced the shipping company’s reputation as a reefer cargo specialist at the beginning of the 1970s.

Nowadays, Hamburg Süd transports temperature-sensitive cargo in special reefer containers with “controlled atmosphere” technology that allows even highly sensitive pharmaceuticals to reach their destination at the perfect temperature. This is also made possible by other high-tech tools, such as Remote Container Management (RCM). This monitoring system ensures that the cold supply chain remains unbroken – from pick-up at the sender to delivery at the recipient’s door. Seamlessly. In real time. Across the world. ⚓



Photo: Stephanie Brinkkötter (Montage)

“My grandfather came with Hamburg Süd”

The history of the Ammermann family is closely associated with Hamburg Süd. In 1933, Hans Gerhard Ammermann emigrated to Brazil on board a Hamburg Süd ship. Today, his grandson Thomas works in Controlling & Crewing for Hamburg Süd's affiliated brand Aliança.

Emigration ship:

In the 1930s, the “Monte Pascoal” carried many Europeans to South America. Among the emigrants was Hamburg native Georg Ammermann.



The story began exactly 88 years ago in Hamburg. At the age of 20, Hans Gerhard Ammermann boarded the “Monte Pascoal” together with his mother and younger brother. The pianist of the Hamburg Symphony Orchestra wanted to leave his home country for good and start a completely new life in Brazil. After the National Socialists had come to power, he saw no prospects for their lives in Germany.

While Europe was heading for a devastating war, the emigrant would pursue a career in Brazil – not as a musician, however, but as a commercial employee for Telefunken, the German radio and television maker. In São Paulo, he fell in love and started a family with Ingeborg, a woman with German roots. As his former home sank into the chaos of war, Hans Gerhard Ammermann found happiness in Brazil in his private life.

“Despite being separated from his father and older brother, who both stayed behind in Hamburg, my grandfather was a very fun-loving man and the centre of every party as a pianist and accordion player,” says his grandson, Thomas (41). “Whenever possible, he played German folk songs. Although he was very happy in Brazil, he always missed Germany, too.”

It was only in 1999 that Thomas Ammermann fully realised how closely his grandfather remained connected to his homeland throughout his life. “I had started at Hamburg Süd at



Emigrants: Aliança employee Thomas Ammermann from São Paulo has an exciting family history. His grandfather emigrated to Brazil on board a Hamburg Süd ship, and his grandmother Ingeborg (small photo) also has German roots.

that time as a trainee,” he recalls. “This crazy coincidence made my grandfather insanely proud and happy – not only because Hamburg Süd was the shipping company whose ship he had emigrated on, but also because of the connection to his home town of Hamburg.”

After his grandfather passed away in 2002, Thomas Ammermann spent a few months at Hamburg Süd's headquarters in Hamburg. “In addition to being a great professional experience, it was also a journey into my own family history,” he says. “My parents and siblings also came to Hamburg at that time to see where their roots lie. It was very moving and beautiful for all of us.” 🇩🇪



He also has a sense of humour: Photographer Phillip Gätz on a tour of the “Cap San Marco” – with mirrored sunglasses and a bright yellow “Friesennerz” rain jacket

Photo: Phillip Gätz

Full speed ahead: The photographer's view of the towers of containers far below the bridge – not for those who are afraid of heights



Photo: Phillip Gätz

Hamburg Süd gets under your skin

Photos for a bunk: Phillip Gätz signed on as a photographer on the “Cap San Marco” – and was immediately “adopted” by the Hamburg Süd crew on board. Out of a sense of attachment, he had the giant container ship tattooed on his arm after the voyage.

A lot of people dream about traveling across the oceans by ship one day. But Phillip Gätz has made this dream a reality. The professional photographer sailed from Hamburg to Buenos Aires on board a giant Hamburg Süd container ship – and found the voyage intoxicating. “I will never forget the crossing for the rest of my life. And I got to know a lot of fantastic people on board,” the 38-year-old says.

The story began in 2019, when Gätz wanted to take some time off and escape from his everyday life for a while. He convinced Hamburg Süd to let him sail across the Atlantic on a container ship and take pictures during the voyage. Photos for a bunk, that was the deal. In the autumn, he boarded the “Cap San Marco” along with 65 kilograms of photographic equipment and started his “voyage into the mind”, as he dubbed his personal photo project. ▷

Gätz spent 28 days on the ship. He got involved, assisted with the night watch, helped out in the galley, shot thousands of photos and videos, and took portrait shots of all 27 crew members – from the ship’s mechanic to the captain – thereby becoming part of the crew. “Everyone made me feel at once like part of the big Hamburg Süd family,” he says. The crew gave him the honorary rank of “first photo officer” – an accolade far out on the Atlantic.

But Gätz’s most emotional moment came when he disembarked in Buenos Aires and the “Cap San Marco” sailed away without its

guest seaman. “The crew stood alongside the railing, and Captain Tim Ohorn sounded the foghorn to say goodbye. Tears came to my eyes, as it was a very moving ‘adios’.”

PERMANENT MEMENTO

With the 7,400-mile voyage still fresh in his mind, Gätz was inspired to do something special that same day: in Buenos Aires, he had an image and the call sign of the “Cap San Marco” tattooed on the upper part of his left arm – as a memento for life. Hamburg Süd can literally get under your skin. ⚓

Addition to the family: The crew of the “Cap San Marco” warmly welcomed Phillip Gätz (far right). The photographer immediately felt like part of the family.



Photo: Phillip Gätz



Photo: Phillip Gätz

Crazy: Out of a sense of attachment to the ship and its crew, Gätz had the “Cap San Marco” tattooed on his upper arm in Buenos Aires.

CARRY HAMBURG SÜD ON YOUR SKIN

It doesn't have to be a real tattoo! The anniversary magazine includes a page with a selection of wash-off Hamburg Süd tattoos. Try out our classic seafarer motifs for yourself, and make sure to send a photo of your temporary Hamburg Süd tattoo to us at: 150years@hamburgsud.com





“Rio”

Type: Cargo and passenger steamer

Tonnage: 1,688 GRT

Installed power: 640 hp

Speed: 11 knots

Capacity: –

Reefer plugs: –

Passengers: 78

Crew: 46

Length, beam (m): 79.2 x 10.1

Year built: 1870



Photo: Uwe Köhler

“Cap San Diego”

Type: Cargo motor ship

Tonnage: 9,850 GRT

Installed power: 11,650 hp

Speed: 20 knots

Capacity: –

Reefer plugs: –

Passengers: 12

Crew: 38

Length, beam (m): 159.4 x 21.4

Year built: 1961



“Columbus New Zealand”

Type: Container ship

Tonnage: 19,146 GRT

Installed power: 25,000 hp

Speed: 22 knots

Capacity: 1,187 TEU

Reefer plugs: 553

Passengers: –

Crew: 38

Length, beam (m): 187.4 x 29.3

Year built: 1971



Photo: Arkadiusz Woszek

“Cap San Nicolas”

Type: Container ship

Tonnage: 118,938 RT

Installed power: 55,296 hp

Speed: 21 knots

Capacity: 9,600 TEU

Reefer plugs: 2,100

Passengers: –

Crew: 23

Length, beam (m): 333.2 x 48.2

Year built: 2013

Floating legends

Since its founding, Hamburg Süd has operated several hundred of its own or chartered cargo and passenger vessels. Many of them have long been forgotten. But some stand out in the 150-year history of the company. They have become legends of the sea.

The history of the shipping company began in 1871 with three steamships that were small by today’s standards. With the mini-fleet, Hamburg Süd established the first “regular service between Hamburg and Brazil and the La Plata countries”, as it says in its memorandum of association. One of them was the “Rio”, a cargo and passenger steamer. Over the course of its two decades in the shipping company’s service, the vessel reliably crossed the Atlantic hundreds of times.

The “Cap San Diego” and its three “Cap San” sister vessels were also among the outstanding ships. Owing to their elegance, the cargo motor ships were often affectionately called the “white swans of the South Atlantic”. The “Cap San Diego” sailed for Hamburg Süd for 20 years. After changing owners several times, the ship was decommissioned in China in 1986 when it was called the “Sangria”. But it was saved from the breaking yard at the last moment, when the City of Hamburg purchased and restored this legend. Today, the “Cap San Diego” is moored in the Port of Hamburg as the

world’s largest seaworthy museum cargo ship.

The “Columbus New Zealand” of 1971 ranks among these legendary ships for completely different reasons. The shipping company’s first full container ship marked Hamburg’s entry into the container age. For years, it held the record as the world’s largest reefer container ship – reinforcing Hamburg Süd’s reputation as a reefer specialist.

ICE-COLD REEFER RECORD

More than 40 years later, in 2013, Hamburg Süd reached yet another milestone with the “Cap San Nicolas”: the ship was the first in a series of six structurally identical sister vessels. What makes the “Cap San Nicolas” special is not its impressive length of 333 metres and total capacity of 9,600 TEU, but rather the 2,100 reefer plugs it has on board. At that time, no other ship could transport more refrigerated containers as a proportion of its total capacity. In combination with her shallow draft, the vessel is perfect for being deployed in the sediment-rich ports of the east coast of South America – one of Hamburg Süd’s core trades. ⚓

Wanderlust!

The golden age of tourism at sea began in the 1920s. Every year, tens of thousands booked cruises on the luxury liners of Hamburg Süd. Their destination: Scandinavia, the Mediterranean, the United States and South America. Here are some postcards and advertising posters from an era when voyages became a genuine delight.



City trip: Venice was already one of the most popular destinations for cruise tourists a century ago. In the spring of 1930, the "Monte Rosa" berthed in front of Piazza San Marco.

DESTINATION SOUTH AMERICA

Hundreds of thousands of impoverished Europeans turned their backs on their homeland for good at the end of the 19th and beginning of the 20th centuries. Many of the **emigrants** were drawn to South America by hopes of finding a better life there. In addition, thousands of European **seasonal workers** were drawn to South America year after year to help with the harvests in Argentina and Brazil. Transporting passengers grew to become a lucrative business for Hamburg Süd.



Short voyage: Well-to-do cruise passengers could spend the turn of 1935/36 on Madeira. Ticket price: starting at 380 Reichsmarks (approx. €700 today).



Photo: R. Schmidt



Dream ship: On its first cruise to South America in 1927, the legendary "Cap Arcona" was booked out to the last cabin.



Photo: Verlag C. Worzeldaleck

Holiday greetings from overseas



Holiday delights: Around 1900, voyages for pleasure were still a rarity. The first cruise passengers proudly sent postcard greetings back home. Beach and ship images were very popular.



Postmarked: Ship postmarks on postcards were a kind of status symbol for sender and recipient at the beginning of the 20th century, as the postmark could only be obtained on board. It was the ultimate proof that someone could afford an exclusive voyage at sea. Today, these stamped postcards are coveted by collectors.

Farewell: When a big ocean liner like the "Monte Sarmiento" departed, it was frequently a big social event. Onlookers often lined up in ports to bid farewell to ship and passengers.

Illustration: Eduard Edler



Paper ship: The cargo and passenger ship the "Argentina" sailed back and forth across the Atlantic for a decade. The end came in 1932. Only a postcard remains of the ship.

How a single box changed the world

Containers helped maritime trade pick up a lot of speed beginning in the mid-1960s. Hamburg Süd successfully switched to steel boxes at an early stage.

A flash in the pan or a great idea? At the end of the 1960s, many large shipping companies were still sceptical about the container. After all, the switchover would require huge investments in ships and port facilities. But Hamburg Süd recognised the potential of these steel boxes early on and invested heavily in this new transport technology. As early as 1971, Columbus Line

– Hamburg Süd's North American subsidiary at the time – offered a container service with semi-container ships between the US East Coast and Australia/New Zealand. That same year, the shipping company put three full container ships of the "Columbus" class into service, each with a capacity of 1,200 20-foot containers. This rapid switch to the steel box made Hamburg Süd the market leader in container shipping in the Pacific.

Sensation: In 1971, 10,000 curious onlookers celebrated the arrival of the "Columbus New Zealand" in Wellington. It was Hamburg Süd's first full container ship.



Hamburg Süd also pushed ahead with structural change on land, preparing a whole series of ports "down under" as well as its home port of Hamburg to rapidly handle containers by investing heavily in infrastructure. Compared to general cargo ships, which lay in port for several days to load and discharge bulky individual items – such as bales, sacks, barrels and boxes – the laytime of Hamburg Süd's container ship fleet was reduced to just a few hours.

Meanwhile, the container was beginning its global triumphal march. Since the 1980s at the latest, modern container shipping has been viewed as the indispensable backbone of globalisation. As part of the Maersk family of brands, Hamburg Süd now enjoys access to the world's largest container pool – with almost 3.6 million units and a capacity of 4 million TEU. ۞



Photo: Rotterdam Zoo

Liquid cargo: “Cap San” ships regularly supply Rotterdam’s Oceanium with seawater from the Bay of Biscay.

Extra-large passenger: Giraffes have been among Hamburg Süd’s passengers on several occasions – most recently in 2017, when a young giraffe travelled to Australia.

Journey for giants

We are the can-do people! Hamburg Süd’s logistics specialists can also find the right solution for particularly demanding transports. Even zoo and circus animals have been transported safely and in good health around the globe. Like the young giraffe bull Mtundu. He went on a voyage from New Zealand to Australia in 2017.

An outdoor cabin, its own doctor, all-inclusive service from accompanying animal keepers, and a calm sea: the three-day ship passage from Auckland (New Zealand) to Sydney (Australia) couldn’t have gone much better for the 15-month-old giraffe bull Mtundu. On board the “Hammonia Galicia”, the 3.5-metre-tall giraffe – and thereby probably the largest living passenger in the history of Hamburg Süd – travelled 1,200 nautical miles across the Tasman Sea to join his new giraffe family in the Mogo Wildlife Park in New South Wales.

The transport in his “outside cabin” – a purpose-built box about four metres high that was placed on the leeward side of the bridge – went off without a hitch. From Sydney, the bull set off by flat-bed trailer on the 300-kilometre final leg to its fellow animals – Hamburg Süd had meticulously prepared the giant’s entire journey, as it had done for many animal journeys before.



Guest appearance: Hamburg’s Circus Hagenbeck toured South America in 1910. Hamburg Süd handled the transport of the animals.

The sea voyage with tigers is legendary. In 1910, Hamburg Süd transported Hamburg’s entire Circus Hagenbeck, with its 150 animals, from Europe to Argentina on board the “Santa Elena”. After a two-week voyage, the animal passengers and around 20 large circus wagons reached South America without any incident – a logistical tour de force more than 100 years ago. At that time, a kind of riding arena was set up on deck especially for the horses and elephants so that the animals could stretch their legs during the long voyage at sea. Circus Hagenbeck also relied on its proven partnership with Hamburg Süd for its 1936 world tour.

Although transporting live animals remains the exception, this shows just how precisely Hamburg Süd caters to the individual desires and requirements of its customers. The Hamburg-based carrier even has a solution for the special needs of the Oceanium in Rotterdam: about every two weeks, a “Cap San”-class ship floods an empty ballast tank in the Bay of Biscay, taking on 400 tonnes of seawater, and carries it to the Netherlands. There, sharks, rays, polar bears and other saltwater-loving zoo inhabitants are already waiting for the freshly tapped seawater provided free of charge. ⚓



Photo: © adobestock.com/adgslifephoto

Low points

The last 150 years have not only been marked by success, as Hamburg Süd has also had some sad moments. The low point in the company's history was the sinking of the "Cap Arcona" in 1945, shortly before the end of the Second World War. And the carrier also lost a ship off Tierra del Fuego – and a captain.

Ill-fated: The "Monte Cervantes" ran aground off Tierra del Fuego in 1930 and capsized.

The darkest day in the history of Hamburg Süd was 3 May 1945. On this Thursday, the "Cap Arcona" – the shipping company's legendary cruise ship – was lying at anchor in Neustadt Bay, near the northern German city of Lübeck. On board the luxury steamer, which had been commandeered by

the Nazis, were 4,600 prisoners from German concentration camps – confined below deck. At around 3 p.m., British fighter planes appeared in the west. Their pilots flew lengthwise above the "Cap Arcona", dropping tonnes of explosive and incendiary bombs on the ship. They had no idea that thousands of victims of the Nazi regime were trapped below deck.

The superstructures immediately burst into flames, and the "Cap Arcona" resembled a torch at sea within just a few minutes. Before long, the ship built in 1927 was destroyed, and hardly any of those trapped on it would survive the devastating air strike. The story of the "Cap Arcona" ended in tragedy just five days

Tragedy: The "Cap Arcona" was destroyed in an air strike in 1945. Thousands died in the flames.

before Germany's unconditional surrender.

Compared with the sinking of the "Cap Arcona", the shipwreck involving the "Monte Cervantes" in January 1930 becomes a footnote in the long history of Hamburg Süd. But there is a special personal fate connected with the disaster at sea in southern Argentina: that of Captain Theodor Dreyer. During a cruise, and despite being assisted by a pilot, the cruise ship struck some submerged rock needles off Tierra del Fuego. The experienced, 55-year-old captain reacted with a level head: within one hour, all 1,117 passengers were in the lifeboats and safe.

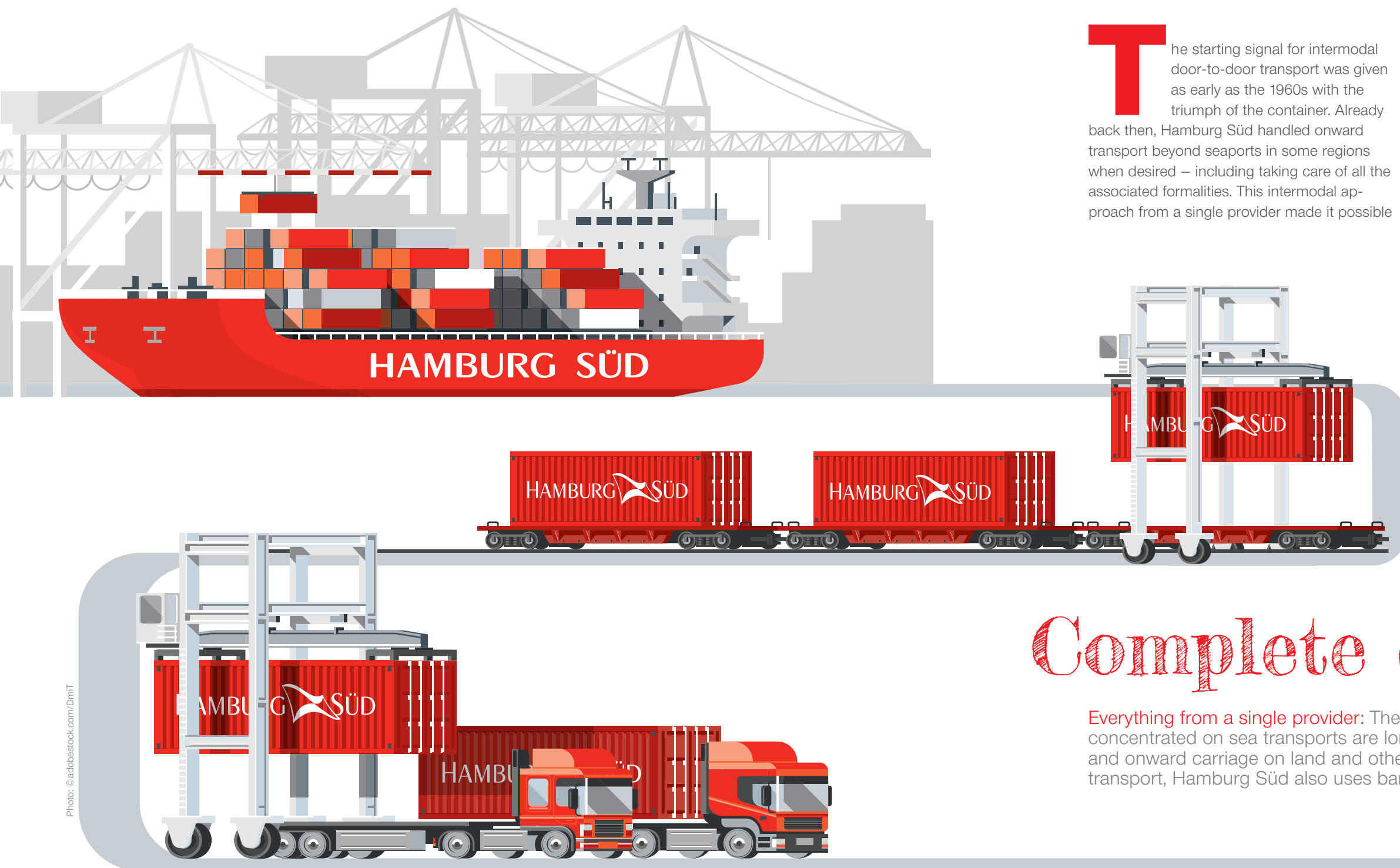
Dreyer and part of the crew remained on board and tried to save the 160-metre-long

luxury liner. But one day after the accident, the ship suddenly capsized in shallow water. Only a single crew member died a seaman's death: Captain Theodor Dreyer.

We commemorate the civilian victims in the sinking of the "Cap Arcona" as well as all seafarers who have lost their lives in the line of duty over Hamburg Süd's 150 years in existence. ⚓

Record rescue: Passengers and crew were in the lifeboats in just one hour.





The starting signal for intermodal door-to-door transport was given as early as the 1960s with the triumph of the container. Already back then, Hamburg Süd handled onward transport beyond seaports in some regions when desired – including taking care of all the associated formalities. This intermodal approach from a single provider made it possible

to have end-to-end supply chains from the cargo's point of origin to final destination.

GLOBAL NETWORK FOR TAILOR-MADE INTERMODAL SOLUTIONS

Today, Hamburg Süd works with a large, global network of partners and specialists, each of whom is intimately familiar with its local conditions. After all, whether inland waterway vessels, road or rail is more suitable for the pre- and onward carriage depends not only on the topographical and infrastructural factors in the respective countries, but also on how the onward transport can be carried out in the most eco-friendly and resource-conserving way possible. Digital solutions, such as Track & Trace, also enable customers to track where their cargo is at any time – and thereby optimise their transport chain. ⚓

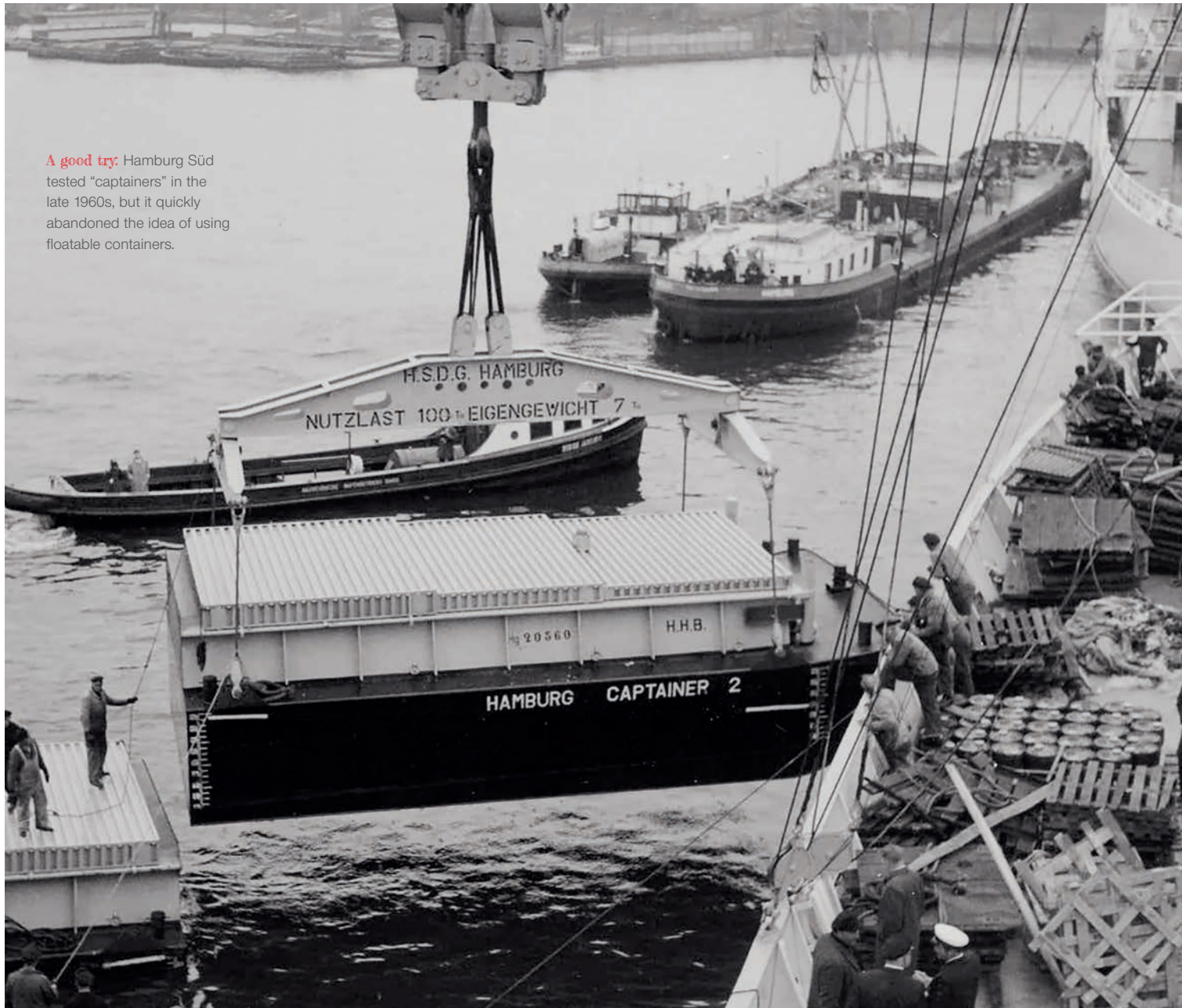
Complete chain

Everything from a single provider: The times when Hamburg Süd exclusively concentrated on sea transports are long gone. The logistics specialists also plan pre- and onward carriage on land and other services for their customers. For door-to-door transport, Hamburg Süd also uses barges, trucks and trains.

150 years of good ideas

The history of Hamburg Süd is marked by innovation. Time and again, the shipping company has come up with new ideas to satisfy its customers' desires, to improve the working conditions of its employees, and to optimise processes both on board and on land. A look at 150 years of innovation culture.

A good try: Hamburg Süd tested "captainers" in the late 1960s, but it quickly abandoned the idea of using floatable containers.



Whoever wants to remain in the market for 150 years – as Hamburg Süd has – must have one skill above all: the power to innovate. If a company wants to survive in our constantly changing world, it must continuously reinvent itself, think outside the box, and come up with new technical or logistical solutions for its customers. Since its founding, Hamburg Süd has always boldly pursued new paths in such efforts. At the same time, it has often been far ahead of its time and the competition.

Take, for example, the "Columbus" station on Ilha das Palmas in Santos Bay, Brazil. By opening the hospital in 1892, Hamburg Süd struck a decisive blow against yellow fever – and saved the lives of thousands of seafarers. At the same time, the shipping company introduced stringent hygiene rules for its fleet and a "ship's doctor" system: a physician sailed on board each ship to care for the crew and passengers – a costly but highly effective innovation to combat disease as well as a model for other shipping companies.

The big challenges of the modern age are to equip the fleet with sustainable and cost-efficient propulsion technology as quickly as possible and to push ahead with digitalisation. Among the most important steps in these efforts have been Remote Container Management (RCM) and the digital container-booking tool INSTANT. With RCM, the shipping company uses the most advanced monitoring technology in the reefer business, which enables customers to determine

Small device, big impact: The RCM technology on a Hamburg Süd refrigerated container allows conditions inside the container to be monitored continuously – worldwide, at sea and on shore.



the location of their container at any time and to seamlessly monitor the cold chain. And with the INSTANT Web-booking solution, customers receive price information in seconds and the option to book all pre- and onward carriage on land from door to door together with the sea transport. In fact, the tool makes container booking about as easy as sending a parcel by post.

By the way, in the company's 150-year history, not every idea has worked out as well as RCM or INSTANT. For example, in the late 1960s, the shipping company quickly discontinued experiments with "captainers". The floatable containers were supposed to sail into the mother ship on their own without a loading crane. The idea seemed ingenious, but the system proved far too cumbersome in practice. Instead of investing in captainers, Hamburg Süd invested heavily in the infrastructure of many ports in the 1970s, thereby driving containerisation forward. It was a wise decision. ⚓

The pillars of the future

In the strategy departments of liner shipping companies, the D key on computer keyboards is often more worn than the other keys. Why's that? Well, the answer is simple: diversification, decarbonisation and, last but not least, digitalisation are the big D topics that a forward-thinking shipping company must have on its strategic radar. And Hamburg Süd also has its sights firmly set on these "pillars of the future".

In addition to benefiting from our more diverse range of services (end-to-end solutions from a single provider instead of just ocean transport; see p. 40) and from the decarbonisation of sea freight (zero CO₂ emissions by 2050; see p. 14), Hamburg Süd's customers will also benefit enormously from the digitalisation of container logistics. Thanks in no small part to its affiliation with Maersk, Hamburg Süd can draw on an abundance of related resources, such as with the use of blockchain technology, which is an important catalyst for digitalisation. Using it will make it possible to digitally record what is currently manual work in a tamper-proof way. Stamps, checks, certificates and customs clearance: it will now be possible for carriers and customers alike to easily perform all these tedious and time-consuming tasks at the click of mouse

– and with all parties enjoying full transparency. The added convenience will be considerable, as a single shipment of fruit between two continents can quickly involve up to 30 parties exchanging more than 200 pieces of information – and only a fraction of this is already digitised today.

This is why Hamburg Süd – together with Maersk – is pressing ahead with a sense of urgency to constantly expand and enhance the digital handling of container transports.

And though it might sound paradoxical, this has turned out to be true time and again in other industries that have already completed the digital transformation: In addition to significantly boosting the ease of doing business for customers, digitalisation also results in a lot more customer proximity – which is one of Hamburg Süd's core strengths. 🌀

Anchor points from 150 years

Developments in its fleet size and liner services, the tapping of new business fields, and key strategic decisions – all of these have been significant milestones in the long history of Hamburg Süd. But numbers alone cannot properly reflect what we are all about. Rather, it is people combined with a series of events and stories big and small that have truly made Hamburg Süd what it is today.



The old Hamburg Süd office building on Cremon in central Hamburg.



The "Cap Vilano" sails in the La Plata service for eight years until it is laid up as a result of the First World War.



The "Cap Polonio" in a Norwegian fjord.

1871

The beginning: Eleven Hamburg-based merchants, shipowners and bankers found the Hamburg Südamerikanische Dampfschiffahrts-Gesellschaft on 4 November 1871. A monthly service to Brazil is launched at once, and then it is extended to La Plata a few months later. Could the founders ever have imagined that Hamburg Süd would one day celebrate its 150th anniversary?

1906

Picking up the pace: The golden age of the fast steamer begins on the South America route. New, state-of-the-art ships – such as the "Cap Vilano" and the "Cap Arcona I" – transport passengers, mail and cargo to Brazil and Argentina. The steamers already have relatively large refrigeration capacities.

1914

Rapid growth: Hamburg Süd has grown steadily since its founding. When the First World War breaks out in the summer of 1914, more than 50 ships are sailing under its flag.

1920

New beginnings I: After losing its entire fleet as a result of the First World War, Hamburg Süd resumes liner services. Over the course of the 1920s, the shipping company also taps into a new, lucrative business segment: passenger voyages. The dream ship of the time is the "Cap Polonio", by far the largest and most luxurious steamship on the South Atlantic route.



1892 At the end of the 19th century, yellow fever claims the lives of thousands of seafarers around the world. The disease is particularly virulent in the Santos region of Brazil. This prompts Hamburg Süd to set up a modern quarantine station on the Ilha das Palmas in Santos Bay to safeguard the crews of its ships – which saves the lives of many seafarers. **Page 42**

1910 The Hamburg-based Circus Hagenbeck travels on the South America line to Buenos Aires for a guest performance. Hamburg Süd safely transports more than 150 circus animals, including big cats and elephants, across the Atlantic. **Page 36**



1927 With Hamburg Süd's new top-of-the-line ship, the "Cap Arcona", the glamorous time of pleasure travel at sea reaches a new peak. Legendary Hamburg Süd captain Commodore Ernst Rolin (3rd from left) takes command of the new luxury passenger ship. **Page 10**



La dolce vita at sea: Luxurious holiday on the "Cap Arcona" in the 1930s.



Hamburg Süd's head office is severely damaged by bombs during the Second World War.



The "Santa Ursula", Hamburg Süd's first newly built ship after the Second World War, on her maiden voyage.



Rudolf-August Oetker in the mid-1960s during a ship christening ceremony in Paraguay.



The "Cap San Augustin" in front of the Manhattan skyline: In the 1960s, the ship sails on the Columbus Line between North America and Australia/New Zealand.



With refrigerated ships like the "Polarstern", Hamburg Süd consolidates its position as a reefer specialist in the 1960s.

1930

Continued growth: Things start improving again following the global economic crisis. In addition to seeing strong growth in its commercial fleet, Hamburg Süd's cruise business is also booming.

1945

Absolute nightmare: The Second World War changes everything. By 1945, Hamburg Süd has lost its entire fleet a second time.

1951

New beginnings II: After the war, Hamburg Süd starts over again from scratch. But things quickly pick up with the economic upswing in Germany, and the company resumes liner services on its core trade route from Europe to the east coast of South America. Among the ships is the "Santa Ursula", the largest German merchant vessel at the time.

1952

New lines of business: Rudolf-August Oetker expands the business lines of the Hamburg Süd Group to include tramp shipping by founding the shipping company RAO (for Rudolf-August Oetker). Hamburg Süd is also becoming active in tanker shipping while simultaneously expanding the reefer capacity of its fleet.

1955

A businessman and shipping enthusiast: Rudolf-August Oetker, already a formative player and shareholder in Hamburg Süd for many years, becomes the sole owner of the shipping company.

1957

New line: After a long absence in this trade, Hamburg Süd launches a new liner service between the east coasts of North and South America the name: Columbus Line. Just a few years later, in 1963, Columbus Line also connects North America with Australia/New Zealand.

1964 Hamburg Süd, a recognised specialist in the transport of temperature-sensitive cargo, puts two new refrigerated vessels into service: the "Polarlicht" and the "Polarstern". The stars at the press event before the maiden voyage of the "Polarstern" are two king penguins. **More ice-cold facts on page 20**



1933 The musician Hans Gerhard Ammermann (right) boards the "Monte Pascoal" in Hamburg with his mother (left) and sets off for Brazil, where he begins a new life. Today, his grandson Thomas works for Aliança in São Paulo. **An incredible family story on page 22**



1945 Particularly tragic: Just five days before Germany surrendered, the "Cap Arcona" is sunk by the Allies. What they didn't know was that there were 4,600 prisoners of the Nazi regime on board – most of whom would die. **More on page 38**



The "Columbus New Zealand".



The 1,185 TEU "Monte Rosa", the first container ship deployed for the South American trade, in front of the Hamburg Fish Market.



The "Aliança Europa" joins Hamburg Süd's fleet in 1998.



The "Monte Cervantes" in the Port of Hamburg



The "Cap San Artemissio", built in 2014, on the Elbe near Hamburg.



Beginning in the 1970s, containers gradually replace general cargo. Containerisation revolutionises commercial shipping.

1971

Revolution with standard dimensions: A steel box revolutionises cargo shipping. Hamburg Süd puts the first three full container ships into service. The "Columbus"-class ships then begin to operate between the US East Coast and Australia/New Zealand. The containerisation of the Pacific has begun.

1980

The advance of containers: Hamburg Süd launches a full container service in its core trade lane between Europe and the east coast of South America. The "Monte Rosa", a full container ship purpose-built for the South America trade, is among the vessels deployed in this service.

1998

Under the Brazilian flag: By acquiring the shipping company Aliança, Hamburg Süd builds on its already strong market position in Brazil. Aliança is focused on the intra-Brazilian cabotage business.

2000

Acquisitions and fleet expansion: In the 2000s, Hamburg Süd acquires a whole series of shipping companies and expands its own fleet. In 2004, the "Monte Cervantes" is the first of ten structurally identical container ships with a capacity of 5,552 TEU each. These are followed by ten giant "Santa"-class container ships, with a capacity of 7,100 TEU each.

2014

Global carrier: With new services between North Europe and Asia as well as between North America and Asia, Hamburg Süd enters the East-West business more energetically than before. This far-reaching strategic decision transforms Hamburg Süd, which had mainly operated on the North-South trade routes until then, into a globally active carrier. At around the same time, Hamburg Süd puts more ships of the new "Cap San" class into service, which gives it the world's largest reefer capacity.

2017

Change in ownership: The world market leader Maersk acquires Hamburg Süd, which remains as a separate brand within the Danish logistics giant. Also remaining is its recipe for success: close and personal contact with customers and partners at the local level.

2021

150th Anniversary: Since its founding in 1871, Hamburg Süd has written a piece of maritime history – and is already writing the next chapters.



1971 The first Columbus Line containers are ready for loading. **Page 34**



2017 A giant on a great voyage: Giraffe bull Mtundu travels by ship and flat-bed trailer from New Zealand to his new home in Australia. Hamburg Süd meticulously plans the emigrant's tour, and everything goes as planned. **Page 36**



2019 Guest on the "Cap San Marco": Professional photographer Phillip Gätz accompanies the container ship from Hamburg to Buenos Aires. The result is an impressive photographic record of work and life on board. **Page 24**

150 YEARS
BY YOUR SIDE

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