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A new border crossing tourism region

The future potential for developing tourism in the Fehmarnbelt region is based on three important themes: 'recharge', 'enjoying life' and 'family fun'.

This was recently revealed by the German-Danish cross border organization Destination Fehmarnbelt at the world's largest tourism fair ITB in Berlin.

'Recharge' is a common term for tourism within sport, activity, medical wellness and nature experiences. 'Enjoying life' is about gourmet experiences, shopping, culture and music, and 'family fun' covers any activity addressed to families with young children.

The conclusion is a preliminary result of one of the investigations and analyses initiated by Destination Fehmarnbelt with Ostsee-Holstein Tourismus e. V. in Germany and Østdansk Turisme in Denmark as the leading partners.

Destination Fehmarnbelt covers the Districts of Plön and Ostholstein, the city of Lübeck in Germany and the Zealand Region in Denmark. The German area counts approx. 550,000 inhabitants and the Danish area approx. 800,000 inhabitants.

The purpose of Destination Fehmarnbelt is to develop a future tourism destination and to strengthen the attractiveness of the region through ►



cross-border cooperation between Danish and German organizations and enterprises within the tourism business.

“The reason for establishing this new cross border partnership is due to the construction of a fixed link across the Fehmarnbelt. But tourist businesses have no reason to wait until the opening of the link in 2018 before they take advantage of the potential in the regions”, says Glen Polano, director of Østdansk Turisme.

Katja Lauritzen, Managing Director of Ostsee-Holstein Tourismus e.V. emphasizes the enormous significance that tourism has for the region and the potential that is offered by a closer cooperation between the Danish and the German sides of the Fehmarnbelt.

To get an overview of the region’s tourism industry today and in the future, Destination Fehmarnbelt has launched a range of investigations and analyses.

The analysis of future tourism potential is conducted by the Danish consumer and market research company Lighthouse CPH. The development of the promising touristic themes ‘recharge’, ‘enjoying life’ and ‘family fun’ is based on a detailed analysis of the tourist attractions in the region and the interests of tourists from both countries.

An analysis from the Westküste University of Applied Science shows that the total tourism trade in the area of Destination Fehmarnbelt in 2008 represented an employment equivalent to 86,000 jobs. Also in 2008, the total number of tourists staying for one day in the region was calculated at 110 million days and the gross turnover in the region’s tourism industry was estimated to be more than four billion euro. This study also made clear that the number of tourists – and with this also the importance of tourism for the economy – is much higher on the German side of the Belt.

German Zukunftsinstitut GmbH is currently analyzing the effect of the so-called megatrends in the future with regard to their influence on tourism. Preliminary results indicate that tourists in the future may choose a more holistic approach to their holidays. Especially three combinations of mega-trends in modern society influence travelling in the future: neo-ecology and education, new work and individualization and down ageing and health. In May this year, Destination Fehmarnbelt expects to have the final results of all these studies.

The Destination Fehmarnbelt project is partly financed by regions and private partners in Denmark and Germany and partly by the EU Interreg IV program. Information on Destination Fehmarnbelt can be found on the newly-launched joint website www.visitfehmarbelt.com.

Considerable interest in potential production sites

Many thousand jobs are at stake when a number of harbour towns compete for the production sites during the construction of the Fehmarnbelt Project.



Theoretical illustration of a traditional production facility for tunnel elements

After publication of the requirements for production sites, positive reaction is evident in Germany as well as in Denmark.

Accordingly, various regions and locations on the Danish side as well as in Schleswig-Holstein and Mecklenburg-Vorpommern on the German side, have expressed great interest in the establishment of production sites in order to benefit from the positive impulses of the construction of the link.

In mid-March, the great interest was confirmed in Copenhagen, Kiel and Schwerin where Femern A/S met with municipalities, harbour operators, business promotion companies and other interested parties to discuss the requirements on production sites for tunnel and bridge elements respectively.

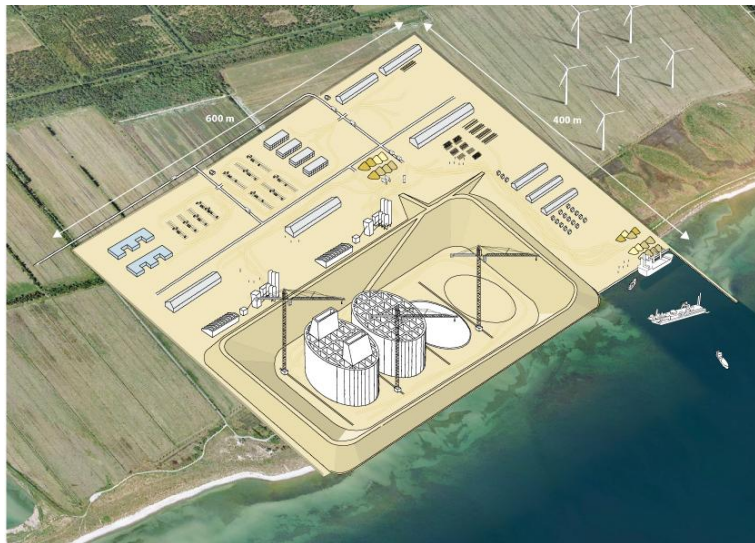
In Germany, the Minister of Commerce, Labour and Tourism in Mecklenburg-Western Pomerania, Jürgen Seidel, stated: "The participation of companies from Mecklenburg-Western Pomerania in the realisation of the Fehmarnbelt Fixed Link opens up opportunities for creating greater value added and work in our state."

The port in Sassnitz sees good chances for the establishment of a production site on its territory. Its Managing Director, Harm Sievers, states: "The deep water harbour Sassnitz-Mukran is ideal for such a

project because of its geographic location, its nautical conditions and the already existing broad industrial areas. Also the ports in Rostock and Wismar are very interested and currently checking a potential application.

Similar words come from Schleswig-Holstein. Dr. Tamara Zieschang, Secretary of State in the Ministry of Commerce sees a "great opportunity in the provision of a location as a production site because up to 1000 workers will be employed there during the construction phase." According to Ms. Zieschang, it is the objective of the State Government of Schleswig-Holstein to acquire at least one production site in addition to a construction site and service harbour on Fehmarn.

The mayors of Lübeck and Kiel also showed specific interest. Bernd Saxe, mayor of Lübeck, announced that his city will apply for a production site. He is optimistic that Lübeck could participate in the bidding with good chances of success as he claims that there are five sites in the Hanseatic city that could participate in the race. Kiel is also optimistic. "Kiel has the people, the harbour and the will", according to mayor Torsten Albig.



Theoretical illustration of a casting site for caissons for the pylons

Preparations are also being made in Denmark to participate in the future construction project. Lolland's mayor Stig Vestergaard stresses the considerable importance of the construction project for the region. Furthermore, he indicates that attractive offers will be made to the building contractors involved for the settlement of production facilities. As an example, the industrial zone at the harbour of Nakskov may come into consideration.

The Marketing Officer of the "Copenhagen Malmö Ports", Søren Balken, shows considerable interest in the settlement of a production site and refers to the experience that the "Copenhagen Malmö Ports" gathered during the construction of the Øresund bridge. The four

kilometer long tunnel underneath the Øresund was cast in a factory in Copenhagen's harbour Nordhavn.

Similar experience is also evident in the harbour of Kalundborg. Bridge elements were made there for the Great Belt Link. According to Bent Rasmussen, Managing Director of the harbour of Kalundborg, he is "very interested" in the settlement of a production site for bridge elements.

Also Michael Nymark Hansen from Lindø Industrial Park Area appears optimistic. The whole Lindø Industrial Park area, Odense steel yard and Odense port have the right size and the appropriate infrastructure to meet the construction requirements of the Fehmarnbelt link", he says.

The companies who win the construction contracts will take the final decision on the location of production sites. In this respect such location factors as access possibilities, authority permission, price as well as the availability of workers will play an important role.

Simulations to ensure safety at sea

84 bridge piers and four huge pylons in the channel will be the view from the 100 or so ships that sail through the Fehmarnbelt every day.



It is hardly surprising, therefore, that navigational safety poses an important challenge for Femern A/S during the planning of a bridge link between Rødbyhavn and Puttgarden.

To maximise navigational safety, Femern A/S is conducting tests in a simulator which can accurately represent different widths in the bridge's main span, i.e. where ships pass under the bridge.

Using the simulator, experienced captains, first officers and pilots will navigate their way through the Fehmarnbelt while their actions are registered to allow for subsequent evaluation, comparisons and reports. ►

Their impressions will be registered through their answers to a number of questions relating to safety, distance to other vessels, the bridge pylons and buoys.

”During March, we complete at Force Technology the first phase of our investigations, involving two weeks of simulations. During this period, we will examine a cable-stayed bridge solution with two or three main spans, each between 700m and 900m wide,” explains Project Manager at Femern A/S, Finn Ennemark.

A report on all the simulations carried out since last summer is expected to be ready during the summer and its conclusions will form part of the decision as to which type of bridge design will be chosen.

“Fortunately, this is something we’re used to from Storebælt and Øresund so we’re familiar with the procedures. We’ve seen that captains navigate well in these waters – which, of course, may be linked to the fact that by far the majority of ships in the Fehmarnbelt are frequent visitors to the area,” says Finn Ennemark.

Femern A/S is committed to ensuring that sailing through the Fehmarnbelt will be just as safe as it is today if a bridge were built between Rødbyhavn and Puttgarden.



In March, politicians from the focus group behind the fixed link across Fehmarnbelt attended the navigational simulations at Force Technology.

Seen from the left: Kim Christiansen (Dansk Folkeparti), Minister of Transport Hans Christian Schmidt (Venstre), Leo Larsen, Managing Director for Sund & Bælt Holding A/S, Peter Lundhus, Managing Director for Femern A/S, Poul Andersen (Socialdemokraterne).