



HAMBURG

on Tour

About Hamburg on Tour

Hamburg on Tour is a public event series designed by the Hamburg Tourismus GmbH (as part of Hamburg Marketing GmbH). These events present the City of Hamburg and its surrounding Metropolis via imaginative live communication events and exclusive business events. Taking place annually in foreign host cities the Hamburg on Tour events are interactive and immersive, inspiring and face-to-face to ensure an authentic taste of Hamburg.

For Hamburg on Tour partners, the event offers multiple platforms to present themselves to key international markets. The annual public event is complemented by different B2B formats to support the relationships between Hamburg and our partner cities.

For the first time Hamburg on Tour took place in Vienna (2014), followed by events in Copenhagen (2015), Gothenburg (2016), and London (2017 and 2018).

About Hamburg on Tour in Tel Aviv

On the 27th of November Hamburg on Tour will be hosted in Tel Aviv. Several B2B formats will bring together startups companies and investors from Tel Aviv and Hamburg. Hamburg on Tour will present concrete cooperation opportunities for the participating parties and will display why Hamburg is Germany's startup capital. Primary target groups are companies, start-ups, investors, media and multipliers from the fields of tourism, IT and media.

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