



Jan 25, 2018 14:04 CET

Lufthansa Cargo provides free access to the world market for Hessian companies

Business competition "Hessen goes global" initiated by Lufthansa Cargo

In spring 2018, small and medium-sized companies from Hesse will receive a unique opportunity: at the "Hessen goes global" business competition, they can apply for logistical support and free transport of their products to the world market.

The initiative is backed by strong partners: Lufthansa Cargo, Panalpina and UPS. They are supported by Wirtschafts- und Infrastrukturbank Hessen and the HessenAgentur. With their idea, the partners want to show what opportunities the development of global markets also offers smaller

companies.

There are a large number of unique products in Hesse, ranging from foodstuffs to high-tech products", explains Peter Gerber, CEO at Lufthansa Cargo. "Demand is not an obstacle to worldwide success - thanks to digital networking and the possibility of viewing local products via the Internet, this is certainly not a problem. The global logistics is usually challenging, especially when it comes to small series rather than handmade individual pieces", Gerber continues.

Good examples are specialities, innovative products and individual production. "This is where our initiative comes in: We provide access to the global market by providing together with our partners logistical support and sales advice. Transportation, customs, cargo space - the package you can win is a real springboard for long-term growth", Peter Gerber explains.

"As the state's development bank, we are closely associated with the Hessian companies and know, how important they are for the well-being of the region. With our network, we can make a contribution to our region and future initiative. Therefore we are happy to support the 'Hessen goes global'-initiative", explains Dr. Michael Reckhard, Member of the Executive Board of Wirtschafts- und Infrastrukturbank Hessen.

Any company with its headquarters and production facilities in Hesse that produces haptic goods can apply. A jury of experts selects a maximum of five finalists from all applicants to present their products and companies on March 8 as part of the Cargovention 2018, a new Lufthansa Cargo event on innovations in logistics. In addition to the publicity effect of this presentation for all finalists, the winner will receive a comprehensive package of freight and logistics services: One year of free airfreight capacity of up to one container/month as well as free ground transportation (door-to-door) to a destination, the assumption of customs clearance processes and costs, support with the communicative support and preparation of the globalisation story.

Applications are submitted via a uniform document for all interested parties, which can be downloaded from cargovention.com/hgg.html. The application deadline is 16 February 2018 and the finalists will be announced on 26 February.

Please find [here](#) some press photos of Lufthansa Cargo

Lufthansa Cargo AG

Lufthansa Cargo ranks among the world's leading air freight carriers. In the 2017 business year, the airline transported around 1.6 million tonnes of freight and mail and sold 8.9 billion revenue tonne-kilometres. The company currently employs about 4,500 people worldwide. Lufthansa Cargo focuses on the airport-to-airport business. The cargo carrier serves around 300 destinations in more than 100 countries with its own fleet of freighters, the belly capacities of passenger aircraft operated by Lufthansa, Austrian Airlines and Eurowings, and an extensive road feeder service network. The bulk of the cargo business is routed through Frankfurt Airport. Lufthansa Cargo is a wholly owned Lufthansa subsidiary of Deutsche Lufthansa AG.

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