

The MMZ Middle German Multimedia Center becomes a Center of Excellence Saxony-Anhalt

As part of his summer tour, **Sven Schulze, Minister of Economic Affairs of Saxony Anhalt**, awarded the MMZ Middle German Multimedia Center in Halle (Saale) the status of Center of Excellence Saxony-Anhalt.

Sven Schulze said: “The MMZ is the linchpin in the development of Halle as a media location. Start-ups and other companies from the media and creative industry, which is a rapidly growing sector in Saxony-Anhalt, have become established here. The location offers ideal conditions for the productive interaction between industry and research. Together these factors make the Middle German Multimedia Center into a Center of Excellence that really deserves the award.”

“The MMZ can only function as a Center of Excellence if there is a vibrant media and creative industry at the location, so this is an award not only for us, but most importantly for the current, former and future tenants of the site. Our job is to keep up-to-date with the latest developments and to “cover the back” of the young entrepreneurs as their businesses grow. I am looking forward to an exciting future,” said Andreas Nowak, Managing Director of the MMZ Middle German Multimedia Center Halle (Saale) GmbH.

The Centers of Excellence in Saxony-Anhalt are chosen and marketed by IMG with the support of the Minister for Economic Affairs. They are the perfect example of how innovation and investment can contribute to further growth. In 2022, IMG also launched a campaign with the slogan “HERE your career will take off” to help the Centers of Excellence find and recruit skilled staff. Dr. Robert Franke, Managing Director of IMG, explained: “The MMZ Middle German Multimedia Center is one of the most important locations for the media industry in the region and genuinely deserves the status of Center of Excellence. Our location marketing activities help to attract potential investors and also skilled staff from outside the region to the MMZ.”

The background of the [MMZ Middle German Multimedia Center](#):

The MMZ Middle German Multimedia Center Halle (Saale) GmbH – a company that belongs to the city of Halle – is a start-up and technology center for the creative and media industry and the industry’s most important location in Saxony-Anhalt, bringing together production, research and teaching. The region and the city of Halle invested around 36 million euros in the center, which opened in 2007. Since then, more than 200 companies have started life at the MMZ. The Institute for Media and Communication Studies of Martin Luther University Halle-Wittenberg is based here, with around 500 students. At the heart of the MMZ is a new post-production studio with Dolby Atmos certification, which is the only one of its kind in the German-speaking countries. The MMZ also offers its expertise to companies that develop internet-based services such as search engines and software applications.

Facts and figures:

- 6,500 square meters of office space
- 36 million euros invested (since 2007)
- 130 jobs
- 80 companies on the site
- 200 businesses supported (since 2007)

Minister of Economic Affairs Sven Schulze is the patron of the Centers of Excellence in the region, where there are strong links between industry, science and research. The Centers of Excellence are: the MMZ Middle German Multimedia Center Halle (Saale), the BioPharmaPark Dessau-Roßlau, the DOW ValuePark®, the Weinberg Campus Technology Park in Halle, the Ostfalen Technology Park, the IGPA in Arneburg, the Research Campus STIMULATE in Magdeburg, the Bitterfeld-Wolfen Chemical Park, the Green Gate Gatersleben, the Chemical Park Leuna, the Agro-Chemical Park Lutherstadt Wittenberg, Magdeburg Port of Science and the Chemical and Industry Park Zeitz.

Source: [Ministerium für Wirtschaft, Tourismus, Landwirtschaft und Forsten des Landes Sachsen-Anhalt](#)

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