



As part of the initiative „Halle digital“, we take great care in selecting which themes deserve our intensive dedication so as to expand existing strengths in a consistent way and make an economic success of them. We are currently focusing on the following areas:

**1. e-learning**

**2. the Central German Multimedia Centre**

**3. digital media/DVD production**

**4. human resources/qualification**



**Measures of marketing**

are another main point in promoting Halle as a Multimedia Centre.

It is possible that further themes will be added in the course of the project.



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Dear Ladies and Gentlemen,  
People's achievements deserve recognition and respect. And those who achieve things under extremely difficult conditions deserve even more. They deserve to be supported and encouraged. As the newly-elected mayor of Halle, this was my precise motive in launching the initiative „Halle digital“ in autumn 2000. **The objective of this initiative has been to create a favourable environment and conditions for the work carried out by the local IT and multimedia sector.** As far as the necessary skills and efficiency are concerned, Halle has no worries there. In this respect the city is a real surprise! However, our concern is to **concentrate and interlink** our powers and resources in order to exploit our potential even more and present our performance convincingly to the outside world.



Ingrid Häußler  
Governing mayor city of Halle

**2001 Business Promotion**

**The initiative „Halle digital“**



Did you know that the largest DVD producer in Germany, and also one of the three largest in Europe, is based here in Halle?

# 1 e-learning



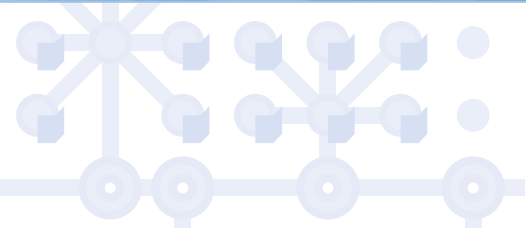
# 2 The Central German Multimedia Centre



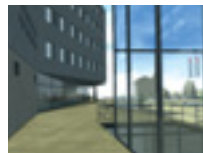
# 3 Digital Media



# 4 Human resources/ qualification



Only a few years ago electronically aided learning seemed to be the preserve of just a small group of insiders. Since then it has become a central pillar within the initiative „Halle digital“, and its implementation is also being supported by the ministry of economics, technology and transport of the federal state of Saxony-Anhalt. More than 30 companies and institutions from the IT and education sectors are combining their strengths as part of a network. In this way, competences that have been created have been lifted to a new level for years now. New projects are being created together and funding opportunities are being examined. Now Halle can truly claim to be the location of a series of innovative projects and schemes that are increasingly earning international respect. Further details can be found in the catalogue „e-learning“.



Sponsored by the federal state of Saxony-Anhalt, the Central German Multimedia Centre (MMZ) in Halle is due to be completed on schedule by 2003. This is a specialised access building for start-up businesses and companies in the area of information and communications technologies, as well as multimedia. It will be offering 8,400 square metres of main usage area, 10,440 square metres of gross floor area, and is 100 % in council ownership. Companies wishing to lease premises here can expect particularly favourable terms and conditions. The Multimedia Centre is an important step towards further qualification of the infrastructure as well as improvement of the site location factors in Halle.



Halle is also a leader in Germany in the „digital broadcasting“ sector. As is the case with Saxony-Anhalt as a whole, the city has an excellent infrastructure for digital data transmission, which is already being used by two digital radio broadcasters as well. In the working group „digital media/DVD“, several companies from the film and multimedia industry are working together as part of the initiative „Halle digital“. The presence of the MDR broadcaster in nearby Leipzig (television) and in Halle (radio) is especially useful in offering companies a favourable production environment. Here the aim of the initiative is to exploit the opportunities for synergies, but it is also important to communicate these competencies successfully.

Exceptional circumstances require exceptional measures! This was the spirit in which Halle and around 50 companies from the IT and multimedia sector found completely new ways of attracting staff – ways that have since been imitated throughout the state and the entire country. The same applies for the area of in-company personnel development planning as well as the consistent ongoing training of existing staff. (There is more about this in the separate catalogue). The education initiative naturally incorporates the new electronic media. Over many years pilot project have helped in gathering experience, which has led to a centre of competence in using new media in education. A decisive factor for the quality of human resources, both for an in companies, is also that the initiative is being increasingly successful in tapping the extensive potential of such excellent establishments as the Martin Luther University, the College of Art and Design or the Central German Television Academy for the benefit of local IT and multimedia companies in their employment and recruitment activities.