

IICG's activities centre on the following three areas

(1) Promoting innovation and sustainability

IICG promotes the creation of a sustainable framework throughout Central Germany to promote innovation in the economy by focusing and networking existing campaigns and activities and supporting the development of successful cooperation models.

(2) Organising and supporting growth processes

IICG organises and supports processes of sustainable economic growth, particularly for the benefit of SMEs. All participants, networks and partners can participate on an equal footing, enabling added value to be achieved as a team effort.

(3) Promoting communication and marketing

IICG promotes communication processes throughout Central Germany, enabling decision-makers from industry, commerce, science, politics and government to forge closer contact and share ideas more efficiently. In addition, it helps promote the economic region's image and raise its profile.

More information: www.mitteldeutschland.com

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