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Microsoft Intelligent Manufacturing Award 2023: Leading digital solutions for modern manufacturing awarded together with Roland Berger

Munich, March 2023: The winners of the Microsoft Intelligent Manufacturing Award (MIMA) 2023 have been announced. Microsoft Germany and the management consultancy Roland Berger have selected them with a jury of leading experts from business and science. The award-winning companies are presenting their pioneering projects and solutions for the manufacturing industry on the website www.MIMAwinner2023.com.

Under the motto "Innovate, Transform, Sustain." leading industrial companies from the extended economic area of Europe, Middle East and Africa (EMEA) were called upon to submit their most promising digital solutions for the manufacturing, process, construction and automotive industries for the MIMA. Around 50 applicants took up this challenge, of which 15 companies from seven nations made it to the finals and presented their projects to a jury of experts. Their common goal: to improve value chains in the manufacturing industry through digitization.

"MIMA is an important platform not only to promote but also to recognize the digital transformation of the manufacturing industry. We are impressed by the quality and diversity of this year's entries. They show that Microsoft's cloud technology enhances the potential, sustainability and competitive advantage of the manufacturing industry," said Nico Hartmann, Manufacturing Industry Lead at Microsoft Germany. "We congratulate all participants on their outstanding achievements and cordially invite you to be inspired by the winning solutions."

"We are particularly pleased that, for the first time, companies from numerous European countries and the Middle East competed in this year's MIMA," says Jochen Gleisberg, Partner at Roland Berger and member of the expert jury. "The manufacturing industry is traditionally interconnected across the entire supply and value chain beyond national borders. Smart digital solutions like those used by our winners will help to further increase the potential for seamless interaction in the future."

A comprehensive compilation of all award winners, finalists as well as a listing of the jury, which consists of renowned experts from business and science, can be found here: <http://www.MIMAwinner2023.com/>.

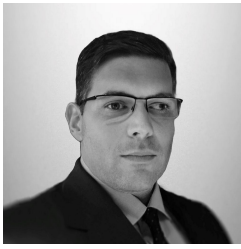
About Roland Berger

Roland Berger is the only management consultancy of European heritage with a strong international footprint. As an independent firm, solely owned by our Partners, we operate 51 offices in all major markets. Our 3000 employees offer a unique combination of an analytical approach and an empathic attitude. Driven by our values of entrepreneurship, excellence and empathy, we at Roland Berger are convinced that the world needs a new sustainable paradigm that takes the entire value cycle into account. Working in cross-competence teams across all relevant industries and business functions, we provide the best expertise to meet the profound challenges of today and tomorrow.

About Microsoft

Microsoft Deutschland GmbH was founded in 1983 as a subsidiary of Microsoft Corporation (Redmond, U.S.A.). In Germany, we employ over 3,000 people at our seven locations in Berlin, Frankfurt, Hamburg, Cologne, Munich, Stuttgart and Walldorf. Together with our 30,000 partners in Germany, we support companies with innovative solutions for the intelligent cloud and the intelligent edge so that they are successfully positioned for digital transformation. In addition, Microsoft is a global leader in many other areas such as productive software solutions, IT security, innovative hardware and development platforms, which are also based on open source technology. We also connect more than 750 million people worldwide through our LinkedIn career network. With Xbox and Game Pass, we enable a cross-platform gaming experience. In addition, Microsoft is involved in a wide range of initiatives and projects together with politics, business and science so that all people can participate in the progress of the digital society.

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