



CI HUB opens The SPARK Office in Djerba, Tunisia

Potsdam, September 12 2025 — CI HUB, the market-leading DAM connector, has officially opened its first international office space, *The SPARK*, in Djerba, Tunisia. This new location marks CI HUB's fourth office, adding to their current locations in Germany: Potsdam, Frankfurt, and the CI HUB Connector Innovation Space in Giessen.

The SPARK is a space designed to foster creativity, collaboration, and productivity, and highlights the firm's commitment to providing its global team with inspiring and flexible environments, whether working remotely or in-office.

Announcing the launch, **CI HUB Founder and CEO Andreas Michalski** says: *"Every idea starts with a spark. The name symbolizes the beginning of something new and exciting, just like a spark ignites a fire. Engines need a spark to run, and discussions often need a spark to lead to great results. This is what we want to encourage: To spark ideas that lead to our growth, our innovation, our improvement, or spark a discussion that motivates our teams."*

The new office features workspaces as well as option to stay, if someone travels from abroad, offering a balance of focused work opportunities and space for informal collaboration. *The Spark* will act as meeting place to all members of the wider international team, creating an environment where everyone can both concentrate and connect.

Michalski continues: *"It's a space for anyone in our organization, and all are encouraged to stay there whenever they believe that it will help them be more productive. It can be a place to meet with colleagues and discuss things with the team, or to have some silence to think before sparking the next idea!"*

As CI HUB expands globally, *The SPARK* will serve as both a retreat for concentrated project work and a collaborative hub where ideas can flourish.

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About CI HUB

CI HUB is the industry standard in-app connectivity software. Manage and use content from source systems like DAM, PIM, cloud storage, stock provider, and work management systems within your favorite apps intuitively. Founded in Germany in 2018, CI HUB software is used by clients like Ford, Zurich, T-Mobile, FedEx and hundreds more as an integral part of their creative workflows.

CI HUB software is available for apps from Adobe Creative Cloud, Adobe Express, Microsoft Office 365, Salesforce (marketing cloud) and Google Workspace, as well as for WordPress, SharePoint, Figma, or Sketch, and it allows multiple connections. Whether you work in the creative department, a brand manager or owner, in planning, sales, legal, or digital rights management - you can access verified and compliant content in real-time from anywhere in the world.

Accessing source systems via a web browser was yesterday. Accessing content and tasks within applications is the new way to work. The CI HUB Connector family includes CI HUB Connector Professional, CI HUB Connector Corporate, and CI HUB Drive. Learn all about them [here](#).

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