MOA BERLIN



DOSSIER

Fact Sheet MOA Berlin

ABOUT • BRAND • LOCATION • HISTORY • PRESS CONTACT

MOA BERLIN · POSITIONING

More than just a hotel.

OFFICIAL CLAIM

More than just a hotel. MOA Berlin is your all-in-one dynamic space for everyone to stay, meet, work and connect. Congress, Kiez & Culture.

MOA Berlin is not a classic hotel but an urban hub where staying, meeting, eating and working come together. Since 12 January 2026 it has been a 100% independent brand, guided by “Congress, Kiez & Culture”: international events, genuine Berlin neighbourhood life and an attitude that builds diversity and sustainability into everyday operations. The restaurant, bar and event series are open to people from the Kiez who are not staying at the hotel.

> “Congress, Kiez & Culture
>
> GUIDING PRINCIPLE
> MOA BERLIN

CONGRESS

Congresses, conferences and events on 7,500 m² with 40 modular room combinations. In-house technology and production: one point of contact from planning to show day.

KIEZ

Moabit is home, not a backdrop. Congress delegates share the restaurant with neighbours from Stephanstraße, and the MOA BAR is a meeting point for the Kiez, Berlin’s word for a close-knit neighbourhood.

CULTURE

Diversity lived by a team from over 40 nations, Sustainable Berlin Leader, signatory of the Charta der Vielfalt (German Diversity Charter) and host of the MOAments event series.

VISION 2030+

MOA Berlin is Europe’s leading independent urban ecosystem for congresses, stays, work and real encounters.

One house, four worlds.

Under the MOA Berlin umbrella sit four sub-brands, each with its own claim, colour and audience. Since 2019 they have been organised as independent business units.

MOA STAY

MORE THAN JUST A PLACE TO SLEEP.

336 rooms and suites in four categories that look like Berlin rather than a standard chain. For business travellers, congress delegates and city breaks.

336 rooms & suites · 4 stars · 24h reception

MOA MEET

MORE THAN JUST MEETINGS.

Events of every size, up to the Convention Hall. Space, technology and production come from a single source, with no hand-offs to external suppliers.

7,500 m² · 40 room combinations · Convention Hall 2,258 m² · Atrium 600 m²

MOA EAT

MORE THAN JUST FOOD & DRINKS.

A front-cooking restaurant and the MOA BAR on the first floor: the Kiez's open living room, where hotel guests meet the neighbours.

Restaurant · MOA BAR · 3 event bars

MOA WORK

MORE THAN JUST A DESK.

A plug & play workspace with four-star support: co-working areas, meeting rooms and office space for freelancers, creatives and start-ups.

since January 2024 · 2 floors · 24/7 access

MOAments

COMMUNITY · EVENTS

The monthly curated event series at the MOA BAR: quiz night, comedy, panel talks, Kiez n' Create and MOA Than a Jam. Accessible, often free and open to everyone.

The MOA Society

COMMUNITY · CLUB

The programme for direct bookers with four levels, from the free Welcome Society to the MOA 15 Club. No points, clear benefits. society.moa.de

MOA BERLIN · BRAND DIFFERENTIATION

Why MOA Berlin.

01 **Production, not just location**

In-house technology and production. Organisers deal with one point of contact instead of a chain of suppliers.

02 **Modularity**

7,500 m² on three levels split into 40 room combinations, from the 2,258 m² Convention Hall to the atrium under its glass dome.

03 **Independence**

Free of franchise rules since January 2026: shorter decision paths, a brand of its own, and investment in identity instead of licence fees.

04 **Kiez, not a hotel bubble**

International congress delegates have breakfast next to long-time Moabit locals. The neighbourhood is part of how the house runs.

05 **Sustainability with evidence**

Sustainable Berlin Leader, based on GSTC-recognised criteria. Organisers receive a CO_2 report after every event at no extra cost.

MOA BERLIN · FOR ORGANISERS IN NUMBERS

2,258 m²
Convention Hall, 4.00 m ceiling

1,800
guests theatre-style in the Convention Hall

600 m²
atrium, 12 m ceiling, glass dome

40
modular room combinations

From bread factory to urban hub.

MOA Berlin stands on the site of the former Paech bread factory in Moabit. In just over 15 years it grew from a 196-room hotel into Berlin's wow location for events, and in 2026 it became independent.

2008
End of the Paech bread factory: the chimney comes down and the site is cleared for a new start.

2009 to 2010
A district centre with hotel, retail and restaurants is built on the site. In 2010 the hotel opens with 196 rooms under the Best Western Premier brand.

2011
Just seven months after opening, MOA Berlin was ranked Berlin's No. 1 business hotel by FOCUS MONEY and HRS.

2016
Move to Accor: the hotel becomes Mercure Hotel MOA Berlin and expands its position in the meetings and congress market.

2019
MOA STAY, MOA MEET, MOA EAT and MOA WORK are set up as independent business units. MOA EAT and the MOA BAR open in September.

2021
Renovation completed: 7,500 m² of event space, 40 modular room combinations, a 2,258 m² Convention Hall and a 600 m² atrium.

January 2024
MOA WORK opens on 2 floors with 24/7 access for creatives, freelancers and start-ups.

12.01.2026
Independence: after 15 years of franchise, MOA Berlin becomes a brand of its own. Investment in identity instead of licence fees.

September 2026
The new moa.de website goes live on 25 September, and The MOA Society launches as the programme for direct bookers.

SINCE 12.01.2026

100% independent brand.



FRANCHISE HISTORY

2010 to 2016
Best Western Premier

2016 to 2025
Mercure Hotel MOA Berlin (Accor)

since 12.01.2026
100 % independent brand

In the heart of Moabit.

Address
Stephanstraße 41, 10559 Berlin, Germany (Moabit, Mitte district)

Public transport
U9 Birkenstraße · S+U Westhafen (Ring line S41/S42, U9) · tram M10 and U9 Turmstraße

Central Station
approx. 17 minutes

BER Airport
approx. 50 minutes by FEX and Ring line S41 to Westhafen, including a 7-minute walk, 1 change · approx. 45 minutes by car

Messe Berlin
approx. 29 minutes, direct on the Ring line from Westhafen, no change

Parking
440 spaces in the hotel car park, 20 with EV charging · entrance via Birkenstraße 21

2 min
walk to U9 Birkenstraße

17 min
to Central Station

50 min
to BER Airport

440
parking spaces

> Moabit sits between Central Station, the Tiergarten and the Spree:
> central enough for international congress delegates, close enough to the real Berlin Kiez.

SUSTAINABILITY

Sustainability with evidence.

Sustainable Berlin Leader

(GSTC-recognised criteria)
Awarded the highest level of Sustainable Berlin certification by visitBerlin (Berlin Tourismus & Kongress GmbH), based on sustainability criteria recognised by the Global Sustainable Tourism Council (GSTC).

A CO_2 report for every event

MOA Berlin prepares a CO_2 report for every event and includes it at no extra cost, making it easier for companies to meet their own sustainability reporting needs.

German Diversity Charter

MOA Berlin is a signatory of the Charta der Vielfalt. The team brings together people from over 40 nations.

IN DAILY OPERATIONS

- 100% green electricity throughout the building
- 20 EV charging points in the hotel car park
- Conny Doß is spokesperson of AG Green Pillow, a working group of visitBerlin Partnerhotels e.V.

The team follows the Talents & Culture claim: More than just a job. At MOA Berlin, diversity is part of the company culture, not a campaign topic.

> **We hire characters, not CVs.**

RECRUITING PRINCIPLE
MOA BERLIN

Led as a duo.

Conny Doß and Philip Ibrahim jointly lead MOA Berlin as equal managing directors. Their complementary areas of responsibility bring together the strategic and operational leadership of the hotel.

Conny Doß

MANAGING DIRECTOR · JOINT LEADERSHIP

Responsibilities: Revenue strategy, MICE and sales, ESG and compliance.

Industry roles: Spokesperson of AG Green Pillow, a working group of visitBerlin Partnerhotels e.V.

Interview topics: Berlin's MICE market, production as the new standard, sustainable events

Philip Ibrahim

MANAGING DIRECTOR·JOINT LEADERSHIP

Responsibilities: Brand vision, hospitality culture, Kiez and community, diversity, employer branding.

Industry roles: Co-initiator and spokesperson of visitBerlin's Pink Pillow Berlin Collection.

Interview topics: The hotel as a neighbourhood, diversity in the team, hospitality culture



Story ideas.

TRANSFORMATION

“Investing in identity instead of licence fees”

What itmeansfor a 336-room conferencehotel to go independent after 15 years within franchise systems: decisions, sales and brand.

Spokesperson: Conny Doß · Philip Ibrahim

MICE

“Production, not just location”

What changes for organisers when space technology and production come from one source, and how in-house production removes hand-offs?

Spokesperson: Conny Doß

SUSTAINABILITY

“Sustainability with evidence”

How certified sustainability supports event planning and how post-event CO_2 reports provide transparency into the environmental impact of each event.

Spokesperson: Conny Doß

KIEZ

“Tear down the walls”

Howaconference hotel brings its neighbourhood into daily operations: an open restaurant, the MOA BAR and the MOAments event series.

Spokesperson: Philip Ibrahim

> The professionalism and warmth of the entire team created exactly the setting our event needed: a place where real encounters happen.

MARIA FEDTKE, LISA LIEBENAU, CAROLIN ZAHN
FEMALE BUSINESS BRUNCH
JANUARY 2026

PRESS CONTACT

PRESS

For press enquiries, interviews and images, please contact the MOA Berlin Brand & Communications team.

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PRESS KIT & IMAGES

Logos, images and fact sheet for download: Download press kit

ABOUT MOA BERLIN · FREE TO USE

MOA Berlin is an independent urban hub in Berlin-Moabit, bringing together hotel, event space, food and drink, and co-working under one roof. With 336 rooms and suites, 7,500 m² of event space and 40 modular room combinations, it is Berlin's wow location for events. After 15 years within franchise systems, MOA Berlin has operated as a 100% independent brand since 12 January 2026. Its guiding principle, "Congress, Kiez & Culture", connects international events with genuine neighbourhood life in Moabit (Kiez is Berlin's word for a close-knit local neighbourhood). MOA Berlin is jointly led by Conny Doß and Philip Ibrahim as equal managing directors. Together with a team of more than 200 employees from over 40 nations, they shape the Urban Hub.