



Press Release

COMMAND CONTROL: MESSE MÜNCHEN LAUNCHES A NEW EVENT ABOUT CYBER SECURITY

- Munich is the ideal location for this subject
- Messe München CEO Klaus Dittrich: “Security in the net is a growth lever for companies”
- Making better use of the opportunities of digitization

Munich, October 6, 2017

Cyber security is one of the great challenges of digitization. For when everything becomes digital and interconnected, how can network security still be ensured? The questions and answers are coming not just from companies but from science and politics too. For this subject, Messe München offers a new, innovative event concept: ‘Command Control – The Leading Summit for Cyber Security’: www.cmdctrl.com. It will be launched on September 20, 2018. Klaus Dittrich: “Messe München provides the perfect setting for this.”

Net security now encompasses all areas. Whether it’s in industry, finance and insurance, at energy suppliers, in healthcare or digital trading. This isn’t just a matter of averting dangers. Cyber security is simultaneously a growth lever for companies and it supports them in making much better use of the opportunities of digitization. It thus becomes a major driving force for progress.

“What used to be a purely IT subject has since reached the upper echelons of many companies. They are calling for support and genuine solutions”, explains Klaus Dittrich, Chairman & CEO. So one question will be: What does cyber security mean for top management, for the CEOs? Apart from these, Command Control is also aimed at CIOs, CISOs, IT managers, security officers for data protection, risk, compliance and legal, at works managers and those responsible for technology and production.

The new event has an international focus. In Munich, top speakers from all over the world, industry insiders and experts will discuss about a secure future, will

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develop new solutions and show how the subject of net security can be established in companies.

At the same time, the main emphasis is always on 'cyber security as growth lever'. How can **competitiveness** be increased and new business models implemented, how can the value chain be successfully interconnected, how does net security contribute to the safeguarding of corporate values? Klaus Dittrich: "This keystone combination of Command Control will thus become a key to progress."

Command Control is not solely a congress or an exhibition format—on top of that, it offers a variety of interactive advanced training and networking formats such as workshops for sharing best practices, master classes and peer-to-peer sessions too. In individual showcases for selected topics, exhibitors can present their solutions.

Munich is the ideal place for this new event—as Europe's leading digitization location in the high-tech land of Bavaria, security is always an important subject. Here, leading technology groups have their development centers working on security products too; here, the Zentrum Digitalisierung Bayern connects Bavarian companies, also in matters of cyber security; and here at the Bundeswehr University Munich, the biggest German cyber research center is being created.

Here's the link to our website: www.cmdctrl.com

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.