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## Press release

### Cyber security summit discusses practical implementation of data protection

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## Command Control: Data protection is the new unit of trust

- Preliminary status after 120 days since the inception of EU GDPR.
- Interdisciplinary exchange with experts, supervisory authorities and providers of cross-sector data security culture
- Talk and panel “Cyber Security – European Approaches” with Prof. Angelika Niebler, MdEP

One might almost assume that the internet will be shut down for good on May 25, 2018 – thus great was the excitement and tension caused by the inception of the EU General Data Protection Regulation (EU GDPR). However, the fact is that the new EU-wide data protection amendment has a larger influence on future business models of companies and their governance that previously expected. About 120 days after its inception, the new cyber security summit Command Control from September 20–22, 2018 in Munich will therefore take stock regarding EU GDPR and demonstrate why data protection nowadays is an essential factor for economic success. Furthermore, participants will learn from the EU parliament's rapporteur for the European legislation on cyber security, Prof. Angelika Niebler (MdEP), as to how the European Union is planning to control cyber security in the future in the interest of industry and consumers.

The new EU Data Protection Directive is intended to provide more security: The new provision especially strengthens consumer protection and the transparent handling of data. The new regulation therefore significantly affects current and future business models: Companies must now take measures to ensure observance of the compliance rules and the control of their customer data. Otherwise, they risk losing the trust of their customers. As a result, data protection and data security measures must be considered a critical success factor which is decisive for reputation and growth in the future.

However, there is a lot of uncertainty among businesses, as it is not clear how a number of data protection rules will be implemented after the deadline on May 25. For example, businesses are concerned that EU GDPR may lead to a flood of request for data disclosure and deletion, and as a result everyday business could suffer. The situation is aggravated by the fact that so far more than half of the responsible authorities in the EU states is not sufficiently equipped for the implementation of the applicable data protection legislation. According to a [sur-](#)

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[vey by Reuters](#), at least 17 of 24 national data protection authorities lacks staff and legal competencies for proper implementation of EU GDPR. Businesses are therefore in a complete state of uncertainty.

“With the General Data Protection Regulation, businesses’ uncertainty is growing as to whether their data protection governance in everyday business is sustainable and what risks for their business models may arise”, Tom Köhler, partner at connecting trust, a strategic consulting company specialized on networked cyber security, explains the current situation. The new cyber security summit of Messe München, “Command Control”, will therefore take stock after around four months since the inception of EU GDPR and discuss practical steps regarding data protection for organizations and companies in the future. “First and foremost, we want to achieve an understanding of the fact that data protection is not a mere IT-related problem but a business challenge,” explains Klaus Dittrich, head of Messe München.

### **Responsible treatment of data as a key for growth**

The guiding principle of Command Control is: Only comprehensive data protection promotes trust in the digital world. Responsible treatment of data and the adjustment of governance structures in organizations is a critical driver for innovation and growth. “This makes data protection the new unit of trust and decisive factor for the future success of business models,” Dittrich emphasizes. The new cyber security format of Messe München sensitizes decision-makers, leaders and users about the need for improved protection of intellectual property, business secrets as well as customer data, and brings you together with experts, supervisory authorities and providers. According to Dittrich, there is a wide range of target groups: “Besides top management, especially leaders in the fields responsible for data protection, from the Chief Information Security Officer, Chief Data Officer and Data Protection Officer up to the Chief Risk Officer and legal experts, can benefit from our offer.”

### **The Data Protection Theme World offers solutions for urgent challenges**

Command Control addresses uncertainty and risk factors regarding data protection in the form of panel discussions and workshops and promotes successful cross-sector implementation of effective data protection and data security measures in organizations. Among other things, participants will learn how EU GDPR may affect the business and their internal organizational structure, why proper data governance facilitates compliance with data protection regulations, in what way data protection by design can help to achieve competitive advantages, how to deal with data breaches from a legal perspective in a complex digital world and how financial and reputational damage due to data security

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incidences can be avoided. The event will also show how the responsible departments in companies can be enabled to achieve measurable and successful implementation of data protection and security.

In addition to the panel “Cyber security – European approaches” with Prof. Dr. Angelika Niebler, participants will have the opportunity to exchange ideas with other renowned international experts and data protection specialists. For example, Steve Purser, Head of Core Operations at the European Union Agency for Network and Information Security (ENISA) and the renowned data protection expert Dr. Alexander Duisberg will discuss the current situation of EU GDPR and the European Directive concerning measures for a high common level of security of network and information systems NIS. Ilias Chantzios, Senior Director of Government Affairs EMEA and Asia Pacific at leading cyber security provider Symantec will discuss in the framework of a panel as to how companies can satisfy the reporting obligation in case of data incidences and comply with the new EU legislation. Max Imbiel from consulting company BridgingIT will present various successful projects during which companies were supported on their full path to GDPR compliance.

**The program schedule of Command Control is available at**  
<https://cmdctrl.com/programm>

**You can find detailed information about Command Control here:**  
[www.cmdctrl.com](http://www.cmdctrl.com)

#### **About Command Control**

Cyber security as a key to corporate success in the digital age – this is the central theme of the new event format Command Control. This international, cross-sector platform targets all those decision-makers who are involved with the digitalization process within companies and who want to learn more, educate themselves and network with one another. The first Command Control summit will be held at the ICM – International Congress Center Munich from September 20-22, 2018. [www.cmdctrl.com](http://www.cmdctrl.com)

#### **Messe München**

Messe München is one of the world’s leading trade fair organizers, offering more than 50 trade fairs for industrial goods, consumer goods, and new technologies. More than 50,000 exhibitors and around three million visitors take part in more than 200 events each year at the exhibition site in Munich, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München, as well as abroad. In cooperation with its subsidiaries, Messe München organizes specialist trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam, and Iran. Messe München is represented around the world thanks to its network of affiliated companies in Europe, Asia, Africa and South America, as well as 70 foreign representatives covering more than 100 countries.