

Munich, September 22, 2018

## Closing Report

### Cybersecurity Platform for Decision-Makers Celebrates Successful Premiere

## Command Control: Exchange and Networking are the Key to Secure Digitization

- International top speakers discussed with decision-makers about a safe digital future
- Prof. Dr. Angelika Niebler (MEP): “Cybersecurity must be a management topic“
- Eugene Kaspersky: “Cybersecurity is an investment in a company’s stability and reputation”

Welcoming about 800 participants from 14 countries, Command Control, the new cybersecurity format, has celebrated a successful premiere from September 20 to 22, 2018. At the ICM – Internationales Congress Center München, more than 75 top speakers from the industry, science and politics discussed jointly with managing directors, CEOs, CISOs, CIOs, data protection officers and risk managers on how to implement secure digitization successfully. Besides strategies for the defense against threats, the nearly 100 lectures, discussion panels and workshops were particularly focused on the opportunities this topic provides to companies.

“The further digitization advances, the more attention must companies pay to the aspect of security. Purely a matter to be dealt with by the IT Department in the past, this topic must nowadays be steered at highest level”, says **Klaus Dittrich, Chairman and CEO of Messe München**. No company could cope with this challenge alone. “Thus, by creating Command Control, we have developed an interactive platform where decision-makers, in particular, can exchange knowledge and best practices. We are delighted that the premiere has received such a good response from the visitors.” Thus, 87 percent of the visitors rated Command Control as excellent, very good or good. The possibility of entering into direct contact with experts was particularly positive for many participants.

**Prof. Dr. Angelika Niebler (MEP), Rapporteur of the EU Parliament on European cybersecurity legislation**, also welcomes the new format: “I find it great that Messe München organizes this new event which is particularly intended for decision-makers, because cybersecurity must be a management topic.” In addition, she emphasized the summit’s interdisciplinary approach: “I think that it is right that the concept of Command Control is cross-sectoral and thereby involves policy-making, too. We actually need a political and legal framework for cybersecurity.”

### Cybersecurity as a business enabler

The focus of the different key notes, panel discussions and best-practice workshops was not on blackout scenarios. Instead, they were centered on the question

Bernhard Krause  
PR Manager  
Tel. +49 89 949-21484  
bernhard.krause@messe-muenchen.de

Messe München GmbH  
Messegelände  
81823 München  
Germany  
messe-muenchen.de



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how decision-makers can shape their companies' digitization safely and benefit from cybersecurity as a business enabler. **Eugene Kaspersky, CEO of Kaspersky Lab**, too, recommended to the decision-makers at the event that they take a positive approach: "Cybersecurity is an investment in a company's stability and reputation. Like most other investments, it is not immediately noticeable but in the long run, companies save a lot of time and money through good safety precautions. In addition, a protected company provides more leeway for strategic development which is, of course, a growth lever." **Anastassia Lauterbach, CEO of 1AU-Ventures and Supervisory Board Member at Wirecard**, also regards security as more than a necessity for a company: "We live in the age of reputation, not in the age of information. Cybersecurity and brand reputation are closely associated with each other."

Apart from the key notes and panel discussions with top speakers, the best-practice workshops, tabletop exercises and simulations were also very well received. Reports from practice, in particular, such as the lecture on the implementation of a cybersecurity strategy in a KRITIS company, which was given by **Florian Haacke, Head of Group Security at the innogy SE energy supplier**, received great feedback. In addition, the lectures given by public authorities such as the Federal Office for the Protection of the Constitution, which passed on their knowledge and experience in a confidential setting, were very interesting for many participants.

### **Digital factory showcase**

Featuring an innovative showcase on what is referred to as digital factory, Command Control also stroke a new path with respect to the visualization of complex relationships. In a joint augmented reality installation, the security providers **Airbus Cybersecurity, Cyoss by ESG, Giesecke & Devrient Mobile Security, TÜV Rheinland** and **VMware** illustrated various threat scenarios in connection with the networking of production plants and provided information on solutions that are adequate in such situations.

### **Crashtest Security wins the startup contest in the Lions' Den**

Moreover, startups from the cybersecurity environment presented their business models in the "Lions' Den" pitch contest. The jury's decision was in favor of Crashtest Security. The startup was the most successful one in conveying the business benefit of its business model. "For us, startup contests such as the Lions' Den at Command Control are worth their weight in gold. They offer the opportunity to present our business idea in a very intense way to a larger target group which is exactly the right one for us", says **Felix Brombacher, Co-Founder of Crashtest Security**.

Command Control is designed to be an annual event. Its second edition is planned for the spring of 2020. Messe München will announce the exact dates in good time.

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Picture material is on our [Command Control website](#).

You can find the video channel of Command Control [here](#).

#### **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 digitization 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.

#### **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. Each year, a total of more than 50,000 exhibitors and some three million visitors take part in more than 200 events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München as well as abroad. Jointly with its subsidiaries, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Messe München has a global business presence with a network of affiliates in Europe, Asia, Africa and South America as well as some 70 foreign representatives serving more than 100 countries.