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## Press Release 01

# Command Control: Second edition to take place on March 3-4, 2020 in Munich

## Interactive Cybersecurity Platform shows decision-makers the path towards secure digitalization

The new cybersecurity format from Messe München, Command Control, is set to continue. Following on from the successful première in September 2018, the second summit will be held in the Internationales Congress Center München on March 3-4, 2020. Command Control is aimed at all decision-makers who are involved in the digitalization of a company or organization. The event has an international reach and has been designed as a dialog platform for all of Europe.

“In the era of digital transformation, cybersecurity is one of the most important tasks facing company executives. Long-term commercial success is not possible without sufficient protection of business-critical data,” says Klaus Dittrich, Chairman and CEO of Messe München, explaining the background to the event.

“Over the last year the world has again become more volatile, more insecure, more complex and more ambiguous. And who would be more aware of this than those who ensure more security in the digital space? And precisely because cybersecurity is a sensitive issue, specific opportunities for exchange and networking are required. With Command Control we are offering the right interactive and interdisciplinary platform for this.”

Command Control sets itself apart through its interactive character and by offering its attendees numerous training and networking opportunities. For instance, best-practice workshops, peer-to-peer sessions, panel discussions and keynote addresses from leading thinkers from business, academia and politics will share the expertise required and the right contacts for managing the secure digital transformation of a company. Also at the Summit a range of complex threat scenarios and the corresponding solution options will be visually explained and presented by using showcase installations.

### Première with 800 attendees from 14 countries in September 2018

The first edition of Command Control welcomed 800 attendees from 14 countries. More than 75 international top speakers discussed with the managing directors, CEOs, CISOs, CIOs, risk managers and data protection officers in attendance how digitalization can be designed to be secure. The decision-makers also received valuable impetus for the security strategy for their companies, from - amongst others - the CEO of Kaspersky Lab Eugene Kaspersky, the European

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Press Release January 11 2019 | 2/2

Parliament's Rapporteur for the European legislation on cybersecurity, Prof. Angelika Niebler (MEP) and Natalia Oropeza, Chief Cybersecurity Officer at Siemens.

**Detailed information about Command Control can be found at <https://www.cmdctrl.com>.**

**First impressions of the first edition of Command Control can be seen in our [Image Gallery](#) and in our [Videos](#).**

#### **About Command Control**

Cybersecurity 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 next Command Control summit will be held at the ICM – Internationales Congress Center München from March 3-4, 2020.

#### **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.