

# PRESS RELEASE

<b>Date</b>	11 January 2017
-----	
<b>Page</b>	1 of 2
-----	
<b>Subject</b>	CMS to host forum on Artificial Intelligence and Big Data in Davos

CMS von Erlach Poncet Ltd.

Dreikönigstrasse 7  
P.O. Box  
8022 Zurich  
Switzerland

**T** +41 44 285 11 11  
**F** +41 44 285 11 22  
**E** office@cms-vep.com  
cms.law

---

## CMS to host forum on Artificial Intelligence and Big Data in Davos

Zurich, 11 January 2017. For the third year, CMS, a top ten international law firm, in conjunction with Germany's leading weekly newspaper Die Zeit, has invited business and political leaders to meet in Davos on 18 January to discuss current trends in the business world. The topic of this year's forum is "Artificial Intelligence & Big Data".

The forum will feature discussions with experts such as Bill McDermott, CEO of SAP; Florian Leibert, CEO and Founder of Mesosphere, a tech company that helps clients design and manage complex distributed systems and Vlad Sejnoha, CTO of leading provider of voice and language technology solutions Nuance Communications. CMS partner and technology law expert Markus Häuser will also join the discussion.

From AlphaGO, the first software program to beat a professional human Go player, to self-driving cars, progress in the application of artificial intelligence (AI) to all areas of life has been significant over the last years. Thanks to increases in the processing power of computers and huge amounts of digitally available data from a number of different sources (so-called big data), computers can now teach themselves to perform certain tasks almost as well as humans can. As more research into AI is conducted, it is expected that machines will become even more intelligent over the next years, possibly even outperforming humans. While this promises a number of benefits for businesses and society as a whole, many experts have recently also expressed concern about the risks posed by AI.

At this year's forum, experts will discuss how the value of these new AI-driven applications and services can be maximised and their potential impact on society, including issues around ethics and privacy.

Markus Häuser commented, „Digital transformation, of which AI will play a key role in the future, is driving a fundamental structural transition that is currently disrupting economies, societies and businesses. Big data, connectivity, automation and digital customer interfaces will increasingly replace existing value chains and current business models will be confronted with huge challenges. At the

---

Registered in the Attorneys' Registry.

CMS von Erlach Poncet Ltd. is a member of CMS, the organisation of European law firms. In certain circumstances, CMS is used as a brand or business name of some or all of the member firms. Further information can be found at cms.law.

**CMS locations:** Aberdeen, Algiers, Amsterdam, Antwerp, Barcelona, Beijing, Belgrade, Berlin, Bratislava, Bristol, Brussels, Bucharest, Budapest, Casablanca, Cologne, Dubai, Duesseldorf, Edinburgh, Frankfurt, Geneva, Glasgow, Hamburg, Hong Kong, Istanbul, Kyiv, Leipzig, Lisbon, Ljubljana, London, Luxembourg, Lyon, Madrid, Mexico City, Milan, Moscow, Munich, Muscat, Paris, Podgorica, Prague, Rio de Janeiro, Rome, Sarajevo, Seville, Shanghai, Sofia, Strasbourg, Stuttgart, Tehran, Tirana, Utrecht, Vienna, Warsaw, Zagreb and Zurich.

same time, it will provide tremendous opportunities. So it is important that lawmakers provide the right legal framework to help minimise risks and maximise benefits for all.”

Attendance of the event is by personal invitation only and will take place from 3:00 pm to 5:00 pm CET on Wednesday, 18 January 2017.

Watch the discussion live via <https://cms.law/Reception-Davos-Livestream> (3:10 pm to 4:10 pm CET).

**- END -**

**For more information and/or interviews, please contact:**

Dr Jodok Wicki, Managing Partner CMS von Erlach Poncet AG

**T** +41 44 285 11 11

**E** [jodok.wicki@cms-vep.com](mailto:jodok.wicki@cms-vep.com)

**Notes to editors:**

**CMS von Erlach Poncet**

CMS von Erlach Poncet is one of Switzerland’s leading law firms, whose deep roots, unique positioning and highly recognised expertise enables it to deliver innovative, high value-added solutions.

CMS von Erlach Poncet is the result of the 2014 merger of CMS von Erlach Henrici AG and ZPG Avocats SA, which brought together two prominent Zurich and Geneva based law firms. Working from Switzerland’s two major financial and commercial centers, the experienced team provides top tier specialist legal expertise in domestic and cross-border matters.

**About CMS**

Founded in 1999, CMS is a full-service top 10 international law firm, based on the number of lawyers (Am Law 2016 Global 100). With 65 offices in 38 countries across the world, employing over 3,400 lawyers, CMS has longstanding expertise both at advising in its local jurisdictions and across borders. CMS acts for a large number of Fortune 500 companies and the FT European 500 and for the majority of the DAX 30. Revenues totalled EUR 1,01bn in 2015.

CMS provides a wide range of expertise across 19 expert practice and sector areas, including Corporate/M&A, Energy, Funds, Lifesciences, TMC, Tax, Banking and Finance, Commercial, Competition & EU, Dispute Resolution, Employment & Pensions, Intellectual Property and Real Estate & Construction.

For more information, please visit [cms.law](http://cms.law)