

PRESS RELEASE

CMS Legal Services EEIG

Date 16 January 2019

Pages 2

Subject CMS event in Davos: Online platforms – a new business model

Neue Mainzer Straße 2-4
60311 Frankfurt
Germany

T +49 69 71701 500
F +49 69 71701 550
E info@cmslegal.com
cms.law

CMS event in Davos: Online platforms – a new business model

Top speakers at the event include Sheryl Sandberg, COO of Facebook and Christian Sewing, CEO of Deutsche Bank

Frankfurt, 16 January 2019. CMS, a top ten international law firm, in conjunction with Germany's leading weekly newspaper Die Zeit, will host its annual reception in Davos on 23 January to discuss current trends in the business world. This year the topic is "The Power of the Platform: A New Business Model".

The event will include an exclusive one-on-one discussion with Sheryl Sandberg (Chief Operating Officer of Facebook) on how Facebook has successfully implemented the platform business model. Additionally, Christian Sewing (Chief Executive Officer of Deutsche Bank AG) will provide insights into why digital innovations and new business models will radically change how banking is conducted in future.

Re-shaping global business

Thanks to their ability to create scalable networks of users and bring down the cost of doing business across borders, platform models have been enjoying incredible success. Seven of the ten largest companies in the world now use platform models. Five of these are based in the US, while the remaining two are in China. To date, Europe is far behind.

Dóra Petrányi, Technology, Media and Communications Partner at CMS, thinks that this could change: "The next stage of the platform revolution will see the model moving from information and consumer products to industrials and financial services. These are the sectors where Europe has significant expertise and incumbents have an opportunity to re-apply the platform model in new ways. This is an interesting opportunity for Europe to be the platform for a new business agenda."

As part of an expert round, Craig Dawson (Executive Partner, IBM Automation Platform Leader Europe), Olivier Grémillon (Vice President, Booking.com), Prof. Annabelle Gawer (Chaired Professor in Digital Economy, Surrey Business School; Director, Surrey Centre of Digital Economy) and Dóra Petrányi will discuss the evolution of the platform model and whether Europe's corporates can become leading players in the platform economy.

Cornelius Brandi, Executive Chairman at CMS, said: “Across all sectors, companies need to think radically about different ways of serving their clients and delivering services to them through technology to ensure their competitiveness in global markets. With business models and ways of providing goods and services changing fundamentally, government support, such as investments in digital skills and appropriate data regulation, will be an important success factor.”

Attendance of the event is by personal invitation only and will take place from 3:00 pm to 5:00 pm CET on Wednesday, 23 January 2019.

Watch the discussion live via the [CMS website](#).

Contact:

Amanda Lietz
Senior Communications Manager
+49 69 71701 509
amanda.lietz@cmslegal.com

Notes to editors:

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 more than 70 offices in over 40 countries across the world and employing more than 4,500 lawyers, CMS has longstanding expertise both in advising in its local jurisdictions and across borders. From major multinationals and mid-caps to enterprising start-ups, CMS provides the technical rigour, strategic excellence and long-term partnership to keep each client ahead whatever its chosen markets. Revenues totalled EUR 1,3bn in 2017.

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