

Bridging the Continents. Powering Global Supply Chains.



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# ELA 2026 Global Supply Chain Excellence & ELA Awards Ceremony

TOP  
SPEAKERS



**Seena  
Amidi**  
(Plug and Play)



**Christian  
Bahoo**  
(BMW)



**Herbert  
Cordt**  
(RHI Magnesita)



**Gabriel  
Felbermayr**  
(WIFO)



**Julia  
Friedlander**  
(Atlantik Brücke)



**Stephanie  
Hughes**  
(Maersk Agency USA)



**Markus  
Mau**  
(ELA)



**Hildegard  
Müller**  
(VDA)



**Hans Dieter  
Pötsch**  
(Volkswagen)



**Nick  
Vyas**  
(USC Marshall School)



**Peter  
Wittig**  
(Schaeffler AG)

Join global leaders and visionaries in shaping the future of supply chains –  
be part of ELA Global Supply Chain Excellence 2026

**February 19, 2026**  
**Palais Niederösterreich**  
**Vienna, Austria**

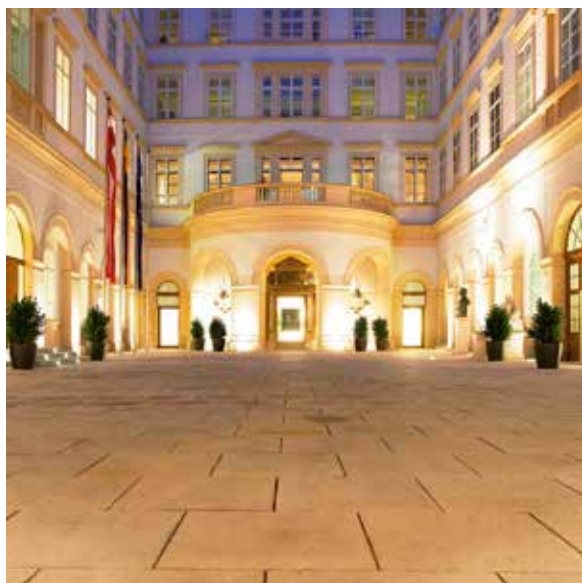
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Bridging the Continents. Powering Global Supply Chains.

**ELA** 2026  
**Global Supply  
Chain Excellence  
& ELA Awards Ceremony**

**Location: Palais Niederösterreich  
Herrengasse 13, 1010 Vienna, Austria**



Bridging the Continents. Powering Global Supply Chains.

# 2026 Global Supply Chain Excellence & ELA Awards Ceremony

The **ELA Global Supply Chain Excellence 2026** is a unique annual gathering for **leaders** from **business**, **politics**, and **science** to connect, exchange ideas, and shape the future of global value chains.

## In one intensive day, we unite two powerful formats:

- **The TransAtlantic Automotive Supply Chain Summit** – latest developments in the automotive industry between Europe and the USA, with top international speakers.
- The **prestigious ELA Awards Ceremony** – celebrating Europe's best logistics and supply chain projects in a high-profile evening event.

## Why You Can't Miss This Event

- High-level **networking** with decision-makers from both sides of the Atlantic.
- Strategic **knowledge** on trade policy, resilience, digitalization, and sustainability.
- International **recognition** for excellence in logistics and supply chain management.
- Exclusive **atmosphere** in Vienna – a neutral, central meeting point for Europe and the USA.

## Who Should Attend

- **CEOs**, **board members**, and **senior executives** from OEMs and suppliers.
- Political and economic **decision-makers** shaping transatlantic trade.
- Leading **researchers** and **innovators** in logistics and mobility.

# 2026 Global Supply Chain Excellence & ELA Awards Ceremony

## 09:30 Reception of participants

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### 10:30 Welcome

- **Markus Mau** (President, ELA - European Logistics Association)
  - **Hildegard Müller** (President of the German Association of the Automotive Industry)
  - **Hans Dieter Pötsch** (Chairman of the Supervisory Board, Volkswagen AG)
- 

### 10:45 “Transatlantic dynamics in the automotive industry: structural change, SMEs, and competitiveness”

Prospects and challenges for the European and US automotive industries amid the conflicting demands of transformation, regulation, and market requirements.

- **Hildegard Müller** (President of the German Association of the Automotive Industry)

#### Panel discussion: Competitiveness in a transatlantic context

- **Herbert Cordt** (Supervisory Board of RHI Magnesita)
  - **Markus Mau** (President, ELA)
  - **Peter Wittig** (Senior Advisor Global Affairs, Schaeffler AG)
  - ...
- 

### 12:00 “Transatlantic trade in transition: status, challenges, and prospects for EU-US trade relations”

- Analysis of economic interdependence, trade policy dynamics, and regulatory tensions between the European Union and the United States.
  - Current status and significance of transatlantic trade relations.
  - Historical development & trade volume.
  - Current challenges – from tariffs to CBAM to regulatory divergences
  - **Gabriel Felbermayr** (Director, WIFO - Austrian Institute of Economic Research; Vice President, ASCii Supply Chain Intelligence Institute Austria)
  - **Julia Friedlander** (Managing Director, Atlantik-Brücke)
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### 12:30 Lunch Break

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### **13:30 “Strengthening the transatlantic partnership: Resilient value creation networks in a global environment – Decoupling without Deglobalisation”**

- **Nick Vyas** (Academic Director MS Global Supply Chain Management)

### **14:00 “Strategically Shaping Resilience in Automotive Supply Chains: Insights from Supply Chain Mapping and Risk Analysis”**

This session presents applied insights from the ASCII.AC.AT initiative on enhancing resilience in EU-US automotive supply chains. Using advanced supply chain mapping and risk analytics, it illustrates methods for identifying vulnerabilities, modeling cascading effects, and establishing early warning indicators.

- **Markus Gerschberger** (Deputy Director, ASCII; Professor, University of Applied Sciences Upper Austria)
- **Veit Kohnhauser** (Managing Director, VNL; Professor, University of Applied Sciences Upper Austria)

### **14:40 “Transatlantic supply chains: orientation, resilience, and best practices “**

Panel discussion with brief input on potential for improvement in transatlantic supply networks. The focus will be on regulatory cooperation, promoting the circular economy and innovation, developing regional infrastructure, and best practices for strengthening resilience.

- **Christian Bahoo** (Global Head of International and Multilateral Affairs, BMW)
- **Stephanie Hughes** (Global Client Manager, A.P. Moller - Maersk)
- **Philipp Pfister** (Sector Vice President, Transporeon)
- **Nick Vyas** (Academic Director MS Global Supply Chain Management)
- ...

### **15:40 Summary & Outlook**

### **16:00 Meet & greet the Teams of the 6 top ELA Awards projects** including networking & exchange with wine tasting

### **17:00 Admission to the ELA Awards Ceremony**

#### **17:30 Welcome**

- **Markus Mau** (President, European Logistics Association)
- **Franz Staberhofer** (Vice President, ASCII; President, VNL)

#### **Keynote**

**Seena Amidi** (Managing Partner, EMEA, Plug and Play Tech Center)

#### **Dinner & ELA Awards Ceremony**

### **23:00 End**

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## All sponsorship opportunities

### VISIBILITY I

**€2900**

- Moderated mention during the event
- Digital logo displayed on screen during breaks or presentation sessions
- Presence with roll-up banner in the conference hall
- 1 conference ticket

### VISIBILITY II

**€2900**

- Branded lanyards for all participants' name badges
- Moderated mention during the event
- 1 conference ticket

### INTERACT

**€3900**

- Moderated mention during the event
- Own stand (roll-up banner, bistro table)
- Logo promotion both digitally and on-site
- 1 conference ticket

### IMPACT

**€5900**

- Moderated mention during the event
- Roll-up banner in the conference hall
- Own materials on-site (e.g., notepads, pens, bags – no lanyards)
- 2 conference tickets for distribution to clients or employees
- Logo presence: digital, on-site, and on [www.vnl.at](http://www.vnl.at)

### PREMIUM

**€9500**

- Exclusive status as "Main Sponsor"
- 1 page in the program booklet
- Moderated mention during the event
- Extensive logo and brand integration (website, social media, stage design)
- Distribution of own promotional items on-site (excluding lanyards)
- 3 conference tickets for clients or employees



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2026

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Date: February 19, 2026

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<input type="checkbox"/>	Opportunity 2	Visibility II	€2900
<input type="checkbox"/>	Opportunity 3	Interact	€3900
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<input type="checkbox"/>	Opportunity 5	Premium	€9500

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**More Than Networking**

Connecting Leaders – Shaping Supply Chains –  
Honoring ELA Awards



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