POLIMI SCHOOL OF MANAGEMENT | osservatori.net digital innovation | alice | Alliance for Logistics Innovation through Collaboration in Europe

Hosted by Port de Barcelona

European Logistics Observatory
Collaboration, Performance and Benchmarking across European Supply Chains

December 3rd | 9:45-17:30 (CET) | Port of Barcelona, World Trade Center Barcelona, Catalunya – Spain

First Workshop of the 2026-2027 Edition

9:45 **Welcome Coffee and Registrations**

10:30 **Introduction to the European Logistics Observatory (ELO)**
Damiano Frosi, Director, European Logistics Observatory – Politecnico di Milano
Fernando Liesa, Secretary General, ALICE

10:45 **Opening Remarks by Port of Barcelona**
Carles Rúa, Head of Strategy, Port of Barcelona

11:00 **Expert Contribution**
Jordi Torrent, Secretary General, MEDPorts Association

11:10 **European Logistics Market Evolution**

- Context and policy landscape
- Logistics services market

Interventions by:
Paolo Giacobbe, Researcher, European Logistics Observatory – Politecnico di Milano
Fernando Liesa, Secretary General, ALICE

12:40 **Networking Light Lunch**

14:00 **Innovative Directions Shaping Logistics Evolution**

- International startups
- Artificial Intelligence

Interventions by:
Alberto Curnis, Senior Researcher, European Logistics Observatory – Politecnico di Milano
Fernando Liesa, Secretary General, ALICE

15:30 **Conclusions and Closing Remarks**

A boat tour of the Port of Barcelona is scheduled at the end of the workshop

The **European Logistics Observatory** – in partnership with The European Technology Platform ALICE – is established with the aim of **developing strategic knowledge to support the competitiveness of the European logistics sector.**

The Observatory acts as an independent and authoritative body for the analysis and strategic guidance of the European logistics ecosystem, with a particular focus on **market developments, digital transformation and innovation.** By fostering dialogue among institutions and sector players, the Observatory aims to become **a pre-competitive space for interaction and collaboration**, thereby promoting strong connections and shared growth. Through its work, it supports the development of effective policies and the strategic decision-making processes of industry leaders.

The First Workshop of the 2026-2027 Edition of the European Logistics Observatory will present data, evidence, and opportunities for discussion on the main challenges and priorities for the sector's competitiveness, with a focus on the evolution and prospects of the European logistics services market.

The second part of the event will delve deeper into some of the most significant innovation trends driving the sector's transformation through an analysis of international startups, exploring the role of digital technologies and, in particular, Artificial Intelligence.

For further information or support, contact:

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