

## Lecture Series of the Research Institute for Supply Chain Management

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Friday, December 16, 2022, 12:30 pm



Building TC, Room TC 2.03,  
Welthandelsplatz 1,  
1020 Vienna

**MARKUS VEJVAR:**  
**A GLOBAL REWIRING: REDESIGNING GLOBAL VALUE CHAINS IN A  
SUPPLY-CONSTRAINED WORLD**

The global economy faced unprecedented challenges in 2022; inflation, labour and resource shortages, logistics bottlenecks and energy price surges continue to dominate the news. As we enter a fourth year of constant disruption it has become clear that manufacturing companies will not be able to go "back to normal". For the first time in decades, manufacturing companies are operating in a business environment that is marked by scarcity and competition for supply.

As individual firms start to re-configure their global value chain configurations in response to this new environment, the cascading effects will lead to significant changes in manufacturing hubs and locations, geographical supply and demand concentrations and global flows of components and goods, causing value chains to rewire globally. In this seminar, we will discuss the precursors of the rewiring and the five trends that were identified by the World Economic Forum in collaboration with Kearney that will shape global value chains in the future.

**Markus Vejvar, PhD** is a manager in the Strategic Operations practice of the global management consulting firm Kearney, where he works on strategic supply chain projects with a focus on resilience and sustainability. He holds a master's degree in supply chain management from the Vienna University of Economics and Business and a PhD in transportation management from the Hong Kong Polytechnic University. He is currently seconded to the Advanced Manufacturing and Global Value Chain platform of the World Economic Forum, where he works on the initiative "Navigating Global Value Chain Disruptions".

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