

PAX Readership Awards set for Hamburg, honoring aviation innovation

This is a special feature from the [April 2026 WTCE Hamburg issue](#) of *PAX International*, on [page 112](#).



AMI Group is the 2026 PAX Readership Awards wine sponsor

The travel industry's most prestigious awards ceremony will take place on April 15 at the Radisson Blu Hotel in Hamburg, Germany. The PAX Readership Awards recognize outstanding achievements across the aviation industry, as voted by readers of *PAX International* and *PAX Tech*. By invitation only, the ceremony brings together nominees, winners and select industry leaders for an evening of recognition.

"These awards truly reflect the voice of our readership," says PAX Publisher Aijaz Khan. "With participation from suppliers, buyers, service providers, executives and key decision-makers across the industry, we are thrilled to celebrate the innovation and achievements of this year's winners at the ceremony in Hamburg."

This year's sponsors and supporters

[AMI Group](#) is the 2026 PAX Readership Awards ceremony wine sponsor. AMI is a global food and beverage solutions company for the travel industry.

"Supporting moments that celebrate excellence across our industry is something we truly value and

showcasing our globally recognized wine portfolio is the perfect pairing for the 2026 PAX Readership Awards,” says Jeremy Parsons, CEO of AMI Group.

[GIC International Catering](#) is the exclusive airline caterer sponsor.

“As a German airline caterer operating in a highly international market, we view our support of the PAX Readership Awards as a meaningful commitment, especially with the event being hosted in Hamburg,” says Göksel Yildirim, Managing Director, GIC International Catering. “Our boutique philosophy is rooted in German standards of quality and precision, combined with international expertise. We believe this approach allows us to contribute to an environment where innovation and craftsmanship are recognized and celebrated.”

[Bayart Innovations](#) joins the 2026 PAX Readership Awards ceremony as the amenity sponsor. An inflight amenity specialist, the company designs and supplies premium comfort products, from stylish amenity kits and cozy textiles to children’s kits and branded accessories, all crafted to elevate the onboard passenger experience and make every flight more enjoyable. Its support of this year’s ceremony underscores a shared commitment to celebrating innovation and excellence in passenger comfort.

“At Bayart Innovations, passenger comfort is at the heart of everything we design. Supporting the 2026 PAX Readership Awards as amenity sponsor is a natural extension of our commitment to elevating the onboard experience and celebrating the creativity and innovation that move our industry forward. We are proud to stand alongside partners who share our passion for thoughtful design, quality craftsmanship and delivering meaningful moments of comfort in the cabin,” Bayart’s Jean-Guillaume Pollet tells PAX.

For the first time, PAX is welcoming an association supporter: the Airline Catering Association ([ACA](#)).

“We are delighted to support the world-renowned PAX Readership Awards this year. We firmly believe that peer and customer recognition of excellence is among the strongest forms of encouragement, and ultimately a powerful driver for the industry to continuously raise standards and innovate. As an international trade association dedicated to representing the interests of its members, inflight caterers worldwide, initiatives such as these fully align with ACA’s mission and objectives,” says Fabio Gamba, Managing Director of ACA.