

Port Strategy

Pricing, Marketing and Strategic Development

7-8 May 2020 | Mandarin Orchard Hotel, Singapore

**2+1
Offer!**

See
registration
page for
details!

Our Expert Course Instructor



David Wignall is a senior port professional at David Wignall Associates (DWA). His experience as a senior port manager responsible for operations and development combined with fifteen years of providing consulting support within the industry, has allowed him to develop a well rounded understanding of the port and marine industry.

Key Learning Outcomes & Case Studies Include

- ▶ Forces impacting Port Marketing and Business Strategy
- ▶ Shipping and Port Alliances – what to expect and how to manage risk
- ▶ Developing a Port Marketing Plan
- ▶ Types and structure of port markets and services; and the impacts on pricing
- ▶ Pricing for Competitive advantage and Business Development
- ▶ Port Strategic Planning – Trade and Business Development
- ▶ Applied case studies from real life examples

REGISTER NOW > www.informacconnect.com.sg/portstrategy

Port Strategy

Pricing, Marketing and Strategic Development

7-8 May 2020 | Mandarin Orchard Hotel, Singapore

ABOUT THE COURSE

As the competitive environment for ports and terminals gets more and more competitive, a range of commercial and strategic planning measures are needed. Shipping alliances are reshaping trade routes, technology is impacting operations, and business development for your port is no longer what it used to be. Developing a strategic business and marketing plan for your port is by far getting more and more complex, and needs to cater to a wide range of market drivers.

This 2-day intensive seminar will equip participants with practical issues, case studies and application of concepts for pricing, marketing and strategic development of your facility. Our expert Course Director has been running this seminar for over 3 years now and brings a wealth of training and consulting experience in the region.

WHO SHOULD ATTEND

- Terminal, Port Operators and Port Authorities
- Traders & Charterers – Dry Bulk and Liquid Cargoes
- Ship Owners, Operators, and Managers
- Logistics, Freight Forwarders and Shipping Agents
- Terminal Equipment and Technology Providers
- Multimodal transport service providers
- Port Developers, Construction & EPC Consultants
- Port Investors, Banking and Financing Institutions

EXPERT COURSE INSTRUCTOR



David Wignall, Senior Port Professional

David Wignall is a senior port professional. His experience as a senior port manager responsible for operations and development combined with fifteen years of providing consulting support within the industry, has allowed him to develop a well rounded understanding of the port and marine industry.

His expertise stretches from economics and feasibility through to day to day operations. David has been responsible for directing research and consulting studies and providing management support for marine assets throughout the world. He has work in many countries in the world including: China, USA, United Kingdom, India, Russia, Germany, Spain, Thailand, UAE, Yemen, Brazil, Singapore, Malaysia, Indonesia, Kenya and Nigeria.

The International Tribunal of the Law of the Sea, The World Bank and the Asian Development Bank have recognised David's expertise by appointing him to undertake independent studies. He has acted as an expert witness for courts in many jurisdictions. Of particular note was evidence for a court in New York on anti-trust claims related to price fixing in ports and shipping.

David has presented more than thirty conference papers detailing projects and management research in the ports and shipping sector.

Before founding DWA, David was responsible for the Ports and Logistic Division of one of the world's leading maritime research and consulting groups. In this role he was instrumental in growing their Asian operations from start-up to well over one hundred professionals spread throughout Asia Pacific.

Prior to that, David was a member of the senior management team for a major shipping company. His area of responsibility was the development and operation of port and terminal facilities. Early in his career David worked with one of Europe's leading maritime engineering consultancies.

WHAT PARTICIPANTS LIKE ABOUT OUR MARITIME ACADEMY

"Well delivered by the facilitator. Opportunity to meet participants with similar job areas and plenty of real cases/case studies shared"

Muara Port Brunei

"Talks about real scenarios, practicality and forward planning"

Manila North Harbour Port Inc

"Practical and latest information/content"

Samalaju Industrial Port Sdn Bhd

"Topic covers day to day port challenges. Case studies covered to help understand the material"

Jakarta International Container Terminal



TRAIN THE TEAM!

Save up to 40% with Our In House Training Programmes!

InformaConnect Singapore Training Academy

Informa Connect Singapore is the Trading name for IBC Asia (S) Pte Ltd. Our name has changed but our vision and purpose remain the same.

To talk through the many options available please call our training specialist:
Miki Kong

☎ +65 6508 2477

✉ onsite.training.sg@informa.com

🌐 Book online
www.informacconnect.com.sg/portstrategy

☎ Book over the phone
+65 6508 2401

✉ Book via email
register@informa.com

 **informaconnect**
Maritime Training Academy

Port Strategy

Pricing, Marketing and Strategic Development

7-8 May 2020 | Mandarin Orchard Hotel, Singapore

2-Day Agenda Outline

FORCES IMPACTING PORT STRATEGY

The changing business environment for ports

- E-commerce, cyber risks, smart port technology
- Impact on shipping flows from realization of holistic future infrastructure proposals
- Impact on port development from ship size developments
- Connected ports and supply chains

SHIPPING AND PORT ALLIANCES – WHAT TO EXPECT AND HOW TO MANAGE RISK

Shipping Alliances

- New shipping alliances and breakdown of trade flows share
- Mergers and acquisitions and how it impacts neighbouring ports
- Gaining clarity on hub port usage – who wins and who loses
- Alliance safeguards needed

Port Alliances and Cooperation

- Types of cooperation
- Developing synergies
- Commercial and regulatory limitations
- Learning from case studies in European/US port cooperation

MARKETING

Port Marketing

- Understanding the different roles of Port Actors and Differing Marketing Strategy Application
 - » Governance Level
 - » Port Authority Level
 - » Port Terminal Operator (PTO) Level

PORT PRICING

Understanding Pricing

- Marine related vs. port related vs. service provider's charges
- Calculating ship and cargo dues

- Pricing for cargo stevedoring, warehouse/terminal storage rental and additional value added services
- Rental fees to port authority
- Understand port incentives – tariffs, grants and discounted fees
- Negotiation of port pricing and fees
- Practicing price discrimination

Case study illustrations and group work - Pricing and Competitive advantage

Computation of port marine charges of some regional ports, analyzing of the tariff structure used and evaluating the competitiveness of the ports' illustrated

Challenges in Port Pricing

- Difficulty of accurately measuring port costs
- Correct allocation of port costs in terms of port activities
- ROI and conflicts with other port objectives
- Cross subsidization to promote transshipment
- Dedicated versus common user berths
- Price discrimination and unfair competition
- Port pricing control and benchmarking
- Can the port charge what they wish to?

Pricing Techniques in Port Marketing

- Product and service cost-based pricing
- Economic approach pricing – marginal and average cost pricing
- Impact pricing approach
- Traffic congestion based pricing
- Incentive based pricing
- Pricing value add services

Group Exercise – Pricing and Business Development

- Developing a competitive tariff structure to attract and increase traffic at the Port: Participants will be engaged in developing a competitive tariff structure for proposal to their management. The objectives of the project are to increase the competitiveness of the port and increase its business volume over the next 5 years.

Port Services

- Traditional Services
- Enhancing Suite of Services
- Sharing of Services - is this a possibility?
- Enhancing Port Productivity for enhancing competitiveness: how and what strategies to adopt?

Business Development through Expansion Projects

- Assessing the market conditions and appetite for increasing port activities
- Planning for long-term port demand and requirements
- Overcoming limitations and challenges in new investments
- Support on investment decisions from port authorities
- Exploring joint venture opportunities for port financing and Management

Port Strategic Planning – Trade and Business Development

- Environmental analysis
- Evaluation of the Port's business using strengths, weaknesses, opportunities and threats (SWOT) analysis
- Tools for strategic analysis and strategies development
- Developing the Strategic Plan
- Putting the plan into effect
- Keeping control: ensuring things run according to plan

Group Exercise 1: Developing a Port Marketing Plan

Group Exercise 2: Developing a Long-Term Port Strategic Master Plan



Port Strategy

Pricing, Marketing and Strategic Development

Informa Connect is A Trading Name of IBC Asia (S) Pte Ltd

7-8 May 2020 | Mandarin Orchard Hotel, Singapore

5 Easy Ways to Register

1 MAIL
the attached registration form with your cheque to **IBC Asia (S) Pte Ltd**
c/o Informa Regional Business Services
103 Penang Road, Visioncrest Commercial #04-01, Singapore 238467

2 Telephone
Customer Service Hotline +65 6508 2401

3 Email
register@informa.com

4 Fax
+65 6508 2407

5 Web
www.informacommconnect.com.sg/
portstrategy

Connect with Us

Follow us on LinkedIn and Twitter to find out more about the latest industry information.



Twitter: www.twitter.com/
@informacommconnectsg



LinkedIn: www.linkedin.com/
company/informacommconnectsg

RESERVE YOUR PLACE TODAY!

- Yes! I/We Will Attend **Port Strategy**
7-8 May 2020
Mandarin Orchard Hotel, Singapore

FEE PER DELEGATE

2 Day Training Course

EARLY BIRD RATE

Register and Pay on or before
13 March 2020

SGD 3,395 (SAVE SGD 200)

NORMAL RATE

Register and Pay after
13 March 2020

SGD 3,595

Register 2 Delegates & the 3rd attends FREE!

**Applicable to Normal Rates only*

- Special Group Discount pricing is applicable to groups of 2 or more delegates from the same organisation registering for the same event, at the same time.
- Fee stated is the discounted price PER DELEGATE. Only one discount applies - either the early bird rate OR the Special Group Discount.
- All fees stated include luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.
- A 7% Goods & Services Tax (GST) is applicable to all Singapore based companies for Singapore venue.

Delegate 1 Details

Name: Dr/Mr/Ms _____
Job Title: _____
Department: _____
Tel: _____ Mobile No.: _____
Email: _____

Delegate 3 Details

Name: Dr/Mr/Ms _____
Job Title: _____
Department: _____
Tel: _____ Mobile No.: _____
Email: _____

Who is Head of your Department? _____

Company Information

Company Name: _____
Address: _____

Delegate 2 Details

Name: Dr/Mr/Ms _____
Job Title: _____
Department: _____
Tel: _____ Mobile No.: _____
Email: _____

Delegate 4 Details

Name: Dr/Mr/Ms _____
Job Title: _____
Department: _____
Tel: _____ Mobile No.: _____
Email: _____

Who is Head of Training? _____

Payment Method (Please tick):

- I enclose my bankers draft / cheque payable to IBC Asia (S) Pte Ltd
 I am paying by bank transfer (copy attached)
 Payment by Credit Card. (AMEX, VISA or MasterCard accepted)

CREDIT CARD PAYMENTS

The best way to pay by credit card is through our secure on-line registration process, simply log on to the website at www.informacommconnect.com.sg/draftingcharterparties and click "Register On-line". If you would prefer to pay over the phone please complete the contact name and details and our Customer Services Team will call within 24 hours to take payment. As we treat your credit card information in the strictest confidence, please do not send payment details by email.

Credit card contact: _____ Department: _____

Direct phone number: _____ Email: _____

HOTEL INFORMATION

Mandarin Orchard Singapore, by Meritus

333 Orchard Road, Singapore 238867
Tel: +65 6831 6062 | Fax: +65 6737 3130 | Mobile No.: +65 8298 9442
Contact Person: Tan Ai Li
(Assistant Director Of Business Development, Catering Sales) Email: aili.tan@meritushotels.com
Website: www.meritushotels.com

PAYMENT TERMS

Payment must be received 10 business days prior to the event. To take advantage of discounts with an expiry date, registration and payment must be received by the cut-off date.

- Payment by bankers draft or cheque in S\$ or US\$ should be made in favour of "IBC Asia (S) Pte Ltd" and mailed to:
IBC Asia (S) Pte Ltd
c/o Informa Regional Business Services
103 Penang Road, Visioncrest Commercial #04-01, Singapore 238467
Attn: The Accounts Receivable Team

- Payment by bank transfer in S\$ or US\$ made payable to:
IBC Asia (S) Pte Ltd
A/C No.: 147-059513-001 (S\$)
A/C No.: 260-457866-178 (US\$)
The Hongkong and Shanghai Banking Corporation Limited 21 Collyer Quay, HSBC Building
Singapore 049320
Bank Swift Code: HSBCSGSG
Bank Code: 7232

- Payment by Credit Card (AMEX, VISA or MasterCard). The best way to pay by credit card is through our secure portal built into the website. To pay by phone please indicate the contact name and details below and our Customer Services Team will call within 24 hours to take payment. Please do not send credit card information by email.

CANCELLATIONS / SUBSTITUTION

Should you be unable to attend, a substitute delegate is welcome at no extra charge. Cancellations must be received in writing at least 10 business days before the start of the event, to receive a refund less 10% processing fee per registration. The company regrets that no refund will be made available for cancellation notifications received less than 10 business days before the event.

IMPORTANT NOTE

Please quote the name of the delegate, event title and invoice number on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts. Please fax your payment details (copy of remittance advice, cheque or draft to +65 6508 2407).

Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. Informa Connect Singapore assumes no further liability or obligation, beyond the refund of the paid registration fee, in the event of postponement or cancellation by Informa Connect Singapore.

DATA PROTECTION

The personal information entered during your registration/order or provided by you will be held on database and may be shared with companies in the Informa Group in the UK an internationally. Occasionally, your details may be obtained from or shared with external companies who wish to communicate with you offers related to your business activities. If you do not wish your details to be used for this purpose please contact our Database Department at Email: database.sg@informa.com, Tel: +65 6508 2400 or Fax: +65 6508 2408.

Please photocopy for additional delegates