

# Container Shipping – Strategies, Supply Chain Operations & Revenue

28-29 May 2020 | Mandarin Orchard Hotel, Singapore

**2+1  
Offer!**

See  
registration  
page for  
details!



## Our Expert Course Instructor



### Paul Black Advisory

Paul has nearly 40 years' experience in freight transportation industry. He's led and consulted many ports, shipping lines, ship agencies, 3PL and freight forwarding companies including Harrison Line, CMA-CGM, PSA International, FedEx, SBS Worldwide, Drewry. His specialties focus on New Market Entry projects; Business Acquisition, M&A, BOT and JV port investments; P&L, budget management; cost reduction & voyage round-trip profitability; and agents' network optimisation.

## Key Learning Outcomes & Case Studies Include

- ▶ Market updates relevant to carriers, BCOs, ports and intermodal operators
- ▶ Container costing for inland logistics
- ▶ Developments in existing trade lanes and impacts of new ocean/inland shipping routes
- ▶ Regulatory changes (INCOTERMS, IMO 2020, ports & inland regulation) and impacts to container logistics
- ▶ Carriers' costing, revenue management strategies and port selection
- ▶ High-level freight pricing & negotiation considerations
- ▶ Port pricing, marketing strategies and impacts on users
- ▶ Managing peak & trough, bottlenecks, constraints & variation in container business

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## ABOUT THE COURSE

This seminar guides participants through the intricate strategies in container shipping business. Comprehensive and practical, the masterclass covers issues ranging from global trade forecast, container shipping market updates to pricing techniques undertaken by ports, carriers and impacts on freight negotiation.

Future developments with enormous impacts on container shipping & revenue management will also be examined. These include INCOTERMS 2020; capacity and opportunities brought about by new inland/ocean trade lanes; trade war; blockchain technology, terminal competition, shipping lines' competitive value-add services and the continual merger & consolidation trends.

## WHO SHOULD ATTEND

This course is widely attended by (but not limited to) Commercial, Strategy, Finance, Planning, Logistics & Supply Chain Management, Cargo Handling, Marketing, Operations functions from:

- Port & Terminal Operators
- Shippers and Beneficial Cargo Owners
- Shipping Lines and Carriers
- 3PLs and 4PLs
- Container Leasing Companies
- Port & Ship Agents
- Cargo Brokers
- Freight Forwarders
- Intermodal operators
- Container warehouses

## WHAT ATTENDEES LIKE ABOUT OUR MARITIME ACADEMY

*"Paul Black has an excellent training expertise. Course materials are well delivered and offering readily implementable insights"*

Wien Goerindro, Head of Corporate Strategic Affairs, PT Interport Mandiri Utama

*"I gain in-depth knowledge of the subject matter through interesting examples from the lecturer"*

Lim Hong Yew, Senior Executive, PCL Shipping

*"Very informative stories, real life events, and practical issues were provided"*

Charmaine Uson, Sales Executive, Waypoint Port Services

## EXPERT COURSE INSTRUCTOR



**Paul Black**

Principal Consultant, **Paul Black Advisory**

Paul has been in ocean transportation for nearly 40 years and has led & consulted ports, shipping lines, 3PL, ship & port agencies and freight forwarders globally.

His expertise includes but not limited to International Market Entry; Business Acquisition, M&A and JV deal-making, negotiations; Regional business planning & budget management; Cost Reduction & Voyage Profitability; Agent Network oversight & optimisation; P&L, management and development of Shipping lines. Paul's notable experiences include:

- Rebuilt a shipping agency (Kuwait), diversified the company into Freight forwarding, tramp agency, chandlery and instigated CMA-CGM JV
- Acting Managing Director (Asia) for SBS Worldwide (now DSV), managing regional business plan, budget, agent network, market entry, JV pan-Asia (Singapore, India, China)
- M&A of port service companies, freight forwarders, 3PL providers and NVOCC operators
- Turnaround strategy, process engineering and oversight of agent network and performance Harrison Line, Al-Bahar & Sons, Hellmann Worldwide Logistics, FedEx
- Advised regional 3PLs on valuation, capital structure, M&A and reorganisation (Singapore, Indonesia, Thailand, Vietnam)
- Advised Drewry on logistical consultancy projects in Asia Pacific
- Advised Sokhna Port Development company and APL agents on contract logistics



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## 2-Day Agenda Outline

### 1. Container Shipping Markets & Updates – Operational Stakeholders

#### Container Carrier Market

- Carrier consortia and global alliances
- Slot charterers and NVOCCs
- Consolidation, M&A among carriers
- Market share, Consumer protection and Fair competition

#### Ports & Terminal Operator Market

- Independent operators, port authorities, infrastructure financiers
- Market trends
  - New entrants and consolidations
  - Implications of increases in vessel size and capacity

#### Cargo Owners (shippers/consignees) - Container vessel and Port users

- Direct and beneficial cargo owners
  - Raw materials and commodities, semi-finished goods, finished goods
- Influencers and Intermediaries
  - Freight forwarders, 3pls, 4pls, integrators

#### Intermodal operators

- Railways
- Inland Waterways
- Inland Ports
- Feeder services.

### 2. World Trade & Trade Forecast

- Maritime sector 2020 & beyond
  - Established container trades, migration of non-containerised goods into containers and vice versa
- Logistics services demand & supply challenges
  - Beyond the ocean voyage – From source/grower/manufacturer to site/factory/assembly plant/distribution centre / retail outlet / consumer.

### 3. Shipping Trade Flow

- Existing trade lanes
  - East/West, North/South, Intra-regional
- New ocean trade lanes
  - Northern Sea Route
- Inland rail competition
  - Eurasian Land-bridge
- Capacity, supply & demand

### 4. Costing for Carriers & Profitability

- Vessel/fleet costs – leasing & financing
  - Equipment costs
- Operating costs
  - Fuel, manpower, warehousing, port costs
- Voyage time, slow steaming
- Port selection

### 5. Port Pricing, Marketing & Strategies

- CAPEX & financing
- Equipment maintenance & operating costs

- Marine and waterside costs
- Cargo handling and landside costs
- Pricing techniques in port marketing
- Port utilisation & pricing
- Impacts on users

### 6. Inland Logistics Costing

- Road, rail, barge
  - Factory to port and vessel
  - Port to distribution centre and end-user

### 7. Freight Pricing

- New trade lane vs old lane
  - Cost per container
  - Cost per cargo unit
  - Fuel surcharges
  - Impacts on inventories & working capitals
- Exercise: freight pricing

### 8. Freight Negotiation (Carriers vs shippers)

- RFQ/RFI management
- Pricing and decision-making strategies
- Surcharges & cost mitigation

### 9. Impacts of Regulatory Changes on Shipping Costs & Strategies

- INCOTERMS 2020
- Environmental impact
- IMO 2020
  - Clean & alternative fuels
  - Scrubbers
- Ports' regulations
- National inland regulations (e.g. road weight etc)

### 10. Insurance & Cargo Insurance

- Marine, Cargo
- Liability and cover
  - Carrier
  - Cargo owner

### 11. Revenue & Financial Management in Container logistics

- Freight rates and surcharges
- Peaks & troughs, bottlenecks, constraints & variation
- Empty repositioning
- Currency fluctuations

### 12. Impacts of Technology on Container Shipping

- Digitalisation, eBOL, blockchain
- Smart containers, empty container management
- Robotics, automation and smart warehouses

### 13. Future Trends

- Adding Value – Ocean carriers, Port operators, Logistics companies
  - Complementary or Competitive
- International trade wars and impact on freight market
- Consolidations, M&A

## INFORMACONNECT TRAINING ACADEMY UPCOMING EVENTS

- **Drafting Charterparty Contracts**  
11-12 March 2020, Singapore
- **Post Fixture Shipping Operations**  
23-24 March 2020, Singapore
- **Advanced Bunker and MFM Dispute Management**  
26-27 March 2020, Singapore
- **Port Automation, Performance and Profitability**  
14-15 May 2020, Singapore
- **Managing Global Trade Control and Sanction in Shipping,**  
16-17 June 2020, Singapore

# Container Shipping – Strategies, Supply Chain Operations & Revenue

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

28-29 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**  
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**5 Web**  
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containershipping

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- Yes! I/We Will Attend **Container Shipping – Strategies, Supply Chain Operations & Revenue**  
28-29 May 2020, Mandarin Orchard Hotel, Singapore

### FEE PER DELEGATE

**2 Day Training Course**

### EARLY BIRD RATE

Register and Pay on or before  
**3 April 2020**

**SGD 3,395 (SAVE SGD 200)**

### NORMAL RATE

Register and Pay after  
**3 April 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.

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Job Title: \_\_\_\_\_  
Department \_\_\_\_\_  
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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: \_\_\_\_\_ | Main Business/Activity: \_\_\_\_\_  
Address: \_\_\_\_\_ | Postal Code: \_\_\_\_\_

### 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

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Credit card contact: \_\_\_\_\_ Department: \_\_\_\_\_

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### 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:  
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### 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.

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