

Advanced Ship & Port Agency Operations

4 Modules | 3-6 November 2020 | 1:30pm-5:00pm (SGT) | Live Online Learning

2+1 Offer!

See registration page for details!



Delivered in **Live Online Learning** Format

Course Director



Paul Black (MBA), Principal Consultant, **Paul Black Advisory**

Paul has 40 years' experience in ocean transportation and has held leadership across shipping & logistics companies globally. He's led and consulted ports, shipping lines, agencies, 3PL and freight forwarding companies including CMA-OGM, PSA International, FedEx, SBS Worldwide, Harrison Line, Drewry on agents' performance improvement & oversight, M&A due diligence, market entry, and been responsible for the P&L, budget, development and turnaround of several ship agencies.

Key Learning Outcomes & Case Studies Include

- ▶ Master & manage the roles and duties of the ship & port agents
- ▶ Apply relevant maritime conventions and regulation to port agency
- ▶ Undertake vessel operations for ship agents: pre-arrival, in-operations and post-departure
- ▶ Roles of the agents in the Covid-19 era & beyond
- ▶ Understand finance and liabilities of the agent in relation to ship operator, ships' crew, cargoes' owners and the port authorities
- ▶ Identify charter parties and cargo documentations essential to vessel calls
- ▶ Assess the impact of e-commerce, electronic bills of lading on agency operations
- ▶ Examine contemporary issues impacting the ship agency industry
- ▶ Understand new port regulations with significant impacts on agents' roles
- ▶ Competitive pricing and value-add strategies for agencies

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

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WHY LIVE ONLINE LEARNING

The current Covid-19 pandemic has put strains on various areas of business, especially when it comes to deriving commercial value from new initiatives. During this phase of self-isolation and working from home, we can help you meet your professional development needs and you can still take your professional development plans to the next level.

To support your learning goals we have converted our face-to-face trainings to LIVE Online Sessions. This way you can continue to attend live and interactive training sessions within the virtual classroom space where you can see and speak, with your Subject Matter Expert and other participants.

- Progress through the course with fellow participants as you would in a classroom
- 20% price advantage, plus travel budget savings
- Controlled environment with speaker managing the Q&A and discussions
- Module based approach to help manage your time
- Earn your Digital Certification and broadcast your achievements to your peer

Trainer/Participant Interaction

- Conduct Q&A with course directors in real time
- Interactive format including breakouts, group discussions, real-time collaborative exercises and sharing of results
- Engage in live tests & polling, get immediate results and evaluations
- Chat with your fellow participants with text messages or by voice
- Follow online presentations or whiteboards in real-time
- Virtually "raise hand" to put forward Q&As with trainers
- Seamlessly receive case studies, video, documents

Learning Platform

GoToTraining

Hardware/Software Requirements

- Desktop or mobile device manufactured no earlier than 2016
- WiFi Connection, Cable or Fibre Broadband with minimum 1 Mbps of bandwidth available
- A USB headset with microphone, or a microphone and speakers built into your device

Participant Onboarding

1. Book a demo **here**: <https://www.goto.com/training>
2. Alternatively, request a personal onboarding session with Informa (only for confirmed participants) by contacting: register@informa.com

ABOUT THE COURSE

The Ship & Port Agents are an indispensable resource for ship operators, charterers and are vital to the daily health of overall shipping industry. Their extensive presence guarantees efficient operations ranging from berth allocations, multimodal freight collection, customs documentation to crew transfer, bunker calls and contractual agreements. Their up-to-date knowledge of local as well as international commercial, technical & legal environment ensures safe vessel calls, and that the principles' requirements are met.

This masterclass seeks to develop not only a firm foundation in the functions and obligations of agency operations, but also leadership capabilities for those engineering future growth of their organisations. Attendees will examine the potential contentious areas, such as cargo claims, ship arrest, the agents' liability and how disputes are handled across jurisdictions. Also addressed at this seminar are contemporary issues, including digitalisation, Covid-19, international trade sanctions and the impacts they have on the roles of the agents.

COURSE DIRECTOR



Paul Black (MBA), Principal Consultant, **Paul Black Advisory**

Paul has spent 40 years across ocean transportation sectors and has led & consulted ports, shipping lines, 3PL, ship & port agencies and freight forwarders globally. He has led numerous business disciplines including Business Acquisition, M&A and JV deal-making, negotiations; Regional business planning & budget management; Agent Network oversight & optimisation; International Market Entry; 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): Managed regional business plan, budget, agent network, market entry, JV pan-Asia (Singapore, India, China)
- Advised regional 3PLs on valuation, capital structure, M&A and reorganisation (Singapore, Indonesia, Thailand, Vietnam)
- Advised Drewry on logistical consultancy projects in APAC
- Advised Sokhna Port Development company and APL agents on contract logistics
- Turnaround strategy, process engineering and oversight of agent network and performance for Harrison Line, Al-Bahar & Sons, Hellmann Worldwide Logistics, FedEx
- M&A of port service companies, freight forwarders, 3PL providers and NVOCC operators

Paul has an MBA from Manchester Business School (UK), is a Fellow of the Institute of Chartered Shipbrokers, a Fellow of the Chartered Institute of Logistics & Transport, a member of FIATA and the Singapore Logistics Association

WHAT PAST PARTICIPANTS SAID

"Paul has great subject matter expertise and lecturing style. Training programme is comprehensive and comprises comparative perspectives from regulation to real-world practical strategies"

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

"Trainer provided lot of examples on port & ship agents' operations, and discussions on areas to improve agency processes"

Neo Jia Ling, Senior Manager, **MPA (Singapore)**

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- Module Commencement: **1:30pm** (SGT)
- Module Conclusion: **5:00pm** (SGT)

Timing is based in Singapore Time (GMT+8) unless otherwise stated. These timing schedules act as a guide and may be modified slightly on the depth of class discussion and whether assessments are being conducted.

4-Module Course Syllabus

MODULE 1

SHIPS AND THE MARITIME ENVIRONMENT

- Ship features and types of carrier
- Types of trade and trade routes

ROLES AND FUNCTIONS OF THE SHIP AND PORT AGENT

- An overview of port agency, organisational groups/networks and the market
- Characteristics of a port agent; global hub, regional and local agencies, liner and tramp
- The agent and their principals - the fiduciary relationship
- Duties and obligations of agents including; pre-arrival, port operations, post departure, port clearance, ship and crew services and vessel safety

CARGO DOCUMENTATION

- Types of charter party and liabilities of parties
- The role of the agent with time and voyage charter parties including statement of facts
- Key issues relating to liquid and dry cargoes
- Crew and cargo documentations
- Types of Bills of Lading
 - Distinguishing negotiable bills from straight bills and seaway bills; house, groupage and switch bills
 - Three functions of the bill of lading: receipt; record of contract of carriage; and document of title
 - Clean and dirty bills of lading; letters of indemnity
 - Implied obligations of the shipowner and shipper including declaration of dangerous goods
 - Complications of transhipment
 - Clauses that cause particular problems; Incorporation of charterparty terms and arbitration and jurisdiction

MODULE 2

PORT AND VESSEL OPERATIONS

- When does the ship agent's role commence and end?
- Pre-arrival (appointment arrangement, vessel service planning, cargo planning...)
- Port operations
 - clearance and preparation prior to vessel's arrival
 - bill of lading arrangements and release of cargo
 - bunkering
 - crew
 - labour relations (and the ITF)
 - pollution response
- Port Departure
- The agents' responsibilities under Port State Control, IMDG Code and FONASBA
- Crew welfare, repatriation and social issues
- Cargo handling; containerisation and conventional cargo operations
- Ports' regulations for Agencies
 - Ballast water discharge
 - Ship inspection & survey

VALUE-ADD STRATEGIES AND COMPETITIVE PRICING FOR AGENCIES

- Competition within ship & port agency businesses' dealing
- Maximising efficiency through time and motion to ensure a competitive edge
- Competitive pricing methodologies using price strategies, cost/benefit structures and effective negotiations

BUNKERING SERVICES IN THE NEW REGULATORY REGIME

- Availability of bunker fuel
- Bunker service agreement
- Bunker operations scheduling

MODULE 3

FINANCE, ACCOUNTING AND CREDIT MANAGEMENT

- Financial relationship between agent and principal
- Rate structures, fees and margins
- Disbursement account management
- Port and customs dues, payment of fines
- Credit and debt management
- Vendor checks and terms of supply
- Budgets and reporting

IMPACT OF DIGITAL INNOVATIONS ON SHIP AGENTS

- The growth of web-based agents and ERPs
- Singapore's Electronic Transaction Acts, Electronic bills of lading and the role of agents
- Data interchange and EDI standards

E-COMMERCE IN THE SHIPPING INDUSTRY

- Strategies being adopted by liners
- Role of agents in the e-commerce chain
- Facilitating an e-commerce transaction for a liner

MODULE 4

LEGAL ASPECTS AND DISPUTE RESOLUTIONS OF AGENTS AND PRINCIPALS

- Introduction to shipping and maritime law
- Owner-agent agreements
 - Managing the General Agency Management contract
- Joint and several liability between ship agents, ship managers and their principals
- Singapore's local law vs port statute (statutory liabilities)
- Examples of claims
 - Cargo claims
 - Freight tax payment
 - Customs duty and penalties
 - Wrecks removals
 - Oil pollution
 - Safe berth/safe port
 - Dock damages
 - Commercial debts
- The agent's liability across jurisdiction (Singapore, United Kingdom, Philippines, Taiwan, etc)

PROFESSIONAL INDEMNITY INSURANCE FOR SHIP & PORT AGENTS

- P&I cover and marine accident investigation following an incident
- Professional Indemnity insurance; what is covered and how to claim
- Ship arrest and release; the agent's role
 - The 1952 and 1999 Convention on the arrest of ships
 - Admiralty court jurisdiction and procedure
 - Ship arrest and the Brussels Convention
 - Sister ships and associate ships
 - Judicial sales
 - Litigation and interlocutory orders
 - Ship arrest and the agent
- Principles of General Average

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EASY WAYS TO REGISTER



Telephone

Contact Devi Nyunt +65 650 82476



Email

register@informa.com



Web

www.informacconnect.com.sg/agencyoperations



Social Media



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Facebook

Live Online Learning!

- **20%** Price Advantage
- **Save** on Travel budgets
- **Replicate** on site classroom experience
- **Tools** for Enhanced Participant / Trainer interaction
- **Onboarding** for all attendees
- **Proven** and **secure** training platform

FEE PER DELEGATE	EARLY BIRD RATE Register and Pay on or before 11 September 2020	NORMAL RATE Register and Pay after 11 September 2020
4-Module Live Online Learning	SGD 3,395 SGD 2,716 (20% Learning Fee Discounted)	SGD 3,595 SGD 2,876 (20% Learning Fee Discounted)

Register 2 Delegates & the 3rd attends
FREE!

**Applicable to Normal Rates only*

For Bank Transfer; Payment Terms & Conditions; Cancellation & Substitution Policies, please visit <https://www.informacconnect.com.sg/terms/>

- 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.
- A **7% Goods & Services Tax (GST)** is applicable to all Singapore based companies for Singapore venue.

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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 and 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.



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