



Joint online course



Arab Academy
for Science Technology & Maritime Transport



Port of
Antwerp
International



Port Training
Institute

Port

Management & Port Commercial Development

PTI - APEC

11th – 16th of September, 2021

Introduction:

Maritime transport industry is one of the most important pillars Impact the global economy. Ports represent one of the fastest developing entities as well as the most affected by global events and changes.

With the rapid development in the port community and the relevant business and services, it has become imperative to go to innovative strategies to enhance competitiveness in light of the global challenges facing the ports and maritime industry. One of the most important sectors that should earn the biggest share of continuous development in line with global requirements is the commercial sector as well as port services which represent the cornerstone of the port's productivity.

Port Training Institute (PTI) and Antwerp/Flanders Port Training Center (APEC) as one of the leading entities in port training and transferring international expertise, are honored to present the joint training course:

Port Management and Port Commercial Development

Course Objectives:

- TO**
- Explain the obstacles facing port commercial development.
 - Explain port resilience and sustainable commercial development.
 - Shed the light on the modern innovative solutions in terms of port management.
 - Illustrate the optimum management of port potentials in order to achieve better economic development and enhancing port competitiveness.
 - Demonstrate the concession strategies and best practices of marketing pricing strategies in ports.

Course Content

Port Training Institute Topics (3 Days)

- Port resilience strategies
- Sustainable economy of shipping industry
- Ports commercial development obstacles and economic development
Innovation in sea ports
- Port Innovative marketing orientation towards better performance
- Port traffic control and just in time arrivals (barriers and potential solutions)
- Digitalization of port services and its impact on port competitiveness
- Smart utilization port resources and port operation planning



Antwerp/Flanders Port Training Center Topics (3 Days)

- General introduction of the Port of Antwerp
- Port governance models
- Concession policies and best practices of pricing strategies in ports worldwide
- Innovation enablement
- Sustainable transition and the integration of SDG's in ports worldwide
- Project Management and EPMO
- Organizational structure of a commercial department in a port authority
- Business development tools, branding and communication
- Closing ceremony and virtual handover of certificates of attendance



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Antwerp/Flanders
Port Training Center

Contact us : _____



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