



الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري

Arab Academy for Science, Technology & Maritime Transport

Agenda

Port Marketing & Statistics

Focus on the COVID -19 Period



Online Joint Course

Institute by Marseille Fos, France.
Port Training Institute - Alexandria -Egypt



20
20



www.pti-aast.org



PortMarketing & Statistics

Focus on the COVID -19 Period



Day 1

16th of November

Monday

Cairo Time (GMT +2)

Welcome and Inauguration
Opening Ceremony



10:00 - 10:10

Course Opening

Prof. Akram Soliman Elselmy

Dean, Port Training Institute, AASTMT.

10:10 - 10:20

Mrs. Elodie bardin Bianco

Head of Human Resources Development and Training
Department, Marseille-Fos Port Authority, France.

10:20 - 10:30

Dr. Farhan Mahisen Al-Fartousi

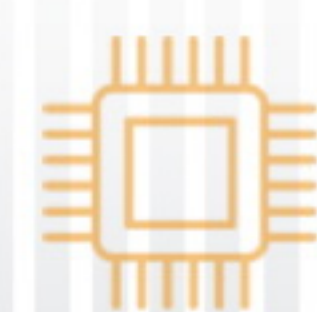
General Director, the General Company for Ports of Iraq

10:30 – 10:45

Movie About Port Training Institute.

10:45 – 11:00

Break



Port Marketing & Statistics

Focus on the COVID -19 Period



Day 1
Monday

16th of November

Cairo Time (GMT +2)



Dr. Philippe Guillaumet

International and European Projects' Manager, Marseille-Fos Port Authority, France.

How to understand and follow our economic ecosystem

11:00 – 12.30

The Port, How to evaluate the crises impacts?

12:30 - 13:00

Break

13:00 – 14:30

How to deal with marketing in ports throughout and after crises period, with concrete example based on participant's experience.



Port Marketing & Statistics

Focus on the COVID -19 Period



Day 2

17th of November

Tuesday

Cairo Time (GMT +2)

Dr. George K. Vaggelas

Partner at “Ports and Shipping Advisory”

Associate Professor, Department of Shipping, Trade & Transport, University of the Aegean, Greece.

The COVID-19 Outbreak and the Impact on Ports and Supply Chains

09:00 - 10:30

The COVID-19 outbreak and the impact on ports and supply chains – Part I

10:30 - 11.00

Break

11:00 - 12:30

The COVID-19 outbreak and the impact on ports and supply chains – Part II



Port Marketing & Statistics

Focus on the COVID -19 Period



Day 3
Wednesday

18th of November

Cairo Time (GMT +2)

Dr. Doaa Ayoub

Assistant Professor of Marketing, Business Administration Department, Faculty of Business Administration, Economics and Political Science, The British University in Egypt.

Port Marketing Strategies to Survive and Thrive Consumer Trends During COVID-19 Pandemic.

09:00 - 10:30

The Impact of COVID-19 crisis on globe ports activities, trends and changes in consumer behavior.

10:30 - 11.00

Break

11:00 - 12:30

Challenges affecting port sustainability, new marketing strategies and approaches to cope with COVID-19 pandemic.



PortMarketing & Statistics

Focus on the COVID -19 Period



Day 4
Thursday

19th of November

Cairo Time (GMT +2)

Dr. Peter Wubbe de Langen

Owner and Principle Consultant of Ports
& Logistics Advisory (PLA), Spain

Ports Business Development and Performance Indicators

09:00 - 10:30

Business Development in Ports

10:30 - 11.00

Break

11:00 - 12:30

Ports performance Indicators



Port Marketing & Statistics

Focus on the COVID -19 Period



Day 5
Saturday

21st of November

Cairo Time (GMT +2)

Dr. Zienab Mohamed Nawar

Head of the Development Committee at the Research Center of Innovation, Governance and Green Economy, the British University in Egypt.

Economic and Market Forecast for the Maritime Sector

09:00 - 10:30

The market forecast for (3-5) years for the potential growth, the changes in the international trade, and the changes in the trade hubs.

The changes in the maritime and the shipments markets and the future prospects.

10:30 - 11.00

Break

11:00 - 12:30

Expectations for the International trade and shipments for the Mediterranean countries.



Port Marketing & Statistics

Focus on the COVID -19 Period



Day 6
Sunday

22nd of November

Cairo Time (GMT +2)

Dr. Khaled Elsakty

Dean, College of International Transport and Logistics, Cairo, AASTMT, Egypt

Maritime Corridor Diagnostic and Performance Assessment

09:00 - 10:30

Volumes of traffic depend in turn on the ports' physical infrastructure and capacity as well as the services provided at the port by port terminal operators, customs and other border agencies, customs brokers, freight forwarders, land transport operators, and banks.

10:30 - 11.00

Break

11:00 - 12:30

Role of ports, operational performance and measurement systems.



Port Marketing & Statistics

Focus on the COVID -19 Period

Day 6
Sunday

22nd of November

Cairo Time (GMT +2)

Closing Session

12:30 - 13:30

Discussion (Q&A)

13:30 - 14:30

- Appraisal
- Course Analysis
- Certificates
- Course Closure

Dr. Alaa Morsy

Vice Dean, Port Training Institute, AASTMT



Contact us



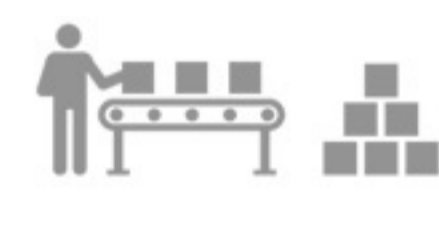
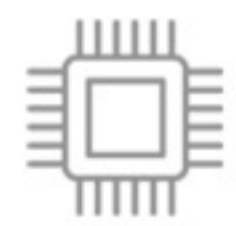
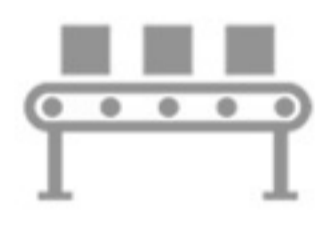
Port Training Institute
Alexandria Port - Beside Gate BO. 27
P.O.Box 123 Sidi Gaber - Alexandria
Mobile : (+2)01006009877
(+2)01001708914

Tel : (+20 3) 4865087 - 4843859
Fax : (+20 3) 4829930
e-mail : info@pti-aast.org
website : www.pti-aast.org



L' Institut de formation port de Marseille Fos
23, place de la Joliette
CS 81965 - 13226 Marseille
N declaration d'activite : 93 13 12428 13

Tel : 33 4 91 39 53 90
e-mail : linstitutgpmmm@marseill-port.fr
website : www.marseille-port.fr



www.pti-aast.org

