



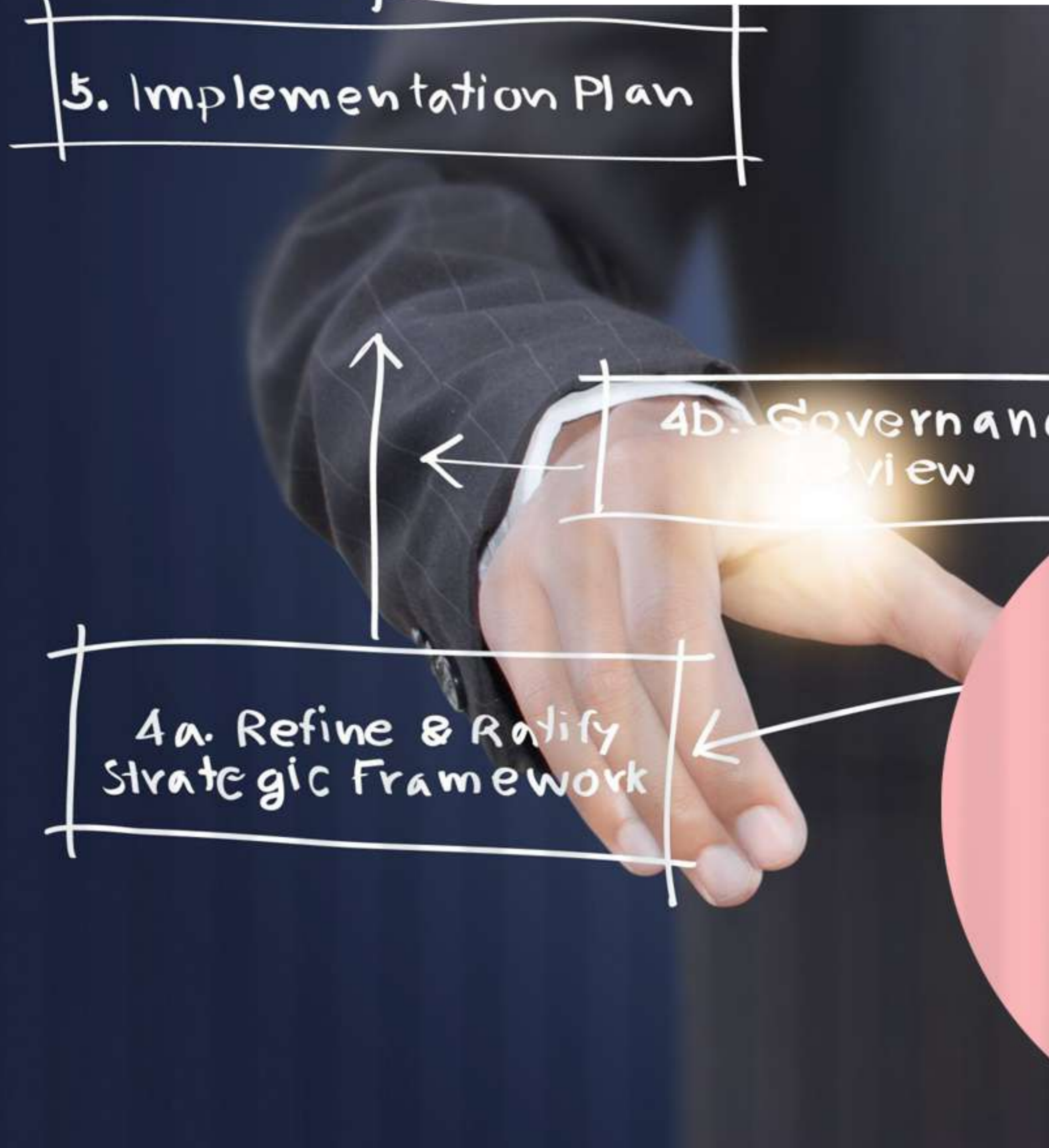
Arab Academy
for Science Technology & Maritime Transport



Port of Antwerp
International

A Joint Course

PORT Strategic Planning Management Marketing




Port Training Institute

PTI - APEC

20th – 24th March, 2022

A Joint Course



PORT Management Strategic Planning Marketing

Introduction

Recently, ports are no longer only an element of the transport chain, but have become a key factor in the entire supply chain and operates as a self-sustain industry linked to domestic and international trade.

Port planning should not only be concerned with demand and supply for throughput or productivity but more than institutional framework, technology application, marketing strategy and ultimately economic impact analysis for development and sustainable project execution

Course objectives:

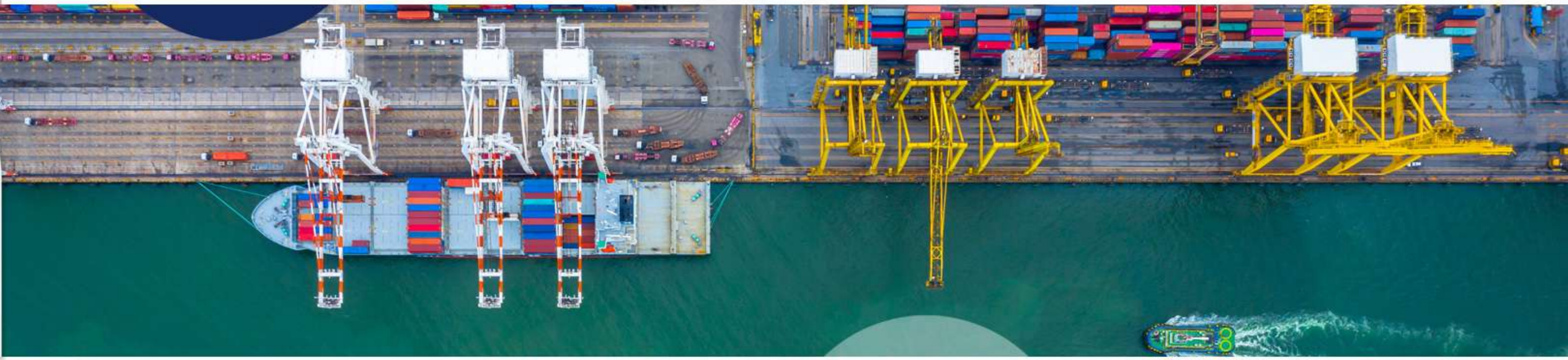
course aims to highlight and demonstrate the following themes:

- Port management trends in the era of sustainability.
- Enhancing port competitiveness through Modern strategies for port services marketing.
- Smart Innovations for port management and operation.
- The role of port resilience in facing future crises and challenges.
- Best practices of marketing and pricing strategies in ports worldwide.

Course Topics

Day 1

- Modern Strategies for Managing Port Operations and Conservancy.
- Port Development and Sustainability Indicators.
- Stockholder Management for Port Sustainability.



Course Topics

Day 2

- Marketing Promotion Tools for Port Services.
- Risk Management and Resilience.
- Smart Governance Innovations for Ports.

Day 3

- Developing Human Resources Capabilities towards Effective and Competitive Marketing for Port Services.
- Port Management Models.

Day 4

- Concession Policies and Best Practices of Pricing Strategies in Ports Worldwide.
- Introduction to Business Design Thinking.
- Strategic Marketing & Communication Tools.
- **WORKSHOP: SWOT analysis and confrontation matrix.**
Preparation in a group presentation by the participants.

Day 5

- APEC - Strategic Planning, Strategic Prioritization and Defining Mission, Vision and Values.
- Strategic Planning: From the Corporate to the Commercial Strategy.
- **WORKSHOP: Complete a Strategic Pyramid.**
Preparation In Groups and Presentation by the Participants.

Closing Ceremony and Handover of Certificates



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