



الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري

Arab Academy for Science, Technology & Maritime Transport

Port Marketing & Statistics

Focus on the COVID -19 Period



Online Joint Course

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



www.pti-aast.org





Introduction:

The COVID-19 outbreak has been causing a huge impact on people's lives, families and communities. As the international response continues to develop, In these unprecedented times, the ability of port services to continue undisrupted will play a critical role in overcoming this pandemic. In parallel, port marketing strategies will face great challenges.

Course objectives:

1. Understand the new market opportunities and threats faced by ports.
2. Provide predictive data regarding the future estimations for port market growth.
3. Analyzing the Market Driving Factors.
4. Realizing the challenges facing new marketing strategies.



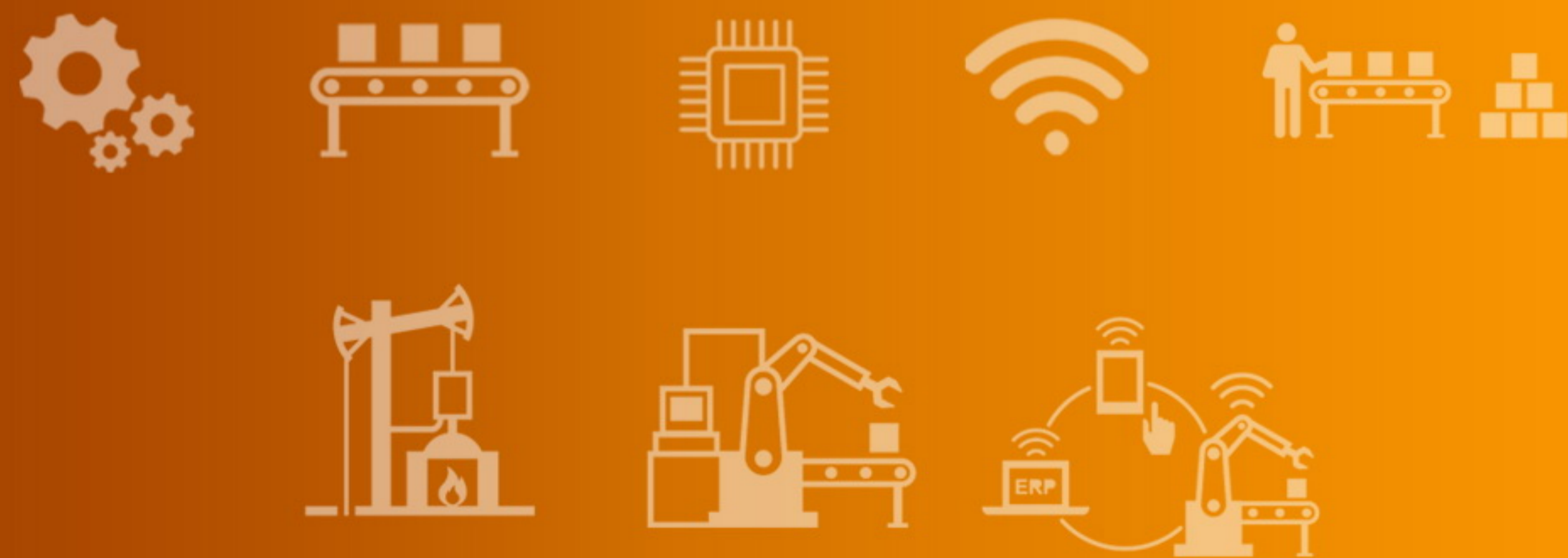


Course contents:

Institute by Marseille-Fos, France

Training Hours : 15 hours for 3 days

- How to understand and follow our economic ecosystem.
- How to evaluate the crisis impacts.
- KPI & statistics - Concrete examples.
- How to deal with marketing in ports throughout and after a crisis period.
- Concrete example based on participants experiences



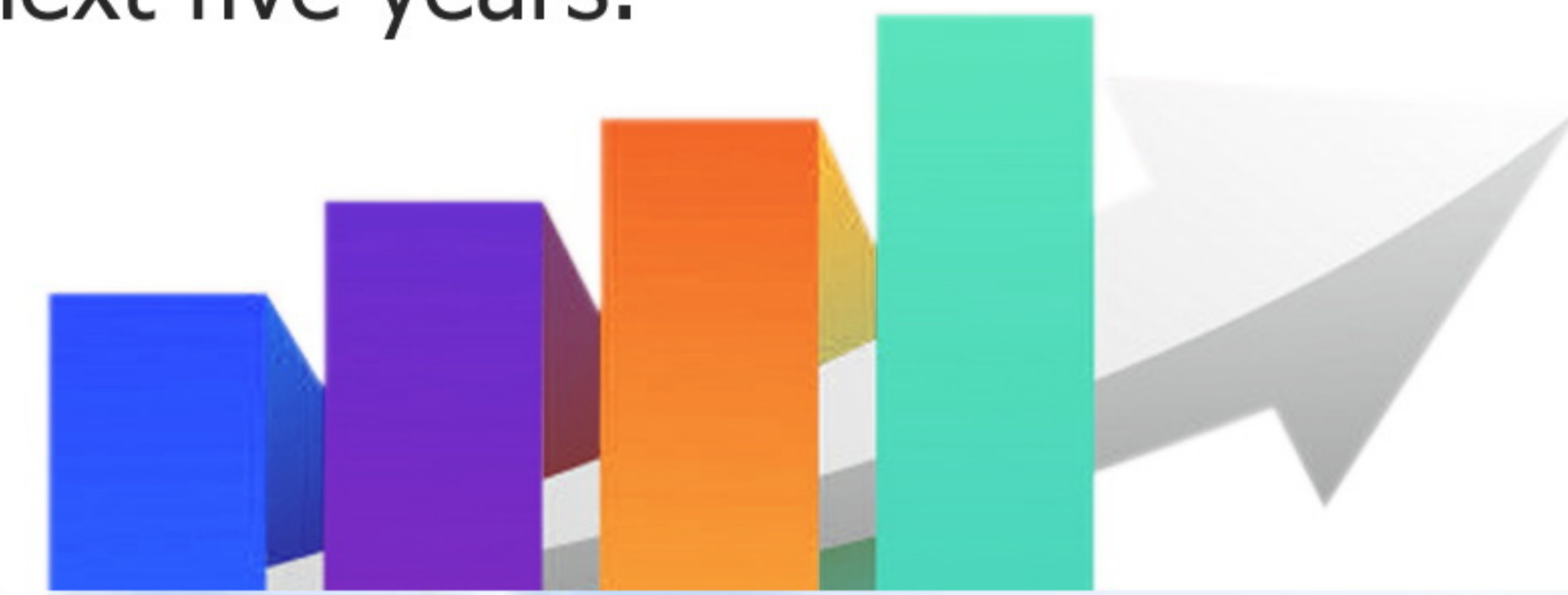


Course contents:

Port Training Institute, Egypt

Training Hours : 15 hours for 3 days

- How COVID-19 impacts on port marketing world of work.
- Market forecast during the period 2020-2025.
- Detailed information on factors that will assist port marketing strategies during the next five years.
- Predictions on upcoming trends and changes in consumer behavior.
- Comprehensive details of factors that will challenge the growth of ports.



Who Should Attend?

- Port marketing managers, shipping line managers, shipping agents, cargo and logistics service providers.
- Government staff, port regulators and planners.





Course Lecturers



Dr. Khaled EL-Sakty
Dean, College of International Transport
and Logistics, Cairo, AASTMT, Egypt.



Dr. Philippe Guillaumet
Head of International and European projects,
Institute by Marseille Fos, France.



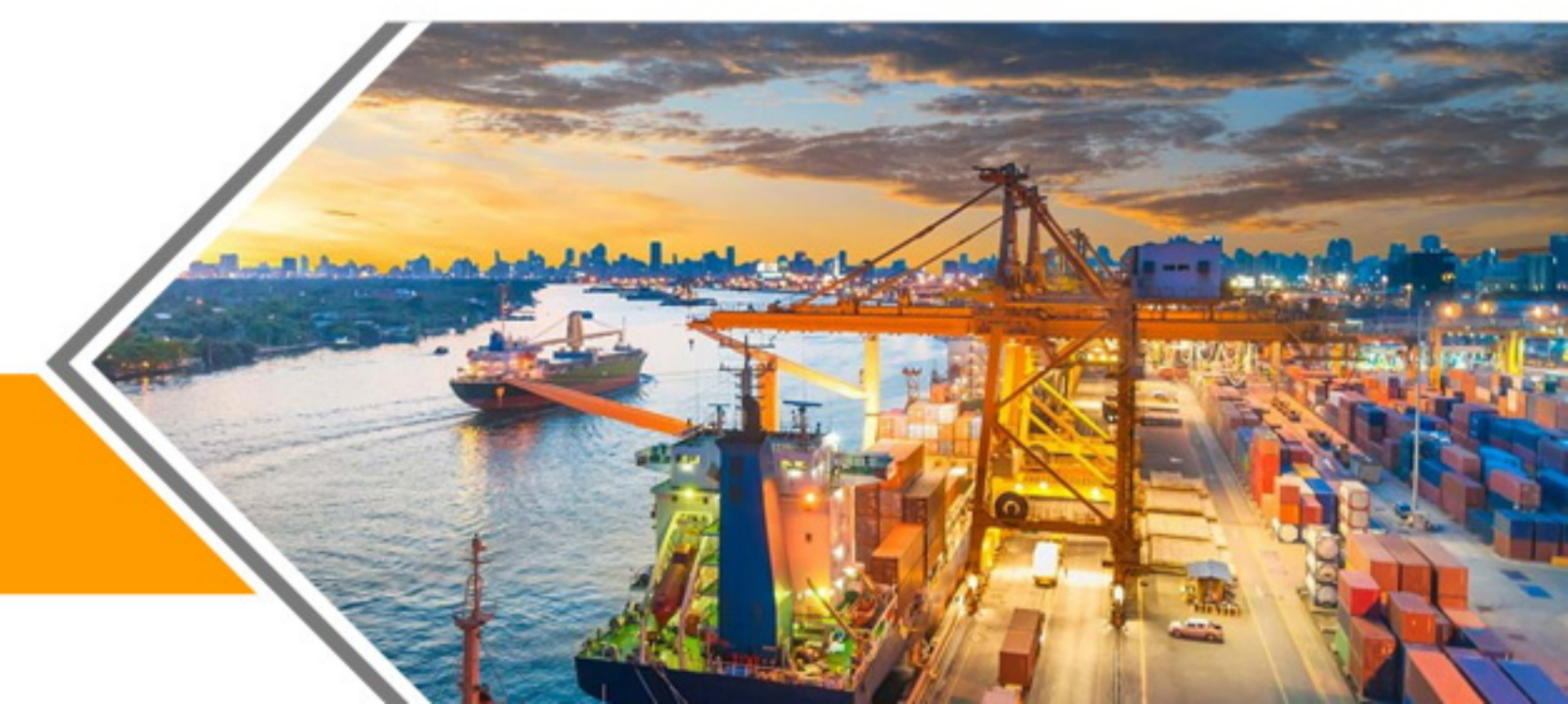
Dr. Zeinab Mohamed Nawar
Head of the development committee
at the research centre of innovation,
governance and green economy.
Lecturer of Economics,
The British University, Cairo, Egypt.



Dr. Doaa M. Fouad Ayoub
Assistant Professor of Marketing Business
Administration department, Faculty of
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Contact us



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