

## What is the Design Thinking:

- Explore new approaches to innovation that can be applied to a wide range of business challenges.
- Know the fundamentals of visual thinking and its potential for problem solving.
- Know how multidisciplinary teams can work and develop ideas around the client's needs, sharing their understanding and orienting them towards the user.
- Be aware of the importance of mental preparation both for day-to-day work and for creating innovative solutions.
- Acquire the ability to address problems using a broader, non-linear approach.



### Contact us :



#### Port Training Institute

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الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري  
Arab Academy for Science, Technology & Maritime Transport



## A Joint Diploma

"Creativity & Innovation for Decision Makers of Ports  
& Maritime Transport Sectors"

AASTMT - PTI & Valenciaport Fundacion Cooperation

December 2017

Target Group : CEO's of Port Authority & Top level Management



1<sup>st</sup> Week in Alexandria, Egypt  
2<sup>nd</sup> Week in Valencia, Spain  
25 Hours per week



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**1 1 Course Background and Aim**

World ports are today facing an aggressively competitive and rapidly changing global market with more complex and intelligence-based business environment where only the strategically proactive in marketing wins the competition. Ports in their 'derived demand' inclination are seriously challenged and their viability in a fiercely competitive global maritime business environment in great doubt. Their survival as a business therefore is hard.



**2 2 Course Scope**

This course will last for two weeks, one week in Alexandria and the other in Valencia. The objective of this course is to enable Senior Management to develop advanced management skills as well as analytical and creative decision-making competencies at senior management level. The program specifically focuses on strategic thinking and creativity in leadership.



**3 3 Course Rate :**

**Target Group : CEO's of Port Authority & Top level Management**

**4 4 Course Content**

**The 1<sup>st</sup> Week in Alexandria**

- Module 1 : Port competition and competitiveness
- Module 2 : Environmental Sustainability in ports
- Module 3 : Strategic Leadership & Innovation
- Module 4 : Critical thinking & advanced decision making
- Module 5 : Innovation solution for enhancing the efficiency in ports

**The 2<sup>nd</sup> Week in Valencia**

- Module 1 : New business development
- Module 2 : Tools for success in a new markets: Design Thinking / CANVAS model
- Module 3 : Design Thinking as a creative tool to make strategies decision
- Module 4 : Case os study: Design Thinkin in ports
- Module 5 : Visit to the terminals in the Port of Valencia

**5 5 Services included in the rate :**

Hotel 4\* (Including Breakfast and Dinner) - The Hotel is only 10 minutes walking distance from the port - lunch and coffee breaks during the class sessions - Diploma awarded by AASTMT and L'Institut de formation port de Marseille Fos ( Printing during the last day of the course - City tour - Stationary : pens, Book notes, Folders, etc.

**6 6 Trainers & Methods**

**The trainers** Maritime and multimodal experts (Surveyor / Loss adjusters and lawyer)

**Methods**

- Theoretical and practical informations
- Experience exchanges.
- Practices based on real experiences of the trainees

**Presentations** - PowerPoint - Written support