

PORT MANAGEMENT PROGRAM PROMOTION

Marco Antônio Ximenes Paiva Brazil:

“In a time of many changes and uncertainties around the world, the port management program was a great opportunity to gain not only knowledge, but also motivation and inspiration to overcome the challenges we currently face.”

Organized by:	Port of Rotterdam Authority & STC International
Date:	On request
Venue:	On location or in Rotterdam, The Netherlands
Lecture topics:	Port Basics, Port Business, Port Infrastructure and Port Planning, Port Management and Future of Ports
Site visits:	On request/on location

INTRODUCTION PORT MANAGEMENT PROGRAM

Brief introduction Port Management Program

Port development and management present major challenges including adjusting ports to rapidly changing market dynamics. Making big long-term infrastructure investment plans in an uncertain and ever changing market climate, adjusting to the technical and operational requirements of bigger vessels and increasing cargo volumes is a challenge to face.

Global trends such as energy transition & digitization require innovative solutions to face challenges as how to make future port infrastructure, play a significant role in the course.

These are the challenges which governments, port authorities, and port operators increasingly have to contend with. These challenges require staff with a deeper and more nuanced understanding of the complex dynamics of the port industry. The Port Management Program offers candidates the understanding and analytical mind-set needed to confront these challenges.

Brief introduction Port Management Program Partners

Port of Rotterdam Authority

The Port of Rotterdam Authority manages, operates and develops the port and industrial area of Rotterdam and is responsible for maintaining a safe and smooth handling of all shipping.



The organizational structure of the Port of Rotterdam Authority is consistent with this. The Port of Rotterdam Authority has a turnover of approximately € 710 million and employs 1.200 people in a wide range of positions in commercial, nautical and infrastructural areas. The Port of Rotterdam Authority is an unlisted public limited company. The shares in the Port of Rotterdam Authority are held by the Municipality of Rotterdam (approx 70%) and the Dutch government (approx 30%).

The objective of the Port of Rotterdam Authority is to enhance the port's competitive position as a logistics hub and world-class industrial complex. Not only in terms of size, but also with regard to quality. The Port Authority is therefore leading the transition to sustainable energy and it is committed to digitization in order to make the port and the supply chain, more safer and efficient. The core tasks of the Port Authority are to develop, manage and exploit the port in a sustainable way and to deliver speedy and safe services for shipping..

www.portofrotterdam.com/en

STC International

STC International is the leading knowledge institute on human capital development worldwide. Education, training, technical assistance and research are provided to the maritime and transport (related) industries. All programs are conducted by experts from the industries in combination with high-tech simulation wherever possible. Competency, rules and regulations, efficiency, environment, safety and security are key issues in the services provided. By doing so, people are offered the ability to create a sustainable family income. Organizations can benefit by having a motivated and skilled labor force.

STC International provides its services to the clusters:

1. Maritime and Offshore;
2. Port and Terminals;
3. Transport and Logistics;
4. Process Industry and Energy.

Centers of Excellence are currently operational in the Netherlands, Colombia, Oman, Vietnam, the Philippines, Mozambique, Kazakhstan and South Africa. STC International is an experienced partner who provides and migrates prime knowledge for the national and international transport and maritime cluster in a sustainable and innovative way in order to bring people, institutions and companies to a higher level of education.

<https://www.stc-international.nl>



OUR INTERNATIONAL PARTNERSHIPS

Port of Rotterdam joint ventures, projects & offices and Education Centers of STC International

Fakhriya Al-Balushi, Sultanate of Oman:

“The port management program, offered by the Port of Rotterdam and STC International is an excellent training program, offering the candidates to learn new ideas and concepts and contribute to improving operations in our port applying what we learned. Transferring knowledge and sharing experiences were the main keys of the program. I really have enjoyed and learned a lot from this program.”



MODULES PORT MANAGEMENT PROGRAM

Modules we offer amongst others:

1. Module Port Basics

During this module we will give answers to questions as:

What is a port?, What does a port do?, How are ports managed? And where is the port industry headed?

The basics are the foundation to make sure every candidate is on the same level of communication and understanding.

2. Module Port Business

This module will cover topics such as *the role that ports play in global supply chains, the factors that drive the port business, how to attract clients to the port, what criteria do companies use in selecting ports and what role does a Port Development Company (PDC) play in developing a segment.*

3. Module Port Infrastructure and Port Planning

This module provides insights into the main challenges you can expect in brown/greenfield port developments, the multidisciplinary approach, the need to balance different needs/interests, the different types of contacting (how is this done and what issues to consider) and the benefits of clustering and how this strengthens your port.

4. Module Port Management

The following topics will be discussed:

How are tasks and responsibilities allocated in a port? What are the different entities and organizations involved in the development of the port? What is the mandate of the port developer? How is management appointed? What are some of the justifications for government involvement in port development? What are the interests which a port developer has to balance (stakeholder management)? How do you balance private and public interests in a port? And how do you balance efficiency and compliance with (safety, security, customs) regulations?

5. Module Future of Ports

Ever evolving insights on ports and hinterland has its reflection on the way we work in the future. Paperless offices, autonomous sailing vessels, robotizing, 3d printing and so on will create a new reality. Applicable for the port and its processes are among others digitization and block chain technology. It requires innovative solutions to face these challenges. Take a step with us into the future of ports and its industrial cluster!

Strategic Stakeholder Management

The development of the port of Rotterdam from the past to the present created a stronghold where all stakeholders contributed to the growth of the economic region. All parties serving the local industry and the hinterland benefit from collaboration. This ongoing process continues into the future on energy transition, sustainability, digitization and innovation. Sharing best practices from our past help you to avoid loss of time and resources in any local implementation process. From a landlord model perspective this course is an introduction to further specific in deep programs related to your challenges.



Ruxandra Florescu, Romania/Austria:

“The port management program, offered by the Port of Rotterdam and STC International is essential “food for thought” in a fast paced world where innovative ideas complemented by well-trained professionals bring up the efficiency and productivity we all aspire at.”

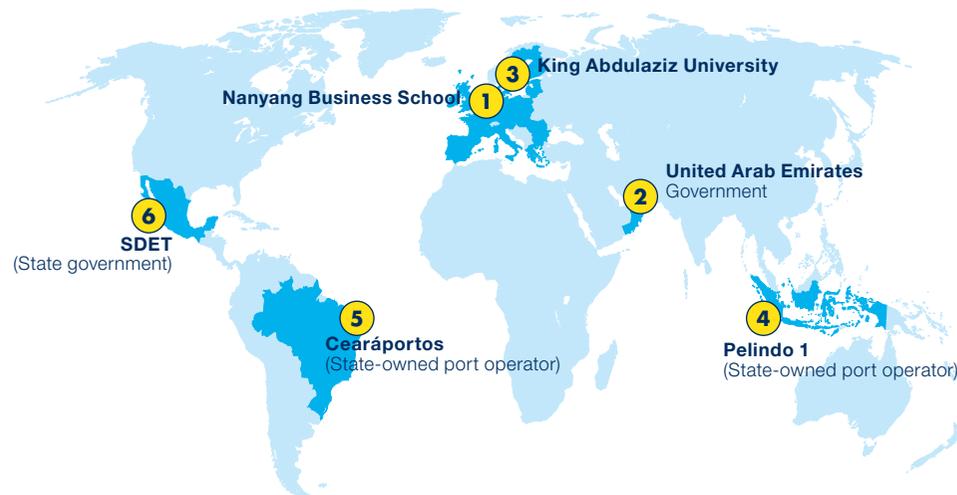
REFERENCES OF PORT MANAGEMENT PROGRAMS CONDUCTED AROUND THE WORLD

Reference programs

LOCATION	NETHERLANDS 1 Rotterdam	UNITED ARAB EMIRATES 2 Abu Dhabi	NETHERLANDS 3 Rotterdam
CLIENT/PROJECT	Nanyang Business School	Government	King Abdulaziz University
CONTEXT	Nanyang Business School wanted to have an Advanced Management Program as an elective to an generic MBA program	This course provided an understanding of the latest trends and developments, international regulations and commercial drivers in Shipping and Transport	King Abdulaziz University was looking for a port discovery program in the Hamburg-Le Havre range (HLH-range)
MAIN TOPICS	<ul style="list-style-type: none"> Port vision and planning Port logistics and Supply Chain Management. Tradeoffs between finance, construction and commercial strategies 	<ul style="list-style-type: none"> Global value chains Commodity markets Port management Port operations 	<ul style="list-style-type: none"> Intermodal transport Cargo operations management Terminal management Management skills Port excursions
OBJECTIVE(S)	<ul style="list-style-type: none"> Provide insights into port competition in the HLH-range Give background to POR's approach to build and extend its transport network system (hinterland connectivity) 	<ul style="list-style-type: none"> Identify how global value chains impact ports Differentiate commodity markets and the influence on ports Provide an overview of various parties in the ports and how they cooperate together 	<ul style="list-style-type: none"> To provide students with practical experience of port operations within a structured program of studies
NO. OF DAYS	6 days	4 days	26 days
TARGET GROUP	Professional MBA students	Middle management	Bachelor's students

Results

a.o. capacity building plans, long term vision statements, National port plans, masterplans port, insights in (strategic) port development and port management.



LOCATION	INDONESIA 4 Medan	BRAZIL 5 Pecém	MÉXICO 6 Villahermosa
CLIENT/PROJECT	Pelindo 1 (State-owned port operator)	Cearáportos (State-owned port operator)	SDET (State government)
CONTEXT	Pelindo 1 wanted POR's expertise in developing Kuala Tanjung	Cearáportos wanted to develop a long-term vision for Pecém Port to address market changes	Tabasco State Secretariat is developing Frontera Port and sought to learn from POR's development experiences
MAIN TOPICS	<ul style="list-style-type: none"> Port vision and planning Port governance Business development Sustainability 	<ul style="list-style-type: none"> Market positioning Spatial planning Stakeholder management Port vision 	<ul style="list-style-type: none"> Port vision and planning Offshore supply base development Greenfield port development
OBJECTIVE(S)	<ul style="list-style-type: none"> Provide international perspective on port development Apply POR's expertise to Kuala Tanjung development Capacity building (staff training) 	<ul style="list-style-type: none"> Develop a draft long-term vision statement for Pecém Port and industrial complex Capacity building (staff training) Stakeholder alignment 	<ul style="list-style-type: none"> Share lessons learned from POR's development experiences Apply lessons to Frontera port development
NO. OF DAYS	8 days	5 days	3 days
TARGET GROUP	Port professionals	Port professionals	Government officials/ port professionals

Annual Port Management Program

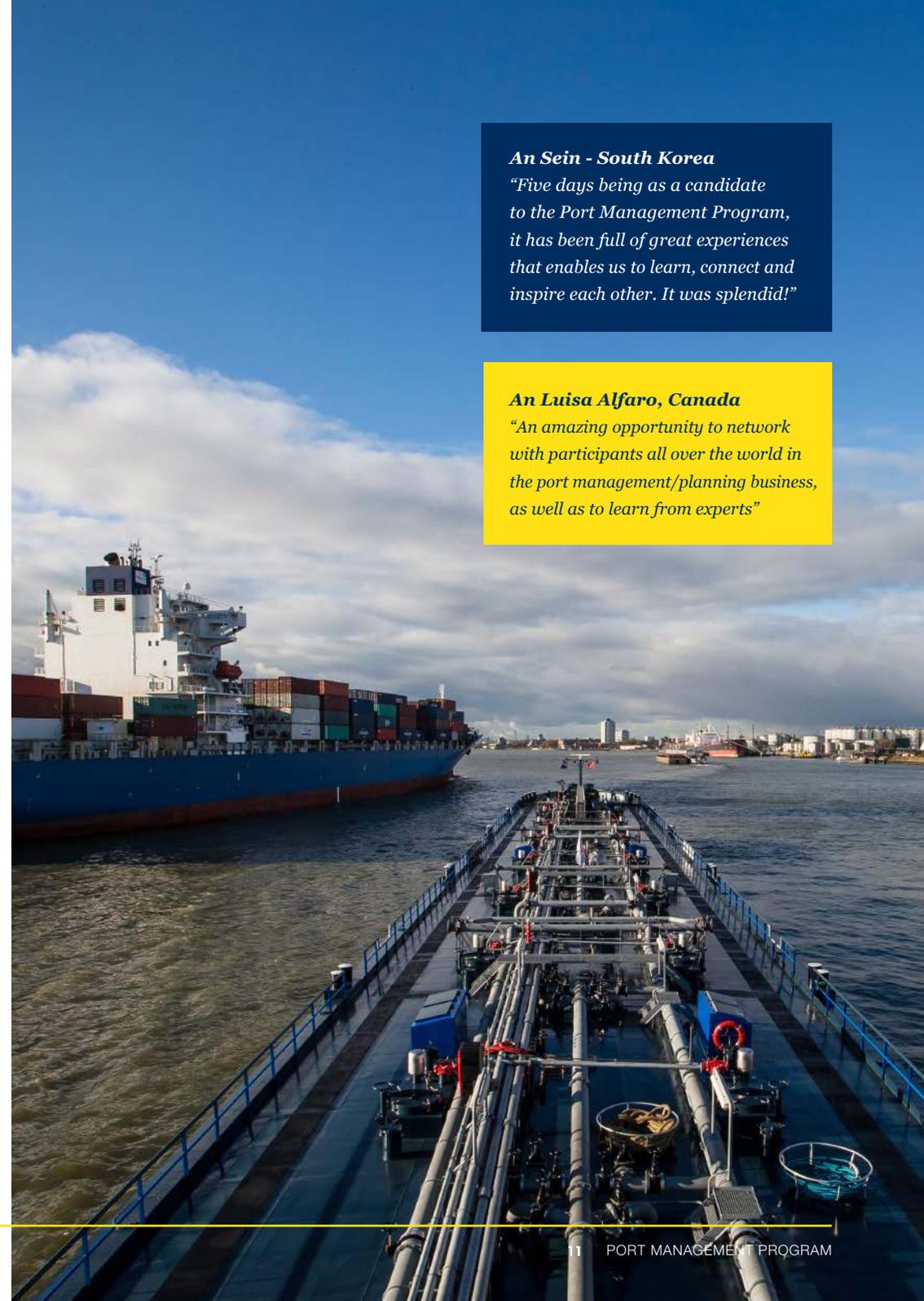
LOCATION	NETHERLANDS Rotterdam
CONTEXT	The PMP has been specially developed for our existing and potentially new international strategic partners. On request the PMP can be organized on location as well.
MAIN TOPICS	<ul style="list-style-type: none"> • Port Basics • Port Business • Port Infrastructure and Port Planning • Port Management • Future of Ports
OBJECTIVE(S)	<ul style="list-style-type: none"> • By participating the PMP candidates get an in-depth, comprehensive overview of POR's 'port eco system', build solid contacts with other professionals from port businesses worldwide and gain knowledge on all relevant port related topics.
NO. OF DAYS	5 days
TARGET GROUP	Port professionals, minimal Bachelor's level

Tham Nguyen, Vietnam

"The port management program is a perfect example where all practical knowledge expertise/experience are shared and transferred by Port of Rotterdam and STC International."

Capt. Faisal Sultan Al-Abdulla, Qatar:

"PMP is the right program for port managers to attend. It gives the overview on how an international/global port is managed. PMP is the nutshell of all knowledges required to be a succesfull port manager."



An Sein - South Korea

"Five days being as a candidate to the Port Management Program, it has been full of great experiences that enables us to learn, connect and inspire each other. It was splendid!"

An Luisa Alfaro, Canada

"An amazing opportunity to network with participants all over the world in the port management/planning business, as well as to learn from experts"

PROGRAM CHARACTERISTICS

Tailored to Client Needs

Together with the Client, a tailor-made PMP (in Rotterdam or on location) is designed that addresses Client specific topic(s). The topics can include long-term vision, spatial planning, sustainability, safety and security, stakeholder management, etc.



Interactive Lectures

The program consists of interactive lectures delivered by relevant experts of POR and STC-Group professionals. The lectures aim at applying more than 80 years' of combined port development expertise to the local context.

Case Studies/Management Games

Depending on the objectives and topics, the program can include interactive case studies where participants are asked to apply the concepts they've learned to a local context.

Port Constructor and Hinterland Game

Management games can be added to the program, if objectives and topics so require. During these games focus is for participants to make judgements, often presented as management dilemmas and tradeoffs.

Maasvlakte 2, Terminal visits, Customs & Branche organisations

Excursion(s) to the port and/or to port and industrial operations is a crucial element, linking concepts to practice and classroom examples to reality.

Deliverables

Presentations held during the program, PMP Certificate of Attendance and a short document (letter or presentation) with main insights derived from the program (upon request).

Participants

A maximum of 20 participants is recommended and at least an intermediate proficiency in the English language is required to successfully participate the PMP.

PROGRAM TARGET GROUPS

The Port Management Program is a tool developed for capacity building for the following target groups:

Executives

This program contains Strategic and Board related issues for Board members and senior managers in ports, governments and terminals.

Project Teams

Teambuilding well suited for newly formed departments or mixed project teams.

Support functions

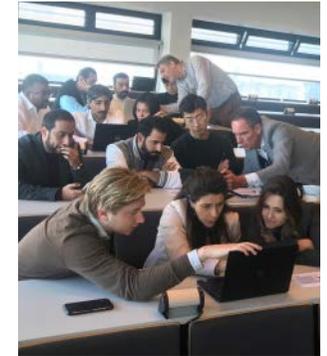
In depth programs for port employees in IT, Finance, HR, Communication, Marketing, Procurement, Project Managers and Consultants.

Students

Program, well suited for students in civil engineering, business administration and social sciences, as well for students who pursue specializations in port and shipping management and maritime economics and logistics.

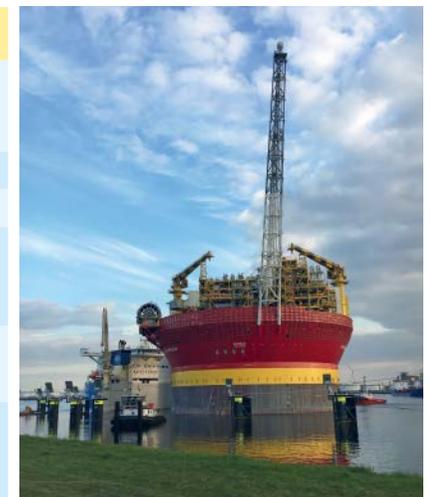
Other Programs

Manager Port Operations and Maritime Supply Chain management. For details we refer to the website <https://www.stc-international.nl/courses/>

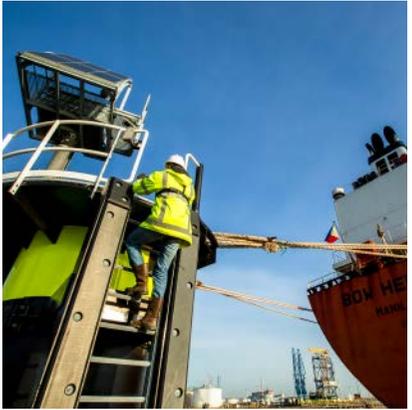


EXAMPLE PROGRAM

DAY	SUBJECTS	TOPICS
DAY 1	PORT BASICS	
- Welcome		
- Introduction	General introduction to the Port of Rotterdam Authority	
- Presentation	The port of Rotterdam and the international activities	Joint Ventures Port Management Consultancy Capacity Building
- Ice-breaking introduction		
- Presentation	Port Basics	Global value chains Ports as a node in the transport chain Ports operations Port services
- Presentation	Port Governance	<ul style="list-style-type: none"> • What is port governance? • Refers to the regulations and institutions that govern activities of and relations between organizations active in the port.
- Port tour by MV Nieuwe Maze		
- Visit	Port Terminal	
DAY 2	PORT BUSINESS	
- Micro-game: 'Port Constructor'	Management game	(Strategic) Master Planning Port Development Understanding Market needs Stakeholder Management Sustainable Development Goals
- Presentation	One of the business cases of Port of Rotterdam	
- Presentation	Business development - Offshore industry	New businesses
- Presentation	Role of the shippers and forwarders	<ul style="list-style-type: none"> • Understanding of end-to-end supply chains; • Supply chain optimization; • General container proposition from supply chain perspective
- Presentation	Port regionalization	<ul style="list-style-type: none"> • Hinterland Foreland Regionalization; • Case Regionalization
- Presentation	Ports and capacity building	<ul style="list-style-type: none"> • Smart ports and Human Resources in the Port sector; • Investment in Human Capital; • Development in Capacity Building



EXAMPLE PROGRAM (CONTINUATION)

DAY	SUBJECTS	TOPICS	
DAY 3	PORT INFRASTRUCTURE AND PORT PLANNING		
- Presentation	Port Planning	Internal and External factors SWOT analysis Strategic options Commercial strategy Market segmentation/industry verticals	
- Presentation	Brownfield vs greenfield port development		
- Guest lecture	Building with nature	International case	
- Tour	FutureLand, Maasvlakte 2		
- Presentation	Port business case development	Sohar/MVw	
- Visit	Customs	Organization Mission How to control all cargo movements? Integrated Border management Means of Inspection;	
- Visit	Port Terminal		
DAY 4	PORT MANAGEMENT		
- Presentation	International port strategy	Trends & Developments	
- Presentation	Energy transition and the effect on the port and the hinterland	Energy infrastructure Circular economy Renewable chemicals and fuels Alternative fuels Sustainable supply chains Renewable Energy Electrification (including power 2 hydrogen and power 2 chemicals)	
- Presentation	Stakeholder management	Sustainable transport Port and its environment Stakeholder and stakeholder mapping Stakeholder engagement	
- Presentation	The role of the harbour master	Port organization Maritime legal framework Port harbour master	
- Vist & Presentation	SmartPort		
- Visit	Innovation Dock		
DAY 5	PORTS IN THE FUTURE & FUTURE OUTLOOK		
- Presentation	Digitization	Digitization, a significant contemporary trend. All ports and maritime companies are aware of the need for change. The question is: how and where to start?	
- Presentation	Blockchain	Blockchain & ports	
- Presentation	Ports in 2050; what can we expect?	Future of Ports in transition	
- Meeting	The experts		
- Closing Ceremony	Cerificates & Closure		



Following this course will give you the tools and insights to improve your port management skills. People will be able to steer into a more prosperous, safe and secure port complex which can lead to the preferred port to do business in the region!

TERMS & CONDITIONS

Confidentiality:

Standard as per agreement

Limited Liability:

Liability Port of Rotterdam Authority/STC International for these services will be limited to the Fees paid by the Client

IP rights:

Intellectual Property developed by Port of Rotterdam Authority/STC International will vest in and remain the property of Port of Rotterdam Authority/STC International

Detailed Terms & Conditions available on request

FOR MORE INFORMATION :

If you want to have more information, please contact

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