



JNPT - APEC PORT TRAINING CENTRE



YOUR WORLD PARTNER IN PORT TRAINING

STRATEGY, POLICY & BUSINESS DEVELOPMENT, MUMBAI 15-20 FEB '16

This course will focus on the strategic objectives of the port and its role in the region, the importance of building sustainable and good relations between port authorities and terminal operators to develop long-term sustainable relationships.

Each party has the same focus: delivering best in class services to their customers and building a long term mutually beneficial relationship.

CONTENT:

- Port Strategies: how to develop a sustainable and long term business model for a port and a terminal
- Concessions: how to bring concessions to the market? The objectives and common grounds on the sell and buy side
- The economic model of ports and terminals
- Country and regional policies, and their impact on port strategies
- Business planning and development: aim at profit and cost control
- Business development: mapping and disclosing the market, detecting and meeting customer needs and expectations, developing a sustainable relationship with customers

OBJECTIVES:

Port Strategy and the true meaning of a port master plan: understand and learn the key components of a port master plan. The role of the master plan in the marketing and sales strategy of a port.

Learn how a consistent concession policy enable both port authorities and operators to add value to their business and to the country's economy.

Learn the structure of the economic model for ports and terminals and create mutual understanding of each other's business.

Learn to detect and manage constraints when developing port strategies.

Learn how to generate business: identifying customers, their needs and criteria to do business with your port



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BRIEF OVERVIEW:

The seminar offers a detailed study of:

- Port Strategy
- Concessions
- Economic model of ports & terminals
- Country & regional policies
- Business planning & development

The course focusses on the strategic objectives of the port and its role in the region. The focus lays on delivering best in class services to their customers and building a long term mutually beneficial relationship.

FORM OF TRAINING:

The courses are a balanced and carefully tailored mix of ex-cathedra teaching and knowledge transfer, interactive workshops and assignments. Participants will present the results of their assignments during interactive discussion sessions to the entire group under guidance of the faculty. This format enables experience and knowledge sharing between the participants.

MEET OUR EXPERTS:



Mr. Nico Berx
Director at Port of Antwerp International
Experienced manager and consultant, Port and Terminals expert



Mr. William Demoor
Advisor to the Chairman of the Antwerp Port Authority
Experienced in concession management, institutional models and strategy development and implementation.

EVALUATION:

During the program, the faculty will assess and evaluate the motivation, participation and active collaboration in courses and workshops on a continuous basis.



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TARGET AUDIENCE AND PRE-REQUISITES:

- Key decision makers, strategy and policy makers
- Senior management & port consultants

PRACTICAL INFO:

DURATION: 15th–20th February 2016

VENUE: Park Hotel, Belapur, Navi Mumbai
Hotel reservation from 14th till 21st of February 2016
Transport from and to the airport will be arranged.

CLOSING DATE FOR INSCRIPTION: Enclosed registration form needs to be filled in and submitted by 29th of January 2016 via email: jnpt_apec_ptc@jnport.gov.in

COURSE FEE: Rs. 1 lakh per participant. Fee covers course material, lunches, refreshments, coffee and tea during the breaks and the work visits.

The lodging/boarding arrangements will be at the same hotel at following concessional rates to be paid in advance.

- For single occupancy Rs 5000 per day plus tax at 24.1%
- For double occupancy Rs 6000 per day plus tax at 24.1%

Double occupancy is assured in case of two nominations from one organisation. In case of single nomination, it can be subject to another such request.

The fee needs to be paid by February 1st at the latest, by RTGS as per the following details:

BANK NAME:	BANK OF INDIA (PUB BRANCH)
ACCOUNT NUMBER:	1232200110000264
IFSC CODE:	BKID0001232
SWIFT CODE:	BKIDINBBTRB
ACCOUNT NAME:	JNPT SEMINAR
PAN:	AAALJ0036D
SERVICE TAX NUMBER:	AAALJ0036DST001

ABOUT THE JNPT - APEC PORT TRAINING CENTRE:

The JNPT - APEC Port Training Centre is an initiative of the Indian Ministry of Shipping, Jawaharlal Nehru Port Trust and APEC (Antwerp/Flanders Port Training Center).

The objective of the JNPT - APEC Port Training Centre is to teach participants international best practices and to deliver practical and workable advice on how to implement these practices into their work environment with one objective and target in mind:

“Improve customer service in every aspect, in order to increase cargo flows”

CONTACT: jnpt_apec_ptc@jnport.gov.in or apec@portofantwerp.com

WEBSITE: www.JNPTAntwerpPortTraining.com



STRATEGY, POLICY &
BUSINESS DEVELOPMENT
MUMBAI, 15-20 FEB 2016



REGISTRATION FORM

Please fill in all fields and return this document to jnpt_apec_ptc@jnport.gov.in before 29th of January 2016.

Family name	
First name	
Gender	Mr / Mrs / Ms
Date of birth (DD/MM/YYYY)	
Place of birth	
Nationality	
ID number	
Organisation	
Function	
Business address	
Postal code	
City	
Country	
Phone and/or mobile number	
E-mail	
Private address	
Postal code	
City	
Country	
Private Phone number	
Have you attended an APEC training program at Antwerp before?	
If so, please elaborate	
Signature	