

A smart port connecting smart people

Combi Port Course

PORT BUSINESS ANALYSIS DEVELOPMENT & MARKETING

Online 4/11 - 29/11 2024
In Antwerp 9/12-13/12 2024



Port of
Antwerp
Bruges
International

WHY

This course is meticulously designed to address the ever-evolving demands of the competitive port industry, with a specific emphasis on fostering business development. It encompasses essential areas such as commercial growth, business attraction, and the expansion of port platforms, ensuring participants acquire a well-rounded skill set. The course's central focus on market intelligence and data-driven strategies aligns with the industry's contemporary needs, empowering the participants to thrive and contribute effectively to the port business's ongoing success.

FOR WHOM

Participation in this course is ideal for port professionals with a primary focus on port business development and those actively engaged in shaping port development and investment policies. It is also highly beneficial for port professionals involved in commercial activities, strategic planning, internal and external communication, and marketing in the port.

Visit our website: apecporttraining.com

Register: apecporttraining.com/registration/

WHAT?

This course is structured into four modules and features a blend of academic lectures and practical insights from experienced port experts.

The course material includes both theoretical concepts and real-life case studies to provide a well-rounded and comprehensive learning experience.

1 Industry Trends and Market Intelligence

- Maritime trends and challenges in the supply chain
- Market intelligence
- Data Science: case study

2 Port Strategy, Marketing and Communication

- Strategic port planning, pricing strategy of a port authority
- Building a commercial strategy
- Port marketing in practice: positioning and branding
- Developing an external and internal communication strategy

3 Port Business Development

- Building an attractive business platform
- Key account management
- Stakeholder management

4 Project Management

- Strategic projects: why and how?
- Financial and investment analysis

Live Week in Antwerp

Site visits to Port of Antwerp-Bruges, terminals, warehouses; Workshops.

Contact us



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