

Anatomy of Container Logistics

10 – 12 May 2011

National University of Singapore Society Guild House
Suntec City • Singapore

Organised by



Cambridge Academy of Transport

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Seminar Programme

Anatomy of Container Logistics
“Cooperation not Confrontation”
10th – 12th May 2011

National University of Singapore Society Guild House · Suntec City · Singapore

Seminar Leader
Richard E W Butcher, Chairman, IMS Group

Tuesday 10th May

CHALLENGES FACING TODAY'S CONTAINER INDUSTRY

1. **Seminar Introduction** **0900-0915**
Dr John M Doviak, Managing Director, Cambridge Academy of Transport
2. **Container Shipping Concepts – Linking the Supply Chain** **0915-1015**
Richard Butcher, Chairman, Cambridge Academy of Transport and IMS Group
 - First Container Revolution and the factors involved
 - International Freight Movement - key elements
 - Through Transport Chain and the principles of the Supply Chain
 - Concepts of FCLs and LCLs
 - The Economies of scale - Panamax ships
 - Second Container Revolution and the role of the Shippers' Councils
 - Consortia and Alliances
 - Major container groups
 - Key achievements of the first 50 years
3. **Economic Outlook for Liner Shipping and the Development of New Markets** **1030-1115**
(TBA)
 - Macro economic view of the world's main trade routes
 - Intra-Asian markets and growing pressures on ports and hinterland communications
 - Issues resulting from imbalances in supply and demand patterns
 - Availability of trade statistics
 - Developing new trade routes and defining service requirements
4. **Shipper's Perspectives and Service Requirements** **1130-1230**
Silas Heng Hwa Tee, Deputy Physical Distribution Manager, Supply Chain Management, The Polyolefin Company (Singapore) Pte Ltd, Singapore
 - Has the relationship between shippers and carriers been irrevocably broken?
 - Where do the carriers fall short of the shippers' expectations
 - What are shippers seeking from their carrier partnerships
 - Why the intermediaries share of the market is growing
 - Use of intermediaries for SMEs
 - Is there a future for service contracts?
 - Use of container freight futures and how should these be developed?
 - What type of discussion forum should replace shipping conferences?

- 5. Business Simulation: Introduction to the Asia-Europe Container Service** **1330-1430**
Dr John M Doviak, Managing Director, Cambridge Academy of Transport
- Cambridge Container Line business model
 - Developing the business parameters
 - Defining annualised traffic flows
 - Market share evaluation
 - Determining vessel deployment and service schedule rotation
 - Analysing port pair container flows by equipment type
 - Evaluating utilization levels - WB/EB
 - Objectives of exercise
- 6. Container Commercial Concepts – Meeting the Customers' Requirements** **1445-1600**
Richard Butcher, Chairman, Cambridge Academy of Transport and IMS Group
- Documentary processes - quotations to freight accounts
 - Customer service centres
 - Effects of e.commerce and the processes involved
 - Roles of freight forwarders, NVOCCs and infomediaries
 - INCOTERMS 2010
 - Workings of consortia tonnage centres
 - Misdeclarations of container weights
 - Rotterdam Rules and the issues involved
 - Key performance indicators
- 7. Optimising the Supply Chain Links** **1600-1715**
David Chew, CEO, Supply Chain Management Solutions and Managing Director, SC Asia Consulting
- Risk management in a global economy
 - Formulating a supply chain vision
 - Impact of pricing on supply chains
 - Forecasting and demand planning
 - Inventory management and the 'Just-in-Time' practice
 - Reverse logistics
 - Globalisation and regionalisation of supply chains
 - Supply chain performance measurement
 - Effects of slow steaming and extended supply chains
 - Ecological issues

Wednesday 11th May

SERVICE PROVIDERS IN A CHANGING BUSINESS CLIMATE

- 8. Today's Industry Issues** **0900-0945**
Richard Butcher, Chairman, Cambridge Academy of Transport and IMS Group
- Current composition of the container industry
 - Economies of scale – trends and myths
 - Cost cutting measures and their influence on the supply chain
 - Container shortages and 'dwell time' concerns
 - Service consolidation and carrier alliances
 - Infrastructure challenges
 - Heightened security risks and environmental concerns

- 9. Container Marketing Concepts – Meeting the Customers' Requirements** **1000-1115**
(TBA)
- Establishing the shipper's service requirements
 - Service development and competition evaluation
 - Market share and improving forecasting techniques
 - Tariffication and surcharges
 - Innovative pricing - revenue management
 - Service contracts and their negotiation
 - Container freight future
 - Growing media awareness
 - Independent shipping agents
 - Managing a sales team
 - Key performance indicators
- 10. Business Simulation: continued – Group Work** **1115-1230**
Dr John M Doviak, Managing Director, Cambridge Academy of Transport
- Revenue projections
 - Gross/Net Ocean Freight
 - Surcharges
 - Carrier haulage - inland recoveries
 - Analysis of variable costs
 - Terminals
 - Equipment
 - Inland transportation
 - Agency commission
 - Evaluation of contribution levels
- 11. Role of Intermediaries in Supply Chain Management** **1330-1445**
Richard Owen, Senior Vice President, Global Customer Solutions, Asia Pacific Management Board, DHL, Singapore
- Principles of supply chain management
 - Role of freight forwarders, NVOCCs
 - 3P/L / 4P/L companies
 - Intermediaries v carriers
 - Carriers – wholesalers or retailers?
 - Selection of source providers
 - Clearing bottlenecks to boost efficiency and profitability
 - Carrier vs customer perspective
 - Key performance indicators
- 12. Workshop – Assignment: “Can containers steal more bulk cargo?”** **1500-1615**
Participants will work in small teams to address this question
- 13. Supply Chain Risk Management** **1615-1715**
Jason Teo, Senior Director Business Continuity, Infineon Technologies Asia Pacific Pte Ltd and Chairman, TAPA Asia
- Business continuity supply chain management in a global economy
 - Increasing security risks
 - Formulating a supply chain vision
 - Implementing a risk management programme
 - Supply chain performance measurement
 - Preventing supply chain disruptions
 - Do the benefits of supply chain risk management outweigh the costs?
 - Effects of slow steaming and extended supply chains

- Preventing Supply Chain Disruptions
- Increasing Security Risks
- Do the benefits of supply chain risk management outweigh the costs?

Thursday 12th May

CONTAINER OPERATIONS IN A CHANGING BUSINESS CLIMATE

- 14. Container Operations: Ships, Schedules, Ports & Terminals** **0900-1015**
Jim Dwyer, Vice President – Global Network Operations, APL Lines
- Ships, types and characteristics
 - Basic ship management and flag requirements
 - Container stowage and lashing systems
 - Effects of bunker prices and slow steaming
 - Cold and hot ship lay-ups
 - Service schedules and transshipment traffics
 - Ports and container terminals
 - Layouts and designs
 - Operational criteria
 - Stowage information
 - ICDs and CYs and their operation
 - Port Centric Logistics
 - Major ports and terminal groups
 - Key performance indicators
- 15. Container Operations: Intermodalism and Asset Management** **1030-1145**
Richard Butcher, Chairman, Cambridge Academy of Transport and IMS Group
- Hinterland operations
 - Road, rail and barge
 - Improving efficiency, productivity and cost control
 - Equipment management and imbalance issues
 - ‘Grey Box’ concept
 - The art of container ‘stuffing’
 - Management of cost control
 - Use of standard costing techniques
 - Key performance indicators
- 16. Security and Environmental Issues** **1145-1230**
Richard Butcher, Chairman, Cambridge Academy of Transport and IMS Group
- Piracy and hijacking
 - Container security initiatives (C-TPAT)
 - US Safe Port Act
 - Importer Security Filing (10-2 Rule)
 - ISPS Code
 - Europe’s Advanced Cargo Declaration
 - Handling of hazardous cargoes and IMDG Code
 - Reducing container transport’s carbon footprint
 - Smoke emissions and noise levels
- 17. The Role of Shippers Councils** **1330-1430**
(TBA)
- Liner conferences and shippers’ perceptions
 - Life without conferences - future industry discussion groups?
 - Supply chain security and congestion issues

- Future service agreements and through freight rates
- Improving communications and understanding between the parties
- Global shippers' forum - major objectives and future development

18. Business Simulation - Group Presentations **1445-1545**

Richard Butcher, Chairman, Cambridge Academy of Transport and IMS Group and Dr John M Doviak, Managing Director, Cambridge Academy of Transport

- Port to port or full 'through transport' operation
- Are carrier mergers inevitable?
- Are independent NVOCCs customers or competitors?
- Should carriers be wholesalers or retailers?

19. Panel Discussion - Container Transportation Post-Economic Recession **1545-1645**

John Lu, Chairman, Singapore National Shippers' Council and ASEAN Shippers Council; Silas Heng Hwa Tee, Deputy Physical Distribution Manager, Supply Chain Management, The Polyolefin Company (Singapore) Pte Ltd, Richard Butcher, Chairman, Cambridge Academy of Transport and IMS Group and Dr John M Doviak, Managing Director, Cambridge Academy of Transport

- Lessons learnt
- What does the future hold?
- Is there a light at the end of the tunnel?
- Third Container Revolution?

20. Seminar Conclusion

1645-1700

Dr John M Doviak, Managing Director, Cambridge Academy of Transport

Programme subject to change