

Masterclass in Container Shipping

21st – 23rd July 2010
Starhub Centre • Singapore

Organised by



Cambridge Academy of Transport

In association with the
Singapore Shippers' Academy

48 Whittlesford Road • Little Shelford • Cambridge CB22 5EW

Tel: +44 (0)1223 845242 • Fax: +44 (0)1223 845582

Email: enquiries@catz.co.uk • Website: www.catz.co.uk

Course Programme

Master Class in Container Shipping

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Singapore Shippers' Academy

Course Leader: Richard E.W. Butcher

Session 1

(15mins)

Course Introduction - Issues Facing the Container Shipping Industry

Session 2

(45mins)

Transformation from Liner Shipping to Container Transportation

- Historical Developments (1818-2010)
- Liner Shipping - definition
- Characteristics of Liner Shipping
- Origins of the Conference Systems
- Milestones in the expansion of the world's merchant shipping fleets
- Cargo handling practices and productivity levels
- Shipping tariffs and commodity pricing
- Liner Shipping companies and their organisations
- Role of Shipping Agents
- Economic pressures leading to the First Container Revolution

Session 3

(60mins)

Container Shipping Concepts - Linking the Supply Chain

- 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

Session 4

(60mins)

International Institutions and Trade Bodies

- Organisations and Associations
 - Ships and Management (IMO/ISM/ISPS)
 - Trade and Cargoes (UNCTAD/WTO/BIMCO)
 - Land Transportation (Containers/Road/Rail/Security) and equipment
- Maritime Affiliated Groups
(GlobalShippers'Forum/WorldBank/ICS/FONASBA)

Session 5
(45mins)**Trade Routes and Cargo Flows - Market Intelligence**

- Switch from general cargoes to containers
- Growth of globalisation
- Supply and demand mechanics
- Major trade routes and container flows
- Effects of the global economic crisis on container shipping
- Maximising the use of market intelligence
- Availability of statistical data
- Emerging markets and their effects
- Development on supply chain management of 'near sourcing'

Session 6
(75mins)**Container Shipping Operations - Part 1**
Ships, Schedules and Terminals

- Ships, types and characteristics
 - Fully cellular
 - Ro-Ro
 - ConBulkers
 - LASH/SEABEE
- Basics of ship management and flag requirements
- Bunkers and fuel consumption
- Container stowage and lashing systems
- Cold and hot ship lay-ups
- Service schedules
 - 'Milk-round'
 - Hub and spoke
 - Niche markets
- Feeder services and transshipment operations
- Ports and terminals
 - Terminal layouts and designs
 - Operational criteria
 - Stowage requirements
 - CFS/ICD/CY operations
 - Container stuffing and packaging
 - Port Centric Logistics
 - Security issues
 - Major terminal groups
 - Key Performance Indicators

Session 7
(90mins)**Introduction to the Business Simulation Model**
Asia - Europe Container Service

- 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

Session 8
(75mins)**Container Shipping Operations - Part II**
Containers and Hinterland Logistics

- Containers - types and characteristics
 - Ownership and leasing
 - Marks and numbers
 - 'Tracking and tracing' systems
 - Equipment interchanges
 - Imbalance problems
 - Maintenance and repair
 - Seals and locking devices
- Landside operations
 - Road haulage
 - Physical distribution
 - Rail services
 - Landbridges
 - River and canal barge services
 - Highway legislation
 - Chassis and trailers
- Intermodal operations
- Key Performance Indicators

Session 9
(90mins)**Container Marketing Concepts - Meeting the Customer's Requirement**

- Establishing the shipper's service requirements
- Service development and competition evaluation
- Market shares and forecasting techniques
- Tariffication and surcharges
- Innovative pricing - revenue management
- Consortia, Alliances and VSAs
- Service contracts and negotiations
- PR and Advertising
- Growing media awareness
- Container freight future
- Shanghai Shipping Exchange
- Environmental issues
- Managing a sales team
- Key Performance Indicators

Session 10
(90mins)**Business Simulation Model (continued)**
Asia - Europe Container Service

- Revenue projections
 - Gross/Net Ocean Freights
 - Surcharges
- Carrier haulage - inland recoveries
- Analysis of variable costs
 - Terminals
 - Equipment
 - Inland transportation
 - Agency commission
- Evaluation of contribution levels

Session 11

(75mins)

Commercial Issues - Quotations, Documentation and Insurance

- Customer service centres
- Documentary processes - quotations to freight accounts
- Workings of consortia tonnage centres
- Effects of e.commerce
- Roles of freight forwarders, NVOCCs and infomediaries
- INCOTERMS 2010
- Handling of hazardous cargoes and IMDG Code
- Authorised economic operators
- Cargo insurance and claim processes
- Rotterdam Rules
- US Security initiatives
- 10-2 Legislation
- Piracy and ship protection
- Key Performance Indicators

Session 12

(60mins)

Business Simulation Model (continued)**Asia - Europe Container Service**

- Evaluation of fixed costs
 - Ships
 - Bunkers
 - Port and canal charges
 - Overheads and administration
- Preparation of voyage P/L account

Session 13

(75mins)

Business Simulation Model (continued)**Asia - Europe Container Service**

- Optimising profitability - service options
- Preparation of presentations

Session 14

(90mins)

Container Shipping - Financial Issues and Concepts

- Preparation of budgets and rolling forecasts
- Voyage v. time based accounting
- Chart of accounts
- Contribution analysis and standard costing
- Managing and controlling costs
- Cash flow projections
- Project management
- Credit controls
- Key performance indicators

Session 15

(60mins)

Organisational Structures, Lines of Communication and Shipping Agents

- Basic organisational structures
 - Head office
 - Regional offices
 - Area offices
- Departmental responsibilities and lines of communication
- Owned v. 3rd Party agents
- Management of Agents
- Changing corporate scene
- Allow managers to manage
- Human resource challenges
- Education and training
- Key Performance Indicators

Session 16

60mins

Students Examination and Assessment**Session 17**

(60mins)

Business Simulation Model (conclusion)**Asia - Europe Container Line**

- Syndicate groups present their findings and recommendations

Session 18

(30mins)

Container Shipping - Future Developments and Challenges

- Emergence from global economic recession
- Challenges facing the container industry
- Likely commercial developments
- Effect on shippers and receivers
- Supply chain re-evaluation
- "Cooperation not Confrontation"