BLACKBIRD FOR TRAINING

International Shipping & Transportation

23 – 27 November 2026
Kuala Lumpur (Malaysia)



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Ref: 321426_293703 **Date:** 23 – 27 November 2026 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4900 GBP

Introduction

This training program introduces participants to the key rules and concepts of International Shipping & Transportation air and sea and equips them with the necessary knowledge and experience to excel in the field. Additionally, participants will learn customer service skills specifically tailored to international shipping and logistics and how to handle customer issues effectively in the global shipping landscape.

Course Objectives

By the end of this course, participants will gain the following skills and knowledge:

- Understanding of international shipping: Learn about different types of international shipping, including air and sea freight.
- How to set up a shipping company: Understand the legal and technical procedures involved in establishing a shipping company.
- Sea Shipping Operations and Logistics: Gain a comprehensive understanding of sea freight logistics, types of vessels, and containers used in sea shipping.
- Transportation Systems: Learn about the various transportation systems used in international shipping and their operations.
- Customer Service in Shipping: Master the skills required to handle customer issues and provide exceptional service in the shipping industry.

Course Outlines

Day 1: Introduction to International Shipping and Sea Shipping

- Overview of international shipping and its various types.
- Legal and technical steps to establish a shipping company.
- A look at sea shipping operations and key industry terminology.
- Different types of sea shipping and their use cases.



Day 2: Sea Shipping - Logistics and Documentation

- The types of ships and containers used in sea freight.
- The logistics involved in sea freight and the relationship between shipping companies and other involved departments.
- The documentary cycle of sea freight shipments.
- Bills of lading, shipping policies, and customs procedures related to shipping.

Day 3: Air Shipping

- Introduction to air shipping and the different types of services offered.
- The documentation process involved in air shipping.
- Cargo planes used in air freight and their operational details.
- How air shipping logistics work and calculating air shipping costs.

Day 4: The Art of Customer Service - Introduction and Importance

- Defining customer service in the shipping industry.
- The importance of addressing customer complaints and effectively managing them.
- Understanding who your customers are and the significance of customer service in shipping.
- Dealing with intense competition in the shipping industry.

Day 5: The Art of Customer Service - Skills and Handling Complaints

- Identifying the reasons behind customer service failure and how to avoid them.
- How to become a professional customer service employee in the shipping industry.
- Understanding customer expectations and learning how to fulfill them.
- Effective communication skills for handling customer complaints and improving customer relations.
- Recognizing signs of customer dissatisfaction and learning strategies to resolve issues.

Why Attend this Course? Wins & Losses!

- Comprehensive Understanding of International Shipping: Learn the ins and outs of international shipping including sea shipping, air freight, and customer service in shipping.
- Master the Shipping Documentation Cycle: Get hands-on experience with shipping documentation and customs procedures, ensuring you're prepared for global shipping tasks.
- Enhance Your Customer Service Skills: Gain valuable skills in handling customer complaints, understanding customer expectations, and improving customer satisfaction in international shipping.
- In-depth Knowledge of Logistics: Learn about the logistics of international shipping, and best international shipping methods for sea and air freight.
- Real-World Applications: Understand how to optimize your company's international shipping process, minimizing cost and improving efficiency.



Conclusion

The International Shipping & Transportation course offers a deep dive into international shipping logistics, customer service in the shipping industry, and the procedures involved in air and sea freight. By completing this course, you will gain valuable expertise in shipping operations, the documentation cycle, and effective customer service, which will give you a competitive edge in the shipping industry. This course will help you enhance your skills, providing you with the tools necessary to excel in international shipping and become an integral part of any shipping company.

Register now to secure your place and start your journey toward becoming a proficient professional in the dynamic field of international shipping!

