BLACKBIRD FOR TRAINING

# Advanced Port and Shipping Management

1 – 5 August 2027
Istanbul (Turkey)



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**Ref:** 3254341_307512 **Date:** 1 – 5 August 2027 **Location:** Istanbul (Turkey) **Fees:** 4900 GBP

## Introduction

The Advanced port management course and Shipping Management course is designed to provide participants with the latest strategies and tools needed to navigate the complexities of modern port management and shipping management operations. In today's global economy, efficient shipping port management is essential for facilitating international trade, optimizing supply chains, and supporting economic growth. This course covers advanced concepts, emerging trends, and innovative practices in the field, empowering participants to excel in their roles and achieve sustainable success in the maritime industry.

## Course Objectives

- Comprehensive Understanding: Gain a deep understanding of port management and shipping management, and their roles in driving international trade.
- Strategic Insights: Learn Porter's strategic management techniques and risk management approaches specific to the port and shipping industry.
- Operational Excellence: Achieve efficient operational practices that enhance port performance and streamline ship management processes.
- Sustainability and Resilience: Explore sustainable practices that reduce environmental impact and build resilience in port operations.
- Global Perspective: Understand global industry dynamics and key stakeholders in port and shipping management.
- Innovation and Digitalization: Discover modern technologies like AI and IoT that are transforming port management and ship technical management.
- Leadership and Change Management: Develop leadership and change management skills essential in a rapidly evolving port management and logistics environment.

## Course Outlines

### Day 1: Foundations of Port and Shipping Management

- Overview of the global maritime industry and its evolution.
- Historical development and current trends in port management.
- Port management definition and its critical role in international trade.
- Regulatory frameworks, international conventions, and port management training requirements.
- Key stakeholders and their roles in port and shipping management.



### Day 2: Strategic Planning and Operations

- Port planning and strategic development for competitive advantage.
- Optimization of shipping routes and schedules through efficient shipping management.
- Terminal operations management to maximize port efficiency.
- Risk management and security protocols in port and ship management.

### Day 3: Sustainable Practices and Environmental Management

- Addressing environmental challenges in port and shipping management.
- Initiatives for sustainable port development and green shipping management.
- Use of green technologies, alternative fuels, and ship technical management innovations.
- Strategies for reducing the carbon footprint in shipping and port operations.

### Day 4: Digital Transformation and Innovation

- Trends in digitalization within the maritime industry.
- Applications of the Internet of Things IoT in port management.
- Blockchain for transparency in port management and logistics.
- Artificial Intelligence AI for predictive maintenance and decision-making in ship management.

### Day 5: Leadership, Change Management, and Future Outlook

- Leadership principles tailored for port and shipping managers.
- Managing change in a dynamic and evolving port management environment.
- Future trends and outlook for port and shipping management.
- Case studies and best practices from top ports and shipping companies.

## Why Attend this Course: Wins & Losses!

- Gain a comprehensive understanding of what a management port is and its significance in global trade.
- Master shipping manager duties and learn to optimize both port and ship management operations.
- Obtain a port management certificate to boost your career in the maritime industry.
- Learn sustainable and innovative practices to stay ahead in the evolving port and shipping management landscape.
- Acquire practical skills through port management training to manage risks, improve efficiency, and lead digital transformation.

## Conclusion

Participants in the Advanced Port Management course and Shipping Management course will acquire essential skills to address the challenges of modern port management and international trade. Whether aiming to obtain a port management certificate or advance in their career, this course will equip them with the strategies needed for operational efficiency, sustainability, and digital innovation in the maritime sector.



**By mastering both port management and shipping management principles, participants will be well-positioned to lead and innovate in the rapidly evolving global maritime industry.**

