PORT MANAGEMENT PROGRAM

Ann Al Kindi, Oman:
“The Port Management Program made me think in wider perspective. For example: excellent utilization of land and location and learning new ideas in different areas like environmental issues and communication.”
INTRODUCTION PORT MANAGEMENT PROGRAM

Brief introduction Port Management Program

Port development and management present major challenges including adjusting ports to rapidly changing market dynamics. Making big long-term infrastructure investment plans in an uncertain and ever changing market climate, adjusting to the technical and operational requirements of bigger vessels and increasing cargo volumes is a challenge to face. Global trends such as energy transition & digitization require innovative solutions to face challenges as how to make future port infrastructure, play a significant role in the course. These are the challenges which governments, port authorities, and port operators increasingly have to contend with. These challenges require staff with a deeper and more nuanced understanding of the complex dynamics of the port industry. The Port Management Program offers candidates the understanding and analytical mind-set needed to confront these challenges.

Brief introduction Port Management Program Partners

Port of Rotterdam Authority

The Port of Rotterdam Authority manages, operates and develops the port and industrial area of Rotterdam and is responsible for maintaining a safe and smooth handling of all shipping. The organizational structure of the Port of Rotterdam Authority is consistent with this. The Port of Rotterdam Authority has a turnover of approximately € 710 million and employs 1.200 people in a wide range of positions in commercial, nautical and infrastructural areas. The Port of Rotterdam Authority is an unlisted public limited company. The shares in the Port of Rotterdam Authority are held by the Municipality of Rotterdam (approx 70%) and the Dutch government (approx 30%).

The objective of the Port of Rotterdam Authority is to enhance the port’s competitive position as a logistics hub and world-class industrial complex. Not only in terms of size, but also with regard to quality. The Port Authority is therefore leading the transition to sustainable energy and it is committed to digitization in order to make the port and the supply chain, more safer and efficient. The core tasks of the Port Authority are to develop, manage and exploit the port in a sustainable way and to deliver speedy and safe services for shipping.

www.portofrotterdam.com/en

STC International

STC International is the leading knowledge institute on human capital development worldwide. Education, training, technical assistance and research are provided to the maritime and transport (related) industries. All programs are conducted by experts from the industries in combination with high-tech simulation wherever possible. Competency, rules and regulations, efficiency, environment, safety and security are key issues in the services provided. By doing so, people are offered the ability to create a sustainable family income. Organizations can benefit by having a motivated and skilled labor force.

STC International provides its services to the clusters:

1. Maritime and Offshore;
2. Port and Terminals;
3. Transport and Logistics;

Centers of Excellence are currently operational in the Netherlands, Colombia, Oman, Vietnam, the Philippines, Mozambique, Kazakhstan and South Africa. STC International is an experienced partner who provides and migrates prime knowledge for the national and international transport and maritime cluster in a sustainable and innovative way in order to bring people, institutions and companies to a higher level of education.

https://www.stc-international.nl
OUR INTERNATIONAL PARTNERSHIPS

Port of Rotterdam joint ventures, projects & offices and Education Centers of STC International

Anders Kron, Dubai:
“The Port Management Program of the Port of Rotterdam Authority is a great opportunity to learn from the experience, knowledge and creativity that have developed and maintained Port of Rotterdam as one of the largest and most efficient ports in a forever changing world. It gives a valuable overview of how a modern port works today, how it plans for the future and how it manage the interest from all its stakeholders. To see all the activity in the Port, hear the people working in the port, smell the sea and taste the food the sea provides, it all gives a long-lasting experience you will not forget!”

LEGENDA

- Current joint ventures (POR)*
- Foreign Offices (POR)*
- Projects (POR)*
- Education center (STC)

*POR = Port of Rotterdam
Sara Al Bahrani – Sultanate of Oman:
“The PMP, offered by the Port of Rotterdam in close cooperation with STC International is a very educative Program that fits perfectly in any employee carrier aim in a way that all topics benefit in a long run.”

MODULES PORT MANAGEMENT PROGRAM

Modules we offer amongst others:

1. Module Port Basics
During this module we will give answers to questions as:
What is a port?, What does a port do?, How are ports managed? And where is the port industry headed?
The basics are the foundation to make sure every candidate is on the same level of communication and understanding.

2. Module Port Business
This module will cover topics such as the role that ports play in global supply chains, the factors that drive the port business, how to attract clients to the port, what criteria do companies use in selecting ports and what role does a Port Development Company (PDC) play in developing a segment.

3. Module Port Infrastructure and Port Planning
This module provides insights into the main challenges you can expect in brown/greenfield port developments, the multidisciplinary approach, the need to balance different needs/interests, the different types of contacting (how is this done and what issues to consider) and the benefits of clustering and how this strengthens your port.

4. Module Port Management
The following topics will be discussed:
How are tasks and responsibilities allocated in a port? What are the different entities and organizations involved in the development of the port? What is the mandate of the port developer? How is management appointed? What are some of the justifications for government involved in port development? What are the interests which a port developer has to balance (stakeholder management)? How do you balance private and public interests in a port? And how do you balance efficiency and compliance with (safety, security, customs) regulations?

5. Module Future of Ports
Ever evolving insights on ports and hinterland has it’s reflection on the way we work in the future. Paperless offices, autonomous sailing vessels, robotizing, 3d printing and so on will create a new reality. Applicable for the port and it’s processes are among others digitization and block chain technology. It requires innovative solutions to face these challenges. Take a step with us into the future of ports and it’s industrial cluster!

Strategic Stakeholder Management
The development of the port of Rotterdam from the past to the present created a stronghold where all stakeholders contributed to the growth of the economic region. All parties serving the local industry and the hinterland benefit from collaboration. This ongoing process continues into the future on energy transition, sustainability, digitization and innovation. Sharing best practices from our past help you to avoid loss of time and resources in any local implementation process. From a landlord model perspective this course is an introduction to further specific in deep programs related to your challenges.
REFERENCES OF PORT MANAGEMENT PROGRAMS CONDUCTED AROUND THE WORLD

Reference programs

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>NETHERLANDS</th>
<th>UNITED ARAB EMIRATES</th>
<th>NETHERLANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLIENT/PROJECT</td>
<td>Rotterdam</td>
<td>Abu Dhabi</td>
<td>Rotterdam</td>
</tr>
<tr>
<td>Nanyang Business School</td>
<td>Government</td>
<td>King Abdulaziz University</td>
<td></td>
</tr>
</tbody>
</table>

CONTEXT
Nanyang Business School wanted to have an Advanced Management Program as an elective to a generic MBA program. This course provided an understanding of the latest trends and developments, international regulations and commercial drivers in Shipping and Transport.

King Abdulaziz University was looking for a port discovery program in the Hamburg-Le Havre range (HLH-range).

MAIN TOPICS
- Port vision and planning
- Port governance
- Business development
- Sustainability

OBJECTIVE(S)
- Provide insights into port competition in the HLH-range
- Provide international perspective on port development
- Develop a draft long-term vision statement for Pecém Port to address market changes

NO. OF DAYS
6 days
4 days
26 days

TARGET GROUP
Professional MBA students
Middle management
Bachelor’s students

Results
a.o. capacity building plans, long term vision statements, National port plans, masterplans port, insights in (strategic) port development and port management.
### Annual Port Management Program

| LOCATION | NETHERLANDS  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rotterdam</td>
</tr>
</tbody>
</table>

| CONTEXT   | The PMP has been specially developed for our existing and potentially new international strategic partners. On request the PMP can be organized on location as well. |

| MAIN TOPICS | • Port Basics  
|            | • Port Business  
|            | • Port Infrastructure and Port Planning  
|            | • Port Management  
|            | • Future of Ports |

| OBJECTIVE(S) | • By participating the PMP candidates get an in-depth, comprehensive overview of POR’s ‘port eco system’, build solid contacts with other professionals from port businesses worldwide and gain knowledge on all relevant port related topics. |

| NO. OF DAYS | 5 days |

| TARGET GROUP | Port professionals, minimal Bachelor’s level |

---

**Man Xu, China:**  
“The Port Management Program, offered by the Port of Rotterdam in close cooperation with STC International, is the most comprehensive program of Port Management.”

**Roberto de Castro, Brazil:**  
“Port Management Program made me rethink my vision of how to manage our port and freezone.”

**Valter Guimarães de Araujo, Brazil:**  
“The PMP-2018 Linked me with big professionals and new friends through a travel on that I learned and experienced a panoramic vision about Ports.”
PROGRAM CHARACTERISTICS

Tailored to Client Needs
Together with the Client, a tailor-made PMP (in Rotterdam or on location) is designed that addresses Client specific topic(s). The topics can include long-term vision, spatial planning, sustainability, safety and security, stakeholder management, etc.

Interactive Lectures
The program consists of interactive lectures delivered by relevant experts of POR and STC-Group professionals. The lectures aim at applying more than 80 years’ of combined port development expertise to the local context.

Case Studies/Management Games
Depending on the objectives and topics, the program can include interactive case studies where participants are asked to apply the concepts they’ve learned to a local context.

Port Constructor and Hinterland Game
Management games can be added to the program, if objectives and topics so require. During these games focus is for participants to make judgements, often presented as management dilemmas and tradeoffs.

Maasvlakte 2, Terminal visits, Customs & Branche organisations
Excursion(s) to the port and/or to port and industrial operations is a crucial element, linking concepts to practice and classroom examples to reality.

Deliverables
Presentations held during the program, PMP Certificate of Attendance and a short document (letter or presentation) with main insights derived from the program (upon request).

Participants
A maximum of 20 participants is recommended and at least an intermediate proficiency in the English language is required to successfully participate the PMP.

PROGRAM TARGET GROUPS

The Port Management Program is a tool developed for capacity building for the following target groups:

Executives
This program contains Strategic and Board related issues for Board members and senior managers in ports, governments and terminals.

Project Teams
Teambuilding well suited for newly formed departments or mixed project teams.

Support functions
In depth programs for port employees in IT, Finance, HR, Communication, Marketing, Procurement, Project Managers and Consultants.

Students
Program, well suited for students in civil engineering, business administration and social sciences, as well for students who pursue specializations in port and shipping management and maritime economics and logistics.

Other Programs
Manager Port Operations and Maritime Supply Chain management. For details we refer to the website https://www.stc-international.nl/courses/
# EXAMPLE PROGRAM

## DAY 1

### SUBJECTS

**PORT BASICS**

- Welcome
- Introduction: General introduction to the Port of Rotterdam Authority
- Presentation: The port of Rotterdam and the international activities
- Ice-breaking introduction: Port Basics
- Presentation: Port Governance
- Port tour by MV Nieuwe Maze
- Visit: Port Terminal

### TOPICS

- Joint Ventures
- Port Management
- Consultancy
- Capacity Building

### DAY 2

### SUBJECTS

**PORT BUSINESS**

- Micro-game: ‘Port Constructor’
- Presentation: One of the business cases of Port of Rotterdam
- Presentation: Business development - Offshore industry
- Presentation: Role of the shippers and forwarders
- Presentation: Port regionalization
- Presentation: Ports and capacity building

### TOPICS

- Global value chains
- Ports as a node in the transport chain
- Port operations
- Port services

- What is port governance?
- Refers to the regulations and institutions that govern activities of and relations between organizations active in the port.

- (Strategic) Master Planning
- Port Development
- Understanding Market needs
- Stakeholder Management
- Sustainable Development Goals

- New businesses
- Understanding of end-to-end supply chains;
- Supply chain optimization;
- General container proposition from supply chain perspective

- Hinterland Foreland Regionalization;
- Case Regionalization

- Smart ports and Human Resources in the Port sector;
- Investment in Human Capital;
- Development in Capacity Building
### Example Program (Continuation)

<table>
<thead>
<tr>
<th>DAY</th>
<th>SUBJECTS</th>
<th>TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DAY 3</strong></td>
<td><strong>PORT INFRASTRUCTURE AND PORT PLANNING</strong></td>
<td></td>
</tr>
<tr>
<td>- Presentation</td>
<td>Port Planning</td>
<td>Internal and External factors</td>
</tr>
<tr>
<td></td>
<td>Brownfield vs greenfield port development</td>
<td>Commercial strategy</td>
</tr>
<tr>
<td>- Guest lecture</td>
<td>Building with nature</td>
<td>International case</td>
</tr>
<tr>
<td></td>
<td>FutureLand, Maasvlakte 2</td>
<td></td>
</tr>
<tr>
<td>- Presentation</td>
<td>Port business case development</td>
<td>Sohar/MVw</td>
</tr>
<tr>
<td>- Visit</td>
<td>Customs</td>
<td>Organization</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Integrated Border management</td>
</tr>
<tr>
<td>- Visit</td>
<td>Port Terminal</td>
<td></td>
</tr>
<tr>
<td><strong>DAY 4</strong></td>
<td><strong>PORT MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>- Presentation</td>
<td>International port strategy</td>
<td>Trends &amp; Developments</td>
</tr>
<tr>
<td>- Presentation</td>
<td>Energy transition and the effect on the port and the hinterland</td>
<td>Energy infrastructure</td>
</tr>
<tr>
<td>- Presentation</td>
<td>Stakeholder management</td>
<td>Sustainable transport</td>
</tr>
<tr>
<td>- Presentation</td>
<td>The role of the harbour master</td>
<td>Port organization</td>
</tr>
<tr>
<td>- Visit &amp; Presentation</td>
<td>SmartPort</td>
<td></td>
</tr>
<tr>
<td>- Visit</td>
<td>Innovation Dock</td>
<td></td>
</tr>
<tr>
<td><strong>DAY 5</strong></td>
<td><strong>PORTS IN THE FUTURE &amp; FUTURE OUTLOOK</strong></td>
<td></td>
</tr>
<tr>
<td>- Presentation</td>
<td>Digitization</td>
<td>Digitization, a significant contemporary trend. All ports and maritime companies are aware of the need for change. The question is: how and where to start?</td>
</tr>
<tr>
<td>- Presentation</td>
<td>Blockchain</td>
<td>Blockchain &amp; ports</td>
</tr>
<tr>
<td>- Presentation</td>
<td>Ports in 2050: what can we expect?</td>
<td>Future of Ports in transition</td>
</tr>
<tr>
<td>- Meeting</td>
<td>The experts</td>
<td></td>
</tr>
<tr>
<td>- Closing Ceremony</td>
<td>Certificates &amp; Closure</td>
<td></td>
</tr>
</tbody>
</table>
Following this course will give you the tools and insights to improve your port management skills. People will be able to steer into a more prosperous, safe and secure port complex which can lead to the preferred port to do business in the region!
TERMS & CONDITIONS

Confidentiality:
Standard as per agreement

Limited Liability:
Liability Port of Rotterdam Authority/STC International for these services will be limited to the Fees paid by the Client

IP rights:
Intellectual Property developed by Port of Rotterdam Authority/STC International will vest in and remain the property of Port of Rotterdam Authority/STC International

Detailed Terms & Conditions available on request

FOR MORE INFORMATION:
If you want to have more information, please contact

STC International
Mr. Sander Wubbolts
T +31 (0)10 448 6032
M +31 (0)6 5119 9084
E s.m.wubbolts@stc-r.nl

STC International
Mr. Addy Houtappels
T +31 (0)10 448 6318
M +31 (0)6 1078 2046
E a.j.p.f.houtappels@stc-r.nl

Port of Rotterdam Authority
Ms. Brenda Bussem
T +31 (0)10 252 1528
M +31 (0)6 5197 7121
E b.bussem@portofrotterdam.com