

PORT GOVERNANCE AND STRATEGIC PORT MANAGEMENT



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TRAINING CENTER



Introduction

Port Governance and Strategic Port Management Training Course prepares port authority leaders, terminal executives, and advisors to govern and strategically position a port in a competitive trade environment. Participants work through port governance foundations and authority mandates, port strategy, competitiveness, and market positioning, concession, landlord, and operator governance models, port operations, capacity, and hinterland connectivity, and port performance, risk, stakeholder, and sustainability governance as one connected discipline. The programme links the public mandate a port authority holds with the commercial strategy that keeps the port competitive and investable. As a result, learners gain a practical command of port governance and strategic management. Furthermore, the course strengthens governance judgement, strategic discipline, and port sector literacy.

Port Governance and Strategic Port Management Course Objectives

- Explain port governance concepts, authority mandates, and accountability.
- Apply port governance models: landlord, tool port, and service port.
- Apply concession design, tendering, and operator selection.
- Apply port strategy formulation and competitive positioning analysis.
- Apply port market analysis: cargo mix, trade flows, and demand forecasting.
- Apply capacity planning, berth utilisation, and terminal productivity measures.
- Apply hinterland connectivity, corridor planning, and logistics integration.
- Apply port pricing, tariff design, and revenue diversification.
- Apply port risk management, safety, and security governance (ISPS Code).
- Apply port performance metrics, stakeholder governance, and sustainability practice.



Course Methodology

- Interactive sessions built on port governance and strategy cases.
- Workshops on concession design, strategy formulation, and tariff setting.
- Group exercises on demand forecasting and capacity planning.
- Hands-on practice with port dashboards, KPIs, and concession models.
- Simulation of a port board decision and a concession negotiation.
- Facilitator coaching and peer review on port strategy improvement plans.

Who Should Take This Course

- Port authority directors and board members.
- Terminal and port operations executives.
- Port strategy, commercial, and planning professionals.
- Concession, legal, and procurement officers.
- Logistics, shipping, and freight professionals.
- Consultants advising port authorities and investors.

Port Governance and Strategic Port Management Course Outlines

Day 1: Port Governance Foundations and Authority Mandates

- Port governance concepts, mandates, and public accountability.
- Port governance models: landlord, tool port, and service port.

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- Port authority board structures, committees, and delegations.
- Regulatory roles: safety, security, and environmental oversight.
- Public-private partnership and concession frameworks.
- Governance failures in ports and warning signs.
- Case discussion: a port investment approved without a business case.

Day 2: Port Strategy and Competitive Positioning

- Port strategy formulation, vision, and strategic objectives.
- Market analysis: cargo mix, trade flows, and demand forecasting.
- Competitor ports, transshipment, and route dynamics.
- Strategic positioning: hub, gateway, and feeder roles.
- Scenario planning and strategic risk in port markets.
- Diversification: logistics, industrial, and real estate revenue.
- Workshop: building a port strategy and positioning map.

Day 3: Concessions, Terminal Operations, and Capacity

- Concession design, term, fees, and performance obligations.
- Tendering, operator selection, and award governance.
- Terminal operations: berth, yard, gate, and equipment planning.
- Capacity planning, berth utilisation, and productivity measures.
- Port community systems and digital port platforms.
- Service levels, KPIs, and concession monitoring.
- Exercise: designing a concession agreement and monitoring framework.





Day 4: Hinterland Connectivity and Logistics Integration

- Hinterland markets, catchment areas, and corridor planning.
- Rail, road, and inland waterway connectivity strategy.
- Dry ports, inland terminals, and logistics zones.
- Customs, border, and trade facilitation interfaces.
- Shipping line relationships and service network planning.
- Free zones, value-added services, and trade clusters.
- Simulation: planning a hinterland corridor investment.

Day 5: Performance, Risk, Stakeholders, and Sustainability

- Port performance metrics and benchmarking.
- Tariff design, pricing strategy, and revenue management.
- Safety, security, and ISPS Code governance.
- Environmental, decarbonisation, and community governance.
- Stakeholder governance: government, operators, and communities.
- Port governance maturity assessment and improvement roadmap.
- Capstone: presenting a port governance and strategy framework.



Conclusion

By successfully completing Port Governance and Strategic Port Management, participants will gain a practical command of port governance foundations and authority mandates, port strategy and competitive positioning, concession design and terminal operations, hinterland connectivity and logistics integration, and port performance, risk, stakeholder and sustainability governance. They will acquire skills in port governance and authority mandate design, port strategy and competitive positioning, concession and terminal operations governance, and port performance, risk, and sustainability oversight that hold up under scrutiny. Gentex Training Center designs the programme to help professionals govern and position ports with confidence.

FAQs for the Port Governance and Strategic Port Management course

Q1 What is the "Port Governance and Strategic Port Management" course about?

It prepares port authority leaders, terminal executives, and advisors to govern and strategically position a port in a competitive trade environment. The course spans port governance foundations and authority mandates, port strategy and competitive positioning, concessions, terminal operations and capacity, hinterland connectivity and logistics integration, and performance, risk, stakeholders and sustainability.



Q2 What are the key benefits of the "Port Governance and Strategic Port Management" course?

You gain a practical command of port governance and strategic management that links the public mandate a port authority holds with the commercial strategy that keeps the port competitive and investable. The course improves governance models and delegations, strengthens strategy and market positioning, sharpens concession and terminal operations governance, and builds performance, risk, and sustainability oversight.

Q3 What skills will I gain from the "Port Governance and Strategic Port Management" course?

You will develop four core skills: port governance and authority mandate design, port strategy and competitive positioning, concession and terminal operations governance, and port performance, risk, and sustainability oversight.



Q4 What tools, methods, or standards are covered in the "Port Governance and Strategic Port Management" course?

The course covers port governance concepts, mandates and public accountability, port governance models including landlord, tool port and service port, port authority board structures, committees and delegations, regulatory roles across safety, security and environmental oversight, public-private partnership and concession frameworks, port strategy formulation, vision and strategic objectives, market analysis across cargo mix, trade flows and demand forecasting, competitor ports, transshipment and route dynamics, strategic positioning as hub, gateway and feeder roles, scenario planning and strategic risk in port markets, diversification into logistics, industrial and real estate revenue, concession design, term, fees and performance obligations, tendering, operator selection and award governance, terminal operations across berth, yard, gate and equipment planning, capacity planning, berth utilisation and productivity measures, port community systems and digital port platforms, service levels, KPIs and concession monitoring, hinterland markets, catchment areas and corridor planning, rail, road and inland waterway connectivity, dry ports, inland terminals and logistics zones, customs, border and trade facilitation interfaces, shipping line relationships and service network planning, free zones, value-added services and trade clusters, port performance metrics and benchmarking, tariff design, pricing strategy and revenue management, safety, security and ISPS Code governance, environmental, decarbonisation and community governance, stakeholder governance for government, operators and communities, and port governance maturity assessment.



Q5 How is the "Port Governance and Strategic Port Management" course applied in real-world practice?

Participants apply it to real work such as designing a port governance model and delegation framework, building a port strategy and positioning map, forecasting demand and planning capacity, designing a concession agreement and monitoring framework, planning a hinterland corridor investment, setting tariffs and performance KPIs, reviewing safety and ISPS compliance, and presenting a port governance and strategy framework. The same methods support concession review and port governance maturity improvement.