



# دورة الاستراتيجيات المتقدمة في عهليات الشحن الدولي وتوجيه البضائع



**AGILE LEADERS**  
Training Center

03 - 07 Aug 2026  
اسطنبول



## دورة الاستراتيجيات المتقدمة في عهليات الشحن الدولي وتوجيه البضائع

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### Global Shipping and Freight Forwarding Mastery: From Basics to Advanced Strategies Overview:

This course offers an unparalleled deep dive into the complexities of international trade and shipping, highlighting the critical importance of shipping in global trade. Participants will explore the shipping system and business actors, freight market analysis, and the dynamics of tramp and liner shipping markets. Through an in-depth analysis of economic development and shipping trends, the course reveals how the sea transport system and shipping intensity impact global trade. Students will navigate through international maritime passages, understand the freight rate mechanism in sea transport, and examine shipping cycle and market developments. The curriculum covers bulk shipping market trends, container shipping market dynamics, and the strategic planning necessary for shipping companies. From growth strategies in the shipping industry to the specifics of fleet mix decision in liner shipping and liner shipping network optimization, this course prepares participants for advanced roles in the field. Container transport chain efficiency, intermodal transport system improvements, and managing empty containers in shipping are also key focus areas. Security enhancements, port operations, container terminal efficiency, global container terminal operators, and agile port management practices are thoroughly explored. The course concludes with insights into port development, shipping hubs, and the latest shipping and freight forwarding innovations.

#### Target Audience:

- Shipping Managers
- Freight Forwarding Specialists
- Maritime Operations Officers
- Supply Chain Analysts
- Logistics Coordinators

#### Targeted Organizational Departments:

- Logistics and Supply Chain
- Maritime Operations
- International Trade Compliance
- Strategic Planning and Development

#### Targeted Industries:

- Maritime and Shipping
- Logistics and Freight Forwarding
- International Trade
- Supply Chain Management

## Course Offerings:

in the end of this course the Participants will be able to:

- Mastery of international trade and shipping fundamentals
- Strategic insights into global shipping and freight forwarding
- Advanced analysis of freight markets and shipping cycles
- Expertise in managing shipping operations and logistics

## Training Methodology:

This course employs a dynamic mix of training methodologies to cater to diverse learning preferences. Interactive sessions encourage active participation, while case studies drawn from real-world scenarios offer practical insights into the shipping and freight forwarding industry. Group work fosters collaboration and idea exchange, enhancing problem-solving skills. Feedback sessions are integral, providing participants with personalized insights and areas for improvement. This holistic approach ensures a comprehensive understanding of the shipping and freight forwarding sector, emphasizing critical thinking and strategic decision-making.

## Course Toolbox:

- Comprehensive Course Workbook
- Access to Shipping and Freight Forwarding Software Simulations
- Industry Case Studies Compilation
- Online Resource Library for Further Learning
- Customizable Freight Market Analysis Templates

## Course Agenda:

### Day 1: Foundations of Global Shipping and Trade

- **Topic 1: Introduction to International Trade and Shipping**  
Overview of the shipping industry's role in global trade and its impact on economic development.
- **Topic 2: The Importance of Shipping in Global Trade**  
Exploring why shipping is essential for the world economy, including the demand for shipping and the shipping system's structure.
- **Topic 3: Key Players in the Shipping Industry**  
Identification of the main actors in the shipping business and their roles and responsibilities.
- **Topic 4: Understanding the Freight Market Dynamics**  
Analysis of the freight market, including tramp and liner markets, and their significance in global shipping.
- **Topic 5: Economic Development and Its Impact on Shipping**  
Discussion on how global economic trends influence the shipping industry.
- Reviewing the foundational elements of global shipping and its economic implications. **Reflection & Review:**

## Day 2: Strategic Focus on Shipping Markets and Practices

- **Topic 1: Analyzing International Trade Patterns**  
Examination of international trade patterns and their influence on seaborne trade.
- **Topic 2: Strategic Maritime Passages and Their Importance**  
Insights into key maritime passages and their strategic importance in global shipping.
- **Topic 3: Freight Rate Mechanism in Sea Transport**  
Understanding the factors that determine freight rates in sea transport.
- **Topic 4: The Shipping Cycle and Market Trends**  
Exploration of the shipping cycle, its phases, and recent market developments.
- **Topic 5: Bulk vs. Container Shipping Market Dynamics**  
Comparative analysis of bulk and container shipping markets, including trends and challenges.
- **Reflection & Review:**  
Discussing strategic insights into shipping markets and practices.

## Day 3: Shipping Operations and Fleet Management

- **Topic 1: Business Strategies in Shipping**  
Frameworks for developing business strategies within the shipping industry.
- **Topic 2: Growth Strategies for Shipping Firms**  
Approaches to vertical and horizontal expansion in the shipping sector.
- **Topic 3: Fleet Mix Decision Making in Liner Shipping**  
Strategies for deciding on the optimal fleet mix in liner shipping operations.
- **Topic 4: Optimizing Liner Shipping Networks**  
Techniques for improving the efficiency and coverage of liner shipping networks.
- **Topic 5: Container Transport Chain Management**  
Best practices for managing the container transport chain effectively.
- **Reflection & Review:**  
Revisiting key strategies for shipping operations and fleet management.

## Day 4: Enhancing Port Operations and Security

- **Topic 1: Implementing Security Enhancements in Container Transport**  
Strategies for enhancing security across the container transport chain.
- **Topic 2: Agile Management Practices in Port Operations**  
Applying agile methodologies to improve port management and operations.
- **Topic 3: Role of Global Container Terminal Operators**  
Examination of the impact of major container terminal operators on global shipping.
- **Topic 4: Managing Container Terminals for Optimal Performance**  
Strategies for efficient container terminal management.
- **Topic 5: Innovations in Shipping and Freight Forwarding**  
Discussion on the latest technological and operational innovations in the industry.
- **Reflection & Review:**  
Analyzing the day's insights on port operations and security enhancements.

## Day 5: Future Trends and Strategic Planning in Shipping

- **Topic 1: The Evolution of Port Development and Shipping Hubs**  
Overview of port development trends and the creation of major shipping hubs.
- **Topic 2: Advancements in Intermodal Transport Systems**  
Exploring improvements and innovations in intermodal transport systems.
- **Topic 3: Strategic Planning for Shipping Companies**  
Approaches to strategic analysis, formulation, and implementation in shipping.
- **Topic 4: Managing Empty Containers Efficiently**  
Best practices for the management and movement of empty containers.
- **Topic 5: Container Transport Security and Technological Advances**  
Examination of methods and technologies to enhance container transport security.
- **Summarizing the week's learnings and discussing future directions in global shipping Reflection & Review:**  
and freight forwarding.

## How This Course is Different from Other Global Shipping and Freight Forwarding Mastery Courses:

Unlike any other course in the market, "Global Shipping and Freight Forwarding Mastery: From Basics to Advanced Strategies" offers a holistic view of the shipping industry, combined with hands-on, practical training. It uniquely addresses the latest trends and innovations, preparing participants for the future of shipping and freight forwarding. With a focus on both strategic planning and operational excellence, this course equips learners with the skills to navigate the complexities of international trade, enhance container transport chain efficiency, and implement agile port management practices. By integrating digital transformation strategies with traditional shipping operations, participants are prepared to lead in the dynamic global trade landscape.



## فئات الدورات التدريبية



HR TRAINING &  
DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم  
البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة  
المبيعات



دورات التدريب القانوني والمشتريات  
والتعاقدات



دورات الاتصال الجماهيري و السياسات  
والعلاقات العامة



دورات النظم السيبراني ودورات تقنية  
المعلومات



دورات الصيانة ودورات المجالات الهندسية  
المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



بورنو - البرتغال



برلين - ألمانيا



برشلونة - إسبانيا



براغ - جمهورية التشيك



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



زنجبار - تنزانيا



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سنغافورة - سنغافورة



سان دييغو - الولايات المتحدة الأمريكية

## مدن التدريب



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الأمريكية



فيينا - النمسا



فرانكفورت - ألمانيا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



لشبونة - البرتغال



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



لندن - المملكة المتحدة

## مدن التدريب



نيروبي - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا



مونترنو - سويسرا



نيس - فرنسا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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