Container Shipping Strategies: Supply Chain & Revenue Mastery

8 – 12 March 2027
Malaga (Spain)



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Why This Course

In today's global trade environment, container shipping plays a critical role in connecting markets, supporting supply chain continuity, and driving commercial performance across industries. As competition intensifies and operating conditions become more complex, professionals in this sector must understand not only how container logistics works, but also how to improve efficiency, manage risk, and maximize revenue through smarter strategic decisions.

This intensive 1-week course provides a comprehensive overview of container shipping strategies, supply chain operations, and revenue optimization techniques. Participants will gain in-depth knowledge of global container logistics, learn to streamline supply chain processes, and develop strategies to maximize revenue in the competitive shipping industry.

What You'll Learn and Practice

By joining this program, you will:

- Understand the fundamentals of container shipping and global trade routes.
- Develop strategies for optimizing supply chain operations in container logistics.
- Learn revenue management techniques specific to the container shipping industry.
- Analyze and mitigate risks in container shipping operations.
- Explore emerging technologies and their impact on container shipping.

The Program Flow

Day 1: Container Shipping Fundamentals

- Global container shipping industry overview.
- Types of containers and their applications.
- Major trade routes and shipping alliances.
- Key stakeholders in container logistics.

Day 2: Supply Chain Operations in Container Shipping

- End-to-end supply chain management in container logistics.
- Port operations and terminal management.
- Intermodal transportation and last-mile delivery.
- Inventory management and warehousing strategies.



Day 3: Revenue Management and Pricing Strategies

- Pricing models in container shipping.
- Yield management techniques.
- Contract negotiations and spot market dynamics.
- Revenue optimization through data analytics.

Day 4: Risk Management and Compliance

- Identifying and mitigating operational risks.
- Environmental regulations and sustainability practices.
- Customs compliance and documentation.
- Insurance and liability in container shipping.

Day 5: Innovation and Future Trends

- Digitalization and automation in container logistics.
- Blockchain applications in supply chain management.
- Artificial intelligence and predictive analytics.
- Emerging trends and their impact on container shipping.

Individual Impact

- Strengthen your understanding of container shipping strategy and global logistics operations.
- Enhance your skills in supply chain optimization, pricing, and revenue management.
- Build stronger capability in identifying operational risks and improving compliance.
- Gain practical insight into the technologies shaping the future of container shipping.

Work Impact

- Improve the efficiency and coordination of container shipping and supply chain operations.
- Strengthen revenue performance through better pricing and yield management strategies.
- Support stronger risk control and regulatory compliance across logistics activities.
- Enhance organizational readiness for innovation, automation, and future industry shifts.

Training Methodology

This program integrates industry knowledge, strategic thinking, and practical application to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on container shipping, logistics, and revenue performance.
- Practical exercises in supply chain analysis, pricing strategy, and risk assessment.
- Interactive workshops on shipping operations, compliance, and innovation planning.
- Group discussions on market dynamics, technology adoption, and operational challenges.
- Frameworks and tools for applying effective container shipping strategies in professional settings.



Beyond the Course

Upon completion, participants will be better equipped to manage container shipping activities with greater confidence, commercial awareness, and strategic focus. They will return ready to:

- Optimize container logistics operations more effectively.
- Apply stronger revenue management and pricing strategies.
- Manage risk and compliance with greater clarity.
- Support innovation and long-term competitiveness in container shipping operations.

