

SYLLABUS

LINER SHIPPING COURSE OUTLINE

Liner Shipping

Localised(values={})

Introduction To Liner Shipping & Key Drivers

- What is liner shipping?
- What are the core drivers in liner shipping?
- What are the available data sources – and how credible are they?
- How to understand supply and demand
- The complexities arising from network dynamics when measuring market balance
- Modelling past and present supply/demand balance
- How to forecast supply and demand developments?

Formation of Freight Rates

- Freight rate developments
- Can pricing be linked to supply/demand balance?
- The impact of rate increases
- Understanding rate erosion
- The use of game theoretic models
- The dynamics of price wars
- Lessons learned from the Pandemic super-cycle 2020-2023

Pricing, Yield and Integrated Revenue Management

- Pricing and yield management
- The impact of network pricing models
- The problem of contract non-enforceability
- The problem of balancing yield optimization and sales KPIs

Scale Advantage in Liner Shipping

- The two types of scale advantage in liner shipping
- The importance of vessel size
- The importance of network size

The impact of digitalization

- What does digitalization mean for liner shipping?
- What is the coming role of AI?

Carrier Strategies

- Consolidation in liner shipping
- The balance shifting between vessel sizes and service frequency
- The strategic opportunities and choices for the carriers
- The role of alliances – and impact of new alliances in 2025
- Increasing diversity in carrier strategies
- Commoditization
- Viable niche strategies

Impacts on Other Stakeholders

- The impact carrier strategies and developments will have on terminals
- The impact carrier strategies and developments will have on cargo owners
- The impact carrier strategies and developments will have on forwarders

2025 and beyond

- Lessons learned from pandemic super-cycle 2020-2023
- Lessons learned from new super cycle 2024
- Geopolitical ramifications changing liner shipping