

Shipping Markets

How to forecast, understand
and act proactively!



Marsoft 

Lorange 
Institute of Business Zurich

Why Attend

Most shipping business is cyclical. Good decisions depend on good timing, both in chartering decisions and decisions about purchase or sales of ship assets.

Participants in this program gain insights into making good decisions in contexts where timing is everything: in/out; long/short; key turning points. These decisions relate to the chartering, purchase, sale or scrapping of ships.

Take Home Value

- o A better understanding of the tonnage supply side, including new buildings, ships on order, scrapping, slow-steaming, etc.
- o Better understanding of the demand side. Which industries are creating particularly strong demand for shipping such as oil, grain, etc.?
- o Clear outlooks and forecasts for specific markets: dry (bulk), wet (tankers) and containers?
- o Knowledge of how to handle "loneliness at the top" that comes with handling tough decisions.

Who Should Attend

Management in shipping-related companies: ship owners, brokers, ship-builders, ship equipment makers, etc. Also managers responsible for shipping in major shippers' organizations such as oil companies, other related corporations, trading firms, etc. Managers who want to learn to make better shipping-related decisions, by taking advantage of cycles and moves in shipping markets.

What you will learn

1. The impact of market movements on shipping strategy.
2. How to manage a shipping firm through business cycles.
3. Turning-point decisions: how to plan your timing "correctly."
4. How to make decisions that might go against one's own organization's „raison d'être"- such as purchase and/or sales decisions taken by top management - often lonely decisions!
5. How to develop a more timing-related management approach.

Main Topics

A better understanding of each major shipping market, especially the future outlook in:

- o "wet"
- o "dry"
- o "containers"

For each major market: the supply side such as new building orders, slow steaming, lay-ups, etc.

And the demand side, such as specific demands in particular geographic areas, the roles of particular economies such as China, India, the US, etc..

The organizational prerogatives for managing the shipping firm along cycles, chartering policies, etc.

Teaching Methods

Shipping Markets is more than a two-day program at the Lorange Institute of Business Zurich.

Real-life cases will be used extensively to demonstrate successful shipping strategies. Executives who have well-performing shipping firms will discuss their approaches – the program will be a true "shipping markets meeting place"!

The recent book "Shipping Strategies" shall be a cornerstone in the program. Finally, you will develop your own strategic document for taking advantage of shipping market insights through better "in/out," "long short" and "turning point" management.

Faculty

Dr. Dr. h.c. (mult) Peter Lorange, Program Director

President of Lorange Institute of Business Zurich

Former President of IMD; PhD from Harvard University, Professor of Strategy, and the Kristian Gerhard Jebsen Chair of International Shipping.

Professor Lorange has written or edited 20 books and some 120 articles.

Marsoft

Marsoft helps its clients identify shipping market opportunities not fully discounted in rates and asset values,

develop the best approach to exploiting these opportunities, and realize premium returns relative to the risks involved. Marsoft, founded in 1979, is the leading independent advisor to leading owners, bankers, investors, and charterers. Marsoft supports its clients with offices in Oslo, London, Boston, and Singapore.

Dr. Arlie G. Sterling

President Marsoft Inc. Boston, MA, USA;

Dr. Sterling is one of Marsoft's founding partners. He received his Ph.D. from the Sloan School of Management at MIT and MA from Northwestern University, and SB from MIT.

Mr. Kevin Hazel

Partner, Marsoft

Kevin Hazel received an S.B. in Management from MIT's Sloan School of Management and an M.A. in economics from Boston University.

When and Where

04.09.2010 - 05.09.2010

13.02.2011 - 14.02.2011

On the shores of Lake Zurich, in Horgen, Switzerland, approx. 35 minutes by road or rail from downtown Zurich and Zurich Airport.

Fee

CHF 4'500

Application

For information and your application please contact:

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