



DEUTSCHE
MANAGEMENT AKADEMIE
NIEDERSACHSEN

Sea Port Logistics, Warehousing & Transportation Management

International Winter Academy
26.11. - 02.12.2017
in Celle/Germany



DMAN head office in Celle castle – your seminar location in Germany



Management Summary

Course objectives

The programme will give you opportunities to set the strategic course for a successful future of your company. Apart from an overview of the principles of international competition, strategies and instruments of logistics management, you will learn about German business culture and discuss the key factors of efficient logistics & warehouse management. The company visits will give you direct impressions and the opportunity to exchange information and experience with your hosts. On site, you will see new technologies, organisational solutions and the application of managerial instruments. Interactive trainings will improve your intercultural competence and management skills. You will get the chance to exchange experience with German managers and to initiate business contacts.

Target audience

The programme is designed for young entrepreneurs & middle manager in the field of logistics, warehousing & transportation. DMAN will invite managers from all over the world. As the programme will be run in English, very good language skills are essential. If you want to establish cooperation with German partners, decision power is of advantage.

Schedule

The one-week programme consists of 3 training days and 2 days of company visits.

Location & Date

Trainings in Celle Castle and visits of regional companies.
26.11. – 02.12.2107



Programme

Sunday, 26.11.17	Arrival Individual journey to Celle and check in Celler Hof Hotel near the Academy
Monday, 27.11.17	Seminar at DMAN
08:30	Workshop introduction to logistics/ port management and operation
09:30 – 13:00	Overview of the logistics in Germany <ul style="list-style-type: none">▪ Current economic situation & trends in the logistics▪ Presentation of the seaport of Bremen/Bremerhaven▪ Introduction to the role and logistics functions of a seaport (handling, warehousing/storage and hinterland transport)▪ Development of global maritime transport▪ How is a port organized – the roles of the Port Authority and the terminal operators▪ Different forms of cargo handling and storage (container, bulk, break bulk)▪ Importance and forms of port hinterland transport▪ Avoiding port congestion: Port performance indicators▪ Port marketing <p>Lecturer: Dr. Lars Stemmler, Head of international Unit, Seaport Bremen</p>
	Lunch at DMAN cafeteria
14:00 – 17:00	Case study: Sea port logistics in Germany Examples
17:00 18:00	Guided city tour of Celle Welcome Dinner at the old city hall of Celle
Tuesday, 28.11.17	Seminar at DMAN
09:00	<i>Warehousing Management</i> <ul style="list-style-type: none">▪ Warehousing standards in Germany▪ Different types of warehousing systems▪ Modern trends in warehousing systems
12:30	Lunch at DMAN cafeteria
13:30	Practical approach Case study warehousing Preparation of the company visits on Wednesday



Wednesday, 29.11.17	Company visits
08:30 - 13:00	e. g. visit the Seaport of Bremen <ul style="list-style-type: none"> ▪ Transfer Celle – Bremerhaven ▪ visit of the Auto terminal in Bremerhaven ▪ Lunch + Transfer to Wilhelmshaven
13:00 - 14:00	Lunch on the way
14:00 – 17:00	<ul style="list-style-type: none"> ▪ Visit of the Container terminal in Wilhelmshaven
17:00	<ul style="list-style-type: none"> ▪ Transfer back to Celle
Thursday, 30.11.17	Company visits Accompanied by DMAN tutor
10:30	e. g. Soltau Logistics Center; hinterland logistics center, tbc. <ul style="list-style-type: none"> ▪ Presentation of the center ▪ How the center warehouse the goods ▪ How the center distribute the goods
Lunch	Lunch in a restaurant on the way
14:00	e.g Visit of a logistics company in Celle area, tbc. <ul style="list-style-type: none"> ▪ Presentation of the company ▪ Operation management logistics of the company
17:00	Transfer back to Celle
Friday, 01.12.17	Seminar at DMAN
08:30 – 13:00	Transportation Management <ul style="list-style-type: none"> ▪ Transportation in Germany ▪ Models of transportations ▪ Modern trends ▪ Modern techniques Lecturer: Gerhard Schenk Case study, practical approach
13:00 - 14:00	Lunch at DMAN cafeteria
14:00 – 15:30	Group work, presentation and discussion of results
	Awarding of DMAN certificates
16:00	Departure from Hotel in Celle to Hannover Check in Hotel Hannover Andor Plaza Departure on Saturday, 02.12.17 individually

*Note: all lectures will be held by business experts and university professors.

This schedule reflects the current planning. Days may vary upon availability of companies. DMAN cannot ensure that the mentioned companies will finally agree to welcome the group or follow the DMAN schedule. In case a company cannot host the group, DMAN will organize an alternative equivalent in quality with this proposal.



Price Quotation

Package price: 1,600 Euro

- 5 nights in the Celler Hof hotel in walking distance to DMAN
- 1 night in Andor Plaza hotel in Hannover city center
- 6 breakfasts
- 5 lunches
- Welcome reception dinner at old city hall of Celle
- 5 days qualification programme in English including trainers, company visits, tutors and transportation
- Guided city tour of Celle in English
- Insurance
- Visa support
- DMAN organization

The programme is designed for 10 persons, if less than 10 persons register, DMAN reserves the right to cancel the seminar.



Deutsche Management Akademie Niedersachsen

Deutsche Management Akademie Niedersachsen (DMAN) qualifies specialists and managers for the success on international markets. The academy offers practice-oriented knowledge transfer and exchange of experiences and helps companies tap new business potentials at home and abroad. Founded in 1989 by the Federal State of Niedersachsen and shareholders from the industry as a non-profit limited liability company, DMAN has its headquarters in Celle castle and representative offices in Moscow and Shanghai.

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New Town Hall of Hanover



Timber-framed houses in Celle



Elbphilharmonie in Hamburg



Modern art in Hanover: Nanas



In August, the Lüneburger Heide is in purple flowers.



"Marienburg Castle" near Hanover



Hamburg port



Herrenhausen Gardens in Hanover



"The Four Musicians of Bremen"