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COURSE BROCHURE

International Maritime Business and Fleet Strategy Advanced Training Course

26 April – 7 May 2027
Geneva

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Ref: 402_14264 **Date:** 26 April – 7 May 2027 **Location:** Geneva **Fees:** 12500 GBP

International Maritime Business and Fleet Strategy is a 2-week advanced training course for shipping company managers, port commercial staff, ship finance analysts and maritime consultants who decide where vessels trade and how fleets are funded, and each participant completes a Fleet and Market Strategy Case. Volatile freight earnings, costly fuel transition choices and shifting trade lanes now punish fleet decisions made on habit rather than evidence. The course is delivered by Jupiter Prime Training.

Why International Maritime Business and Fleet Strategy Matter Now

Three forces are reshaping shipping economics: freight cycles that swing earnings sharply within a single vessel's life, carbon intensity rules and fuel choices that change which ships stay competitive, and trade lanes that move as supply chains relocate and chokepoints close. Owners, lenders and charterers read the same signals differently. A company that times investment, financing and chartering well builds resilience through downturns; one that does not inherits high-cost tonnage at the wrong point of the cycle. The course rests on the four shipping markets model, linking the newbuilding, freight, sale and purchase and demolition markets, alongside discounted cash flow valuation.

Who Gains Most from International Maritime Business and Fleet Strategy

- Commercial heads responsible for chartering policy, trade lane selection and earnings targets
- Fleet planners responsible for newbuilding, second-hand purchase and recycling decisions
- Ship finance analysts responsible for loan structuring, valuations and covenant monitoring
- Port commercial leads responsible for attracting shipping lines and long-term terminal volumes
- Maritime advisers responsible for market studies and strategy reviews for clients

A shipping company's executive group gains most when commercial, technical and finance leads attend together, because fleet strategy only holds when earnings assumptions, vessel specification and funding structure are tested against each other.

International Maritime Business and Fleet Strategy Capabilities

Participants turn freight market evidence into fleet investment and financing choices that a board can approve.

- Assess where a shipping segment sits in its freight cycle using supply and demand indicators — commercial heads
- Calculate vessel values and voyage returns with discounted cash flow models — finance analysts and lenders
- Weigh newbuilding, second-hand and charter-in options for fleet growth — fleet planners and boards
- Test fuel and technology choices against carbon intensity and fuel cost scenarios — technical and strategy teams
- Design a chartering mix balancing spot exposure and period cover — commercial managers
- Communicate a fleet and market case to investors and lenders — senior executives

Key International Maritime Business and Fleet Strategy Terms

- Freight Cycle — the repeated rise and fall of freight rates as vessel supply adjusts slowly to changing cargo demand.
- Time Charter Equivalent — voyage revenue minus voyage costs expressed per day, allowing comparison between spot and period employment.
- Orderbook — the ships contracted at shipyards but not yet delivered, signalling future supply in a segment.
- Sale and Purchase Market — the market in which owners buy and sell existing ships, setting second-hand values.
- Breakeven Rate — the daily earnings a vessel needs to cover operating costs, debt service and capital return.
- Carbon Intensity Indicator — a rating of a ship's operational carbon emissions per unit of transport work.

International Maritime Business and Fleet Strategy Day by Day

Day 1: Seaborne Trade and Market Structure

- Seaborne Trade Flows by Commodity — Linking Cargo Demand to Fleet Segments
- Four Shipping Markets Model — Tracing Cash Between Newbuilding and Demolition
- Tanker, Dry Bulk and Container Segments — Comparing Economic Drivers
- Shipowner, Operator and Charterer Business Models — Choosing Where to Compete
- Chokepoints and Route Disruption — Assessing Exposure in Trade Lanes

Day 2: Freight Market Cycles

- Supply and Demand Balance Models — Forecasting Fleet Utilisation
- Orderbook and Scrapping Analysis — Anticipating Supply Turning Points
- Freight Indices and Forward Curves — Reading Market Sentiment
- Freight Derivatives Basics — Hedging Earnings Against Rate Swings
- Cycle History Case Studies — Learning From Past Booms and Busts

Day 3: Voyage and Vessel Economics

- Voyage Estimate Structure — Calculating Time Charter Equivalent Earnings
- Operating Cost Benchmarks — Controlling Crew, Maintenance and Insurance Costs
- Capital Cost and Breakeven Rates — Testing Vessel Viability
- Speed and Fuel Trade-Offs — Balancing Consumption Against Revenue
- Port Costs and Canal Dues — Comparing Route Economics

Day 4: Ship Valuation

- Discounted Cash Flow Vessel Valuation — Setting Investment Hurdle Rates
- Comparable Sales and Broker Valuations — Checking Market Value Evidence
- Residual Value and Recycling Assumptions — Estimating End-of-Life Returns
- Asset Play Strategies — Buying Low and Selling High Across Cycles
- Valuation Sensitivity Tables — Communicating Uncertainty to Boards

Day 5: Ship Finance Structures

- Bank Debt and Loan Covenants — Structuring Senior Shipping Loans
- Sale and Leaseback Arrangements — Releasing Capital From Owned Tonnage
- Bond and Equity Markets for Shipping — Accessing Investor Capital
- Export Credit and Yard Financing — Funding Newbuilding Programmes
- Sustainability-Linked Loan Terms — Connecting Finance Costs to Emissions

Day 6: Fleet Strategy and Renewal

- Fleet Age and Specification Profiling — Identifying Renewal Priorities
- Newbuilding Versus Second-Hand Decisions — Comparing Timing and Risk
- Charter-In Versus Ownership — Balancing Flexibility and Control
- Vessel Design Choices — Selecting Size, Fuel Readiness and Cargo Gear
- Recycling and Disposal Policy — Planning Responsible Exit From Old Tonnage

Day 7: Decarbonisation Economics

- Carbon Intensity Ratings — Assessing Commercial Impact on Charter Demand
- Alternative Fuel Pathways — Comparing LNG, Methanol and Ammonia Options
- Energy Efficiency Retrofits — Calculating Payback on Technical Upgrades
- Carbon Pricing Scenarios — Stress Testing Voyage Economics
- Green Corridor Initiatives — Positioning Fleets for Low-Emission Trades

Day 8: Commercial Risk

- Chartering Mix Strategy — Balancing Spot Exposure and Period Cover
- Counterparty Credit Assessment — Screening Charterers and Partners
- Bunker Price Risk Management — Choosing Hedging and Pass-Through Clauses
- Sanctions and Trade Compliance Screening — Protecting Vessel Employment
- Marine Insurance Structure — Allocating Hull, Cargo and Liability Risks

Day 9: Ports, Liner Networks and Partnerships

- Liner Alliances and Network Design — Assessing Service Coverage and Cost
- Port Selection Criteria for Shipping Lines — Negotiating Terminal Commitments
- Joint Ventures and Pools — Sharing Earnings and Fleet Utilisation
- Logistics Integration Strategies — Extending Beyond Ocean Transport
- Digital Platforms and Market Data — Improving Commercial Decision Speed

Day 10: Practising the Fleet and Market Strategy Case

- Market Outlook Briefing — Applying Cycle Analysis to the Case Segment
- Vessel Investment Appraisal — Applying Valuation and Breakeven Models
- Financing Structure Selection — Applying Debt, Lease and Equity Options
- Decarbonisation Scenario Test — Applying Carbon and Fuel Assumptions
- Fleet and Market Strategy Case — Completing Recommendation, Risks and Funding Plan

Applying International Maritime Business and Fleet Strategy After the Course

- Rebuild the breakeven rate for each vessel in one segment of the fleet and compare it with current time charter equivalent earnings.
- Lead a review of chartering mix with the commercial desk, testing earnings under two freight cycle scenarios and one carbon pricing case.

International Maritime Business and Fleet Strategy Questions FAQ

What is international maritime business and fleet strategy, and why does it matter now?

It is the economics of shipping markets applied to decisions about which ships to own, where to trade them and how to fund them. It matters now because volatile freight, fuel transition costs and shifting trade lanes reward evidence-based fleet choices.

Which roles gain most from international maritime business and fleet strategy training?

Commercial heads, fleet planners, ship finance analysts, port commercial leads and maritime advisers gain most. You will see how market, technical and finance views must combine before a fleet investment is approved.

How does international maritime business and fleet strategy training differ from a chartering course?

It works at company strategy level rather than on individual fixtures and clauses. Chartering is one lever among valuation, finance, fleet renewal and decarbonisation, all tested together against market cycles.

What do you bring back from international maritime business and fleet strategy training?

You bring back a strategy case for a shipping business unit. It combines market outlook, vessel appraisal, financing structure and carbon scenarios into a recommendation your leadership can debate and refine.

International Maritime Business and Fleet Strategy: The Way Forward

The Fleet and Market Strategy Case first informs whether to grow, hold or reduce exposure in a segment. Executives, lenders and commercial heads use it to align investment and chartering decisions. After its first use, revisit the decarbonisation assumptions, because carbon rules and fuel availability are likely to move faster than the freight cycle that shaped the original case.