

Understanding the Bill of Lading

"Manage your bill of lading to work towards your advantage"

Objectives

Upon completing the workshop, you would be able to:

- Recognize the functionality and role of the B/L
- Identify the types and classes of the B/L
- Realize the strengths and weaknesses of each types and classes of the B/L
- Understand the usage and execution of the B/L
- Reduce argumentative and non-productive issues in B/L
- Know the terms and carrier's right
- Practice the correct shipping documentation and procedures
- Understand the B/L in shipping in a tactical and objectives oriented process
- Organize proper and conclusive shipping operations

Learning Methodology

This program will incorporate Learning-By-Doing and Case Illustration approaches to accelerate and enhance the learning process. Participants are given sample of B/L to exercise the knowledge learned during the course to encourage hands-on approach to address their respective issues. Trainer will also create opportunity for knowledge sharing among the participants and also with the trainer to further improve and optimize the learning process.

The program consists of 60% active learning activities and 40% lectures. The active learning activities include:

- Interactive lecture
- Case Study
- Case Appreciation
- Case Analysis
- Group and Individual Assignment
- Brainstorming

Who Should Attend

Manager, Executives, Supervisors, Clerks and any personnel who are involve in procurement & purchasing, supply distribution, shipping and logistics.

Program Outline

Module 1

Understand the roles and responsibilities of shipping providers and users

Module 2

Explaining the International Transport Conventions in shipping practices – The Hague Rules and Hague-Visby Rules, The Contemporary Hamburg Rules, The Carriage of Goods by Sea Act

Module 3

Types of shipping documentation and procedures in practices – Understand the impact of various commercial and statutory documents and the inadequacies factors that create conflict

Module 4

Functionality and role of the bill of lading in shipping

Module 5

Different types of bill of lading and the virtual classification in operations

Module 6

The flow of an inward and outward bill of lading in FCL and LCL modes – the execution of FCL/FCL, FCL/LCL, LCL/LCL modes of transport

Module 7

The standard bill of lading clauses and their importance – Highlighting the reservation of Charging Standard Terms and Carrier's Rights of Detention, Deviation and Delay

Module 8

Forming strategies and contingency plans in execution of bill of lading

The Expert Profile Stephen Kum

Mr Stephen Kum, (MBA, USA), is a Fellow Member of the Institute of Freight Forwarders (UK), the Institute of Logistics & Transport (UK), Professional Member of Logistics & Supply Chain Management Society and former Vice Chairman of the Persatuan Logistics Selangor.

He has more than 28 years hands-on experience in the field of international trade, global procurement, freight and logistics. He was the Managing Director of Transatlas Group, a network of global logistics service provider with regional offices in UK, USA, Australia and Asia. His career appointment includes Business Development Manager of Lensveld Logistics (Holland), Country Manager of Esprit Shipping (Hongkong) and Director of Sales of Karl Schroff Associates (USA).

Mr Stephen Kum is also affiliated with Cambridge International College (UK) and Durham Logistics College (UK) as their Training Consultant for Malaysia and as Associate Consultant for Logistics Supply Chain Solutions.

He has conducted many seminars, workshops and customized training for manufacturers, commercial corporations, forwarders, trade associations and trade divisions of embassies. His seminar on Freight Management is accredited and marketed by PSMB and METEOR of Open University of Malaysia.

Participants who complete this course will significantly benefit in their work from the pragmatic and "Real World" application of his knowledge and experience, especially through the operationally based Case Studies.



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Workshop

* Fees includes workshop materials, refreshment, lunch and certificate of attendance but excludes Bank charges & VAT per payment

Session	Date	Venue	Normal Fees	Early Bird Deadline
	<input type="checkbox"/> 2nd-3rd August 2010	The Legend Hotel, Kuala Lumpur, Malaysia	RM 1290	9th July 2010
Discount	Early Bird Registration <input type="checkbox"/> 5%			
	Group Registration <input type="checkbox"/> 3 or more at 5% off <input type="checkbox"/> 5 or more at 7% off <input type="checkbox"/> 8 or more at 7% off			

Schedule

08:30 Registration
09:00 Workshop Begins
10:30 Coffee & Networking
10:45 Workshop Resumes
13:00 Networking Luncheon
14:00 Workshop Resumes
15:30 Coffee & Networking
15:45 Workshop Resumes
17:00 Workshop Ends

Organization Details

Organization Name _____

Address _____

Tel _____ Fax _____

Participant Details

Name	Job Title	Email	Direct Line
1.			
2.			
3.			

The invoice should be directed to

Name _____ Job Title _____

Email _____ Direct Line _____

Authorising Manager's Details

Name _____ Job Title _____

Email _____ Direct Line _____

Signature _____ Date _____

*The booking is invalid without a signature.

After complete this form,
please fax it to (603) 40235716

CANCELLATION & SUBSTITUTIONS: This registration may only be cancelled in writing not later than two weeks before the workshop begins. The booking may not be cancelled nor any fees refunded thereafter. A substitute may be named at any time before the workshop begins.

HOTEL ACCOMMODATION: Accommodation is not included in the workshop fees. Room Reservation can be made by delegates directly with the hotel. To enjoy privileged room rates, please contact the Hotel directly and state that you're attending an event organised by GIN (Global Intelligence Network).

The Legend Hotel, Kuala Lumpur
Tel: (603) 4042 9888
The Summit Hotel, Subang Jaya
Tel: (603) 8023 3000

NOTE: It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue. Every effort will be made to inform the participant of the change. Global Intelligence Network should not hold liable for any cost arising from this change.

PAYMENTS: An invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event in order to be eligible for attending. Walk-in delegates with payment will be admitted on a space available basis. Payment may be made via cross cheque / bank draft / electronic transfer, made in favour of:

Global Intelligence Network (M) Sdn Bhd
268-2-1, Wisma Mutiara Genting,
Jalan Ayer Jerneh Off Jalan Genting Kelang,
53300 Setapak, Kuala Lumpur,
Malaysia.

Details for Telegraphic Transfer:
Bank: RHB Bank
Branch: Setapak, Kuala Lumpur
A/C No: 26405800003737
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