

## **STRATEGIC RISK MANAGEMENT FOR PORTS' OPERATIONS & SERVICES**

### **Overview of this Course:**

Effective operations of activities in ports will enable good bottom-lines when costs are adequately contained. Operational expenses should be mainly justified from the potential incomes that such investments and cost-incurrence can generate; that is, you spend money and incur cost because you expect to reap your sales and reasonable margins from the gross revenue. This is what separate an effective and efficient port management from those that are not run well. A lot of competitive mileage will accrue to a port's board and management that recognise or know how to identify and address the various inherent and residual risks in their port operations. One can go about having an effective port operations if one knows the risk fundamentals, risk dynamics, risk issues, risk management process and tools, and risk-management approaches to adopt.

This Course will provide participants with the avenue and opportunity to recognize how to manage port well, as well as applying the risk management dynamics in a better effort to arrive at this more efficient and effective port management.

### **Who should attend**

- Executive as well as non-executive/independent directors.
- Marketing and Operations officers/managers of ports.
- Company secretary.
- Procurement, administration and facility management officers/managers.
- Accountants/Finance Managers, Credit controllers.
- Supervisory, back-office support personnel.
- Human Resources Officers/managers, Training officers/managers.
- Risk Officers/Managers.
- Audit Officers/managers.
- Compliance Officers/Managers.
- Academicians, college tutors/lecturers/professors.

### **Benefits of attending**

You will recognise the pitfalls and risks in port management, and you learn to apply meaningful & friendly port management concepts and processes

**Complimentary management books for all participants:**

- Participants will receive complimentary copies of 2 relevant management books written by Dr Joseph Eby Ruin entitled “Enterprise-wide risk management made easy, Credit, Finance and Debts”, and “Managing People and Business”.

Course content

Module	Topic
<b>1</b>	<b>THE BUSINESS OF PORT: WHAT IS PORT FOR?</b>
i	Why the need for port?
ii	It is a service and a facility
iii	What happens to international trade if there is no port?
<b>2</b>	<b>THE RESOURCES &amp; INFRASTRUCTURE NEEDED TO RUN AND MANAGE A PORT BUSINESS?</b>
i	Space and strategic location
ii	Workers
iii	Building and equipment
iv	Capital and investments
v	Network, agencies
vi	Infrastructure, IT systems, health, safety & security
vii	Regulations, Standards and quality
<b>3</b>	<b>KNOWING THE VARIOUS KEY FUNCTIONS IN PORT MANAGEMENT</b>
i	Operations
ii	Marketing, network and global liaison
iii	Administration, procurement, maintenance, health
iv	Regulatory (local and international) compliances
v	Security & safety in port complex and out in the ocean
vi	Port as a corporate citizen and fulfilling the CSR (corporate social responsibility of a port)
<b>4</b>	<b>THE 3 MAIN BOARD &amp; MANAGEMENT AGENDAS IN PORT BUSINESS</b>
i	Products & services
ii	Network & delivery channels
iii	Users and customers
iv	Some expectations or recent issues in today’s port management
<b>5</b>	<b>5 BROAD AREAS TO MANAGE IN PORT</b>

i	Shipping and boating operations
ii	Cargo handling
iii	Port and harbor maintenance
iv	Maintenance and dredging and disposal
v	Managing ship and boat-generated waste
<b>6</b>	<b>WHAT RISK IS IN PORT MANAGEMENT</b>
i	Definition of risk
ii	Features of risk, a surprise, a hazard, an opportunity
iii	Risk likelihood, impact, control, mitigant
iv	Inherent risk and residual risk
v	Micro risk, macro risk, personal risk, organisation risk
vi	Recognise the 6 groups of risk in any port management
<b>7</b>	<b>RISK MANAGEMENT APPROACHES &amp; TOOLS IN PORT MANAGEMENT</b>
i	Control and mitigant
ii	Implementing the 7 building blocks for risk management
iii	Addressing & treating risk using ‘A STRAP’ approach
<b>8</b>	<b>PORT RISK PROFILING</b>
i	Adopting HAZID (hazard identification) for risks in port
ii	Embedding HAZOP (hazard operations) in port operations and activities
iii	HAZROP’s values to port management and evaluation
iv	Fault & event tree analysis and Ishikawa fish-bone model
vi	Risk management framework, and implementing ISO 31000 risk management programme
<b>9</b>	<b>DAY ONE GROUP EXERCISE</b>
	On risk assessment and safety management programme in the port
<b>10</b>	<b>MANAGING RISKS COMING FROM INTERNAL ENVIRONMENT THAT THE PORT IS DEPENDENT OF</b>
i	People, employees
ii	Process....compliance to internal standards and guidelines, SOPs, procedures, quality services and operations, health and safety
iii	Systems
<b>11</b>	<b>MANAGING RISKS COMING FROM EXTERNAL ENVIRONMENT THAT THE PORT IS DEPENDENT OF</b>
i	Government service-agents (immigration, customs & excise, national security)
ii	Service providers, professional and non-professional
iii	Sub-contractors, vendors, suppliers
iv	Agencies and global network

v	Regulatory and legal requirements, environment/pollution, sovereign, political
vi	Sea and ocean voyages and safety
<b>12</b>	<b>DAY TWO GROUP DISCUSSION &amp; EXERCISE</b>
	<ul style="list-style-type: none"> <li>• Risk-scoping exercise for ports</li> <li>• The various forms of risks in all the port management's functions and activities</li> <li>• Formalising the port's low, medium, and high risks, developing the Risk Log, KRIs (key risk indicators), risk heat maps, and reporting on the top 10 risks of the port</li> </ul>

## The 2 Course Facilitators

### (1) **Dr Joseph Eby Ruin {FCCA(UK); CA(M'sia); Hon DBA-Mgt Phi (Kurst).**

**Joseph** graduated in ACCA(UK) in 1976, was an Associate Member in 1979, and elevated to Fellow Member in 1984. He is a member of The Malaysian Institute of Accountants since 1983. For his many publications of management books, newspaper articles, and the conference/seminar/workshop papers where he was invited to present his papers since 1996, he was conferred an honorary degree of Doctor of Business Administration (Mgt Philosophy) by Kursk State Technical University Russia in 2006. He was elected the Regional Director for the Malaysian Chapter of PRMIA (Professional Risk Mgrs' International Association) in November 2007. Currently he is also a Committee-member of FAAM (Fulbright scholars Alumni Association of Malaysia).

#### *Executive/managerial experience:*

Joseph's executive and managerial career spanned the past 3 decades. Throughout this 30 years, he worked in 6 different banks as Branch Manager and later holding various posts at the corporate head office. He also worked in 6 non-banking organisations where he held various executive/ managerial capacities, as Head of Internal Audit/Chief Auditor and Secretary to the Board's Audit Committee. His last job before he retired in April 2007 was as the Chief Risk Officer/Head of Risk Management Division of a large Malaysian commercial bank.

He is now the Principal/Proprietor of RiskFirst Consultancy & Training Services.

#### *Sabbatical work:*

He was awarded the US-sponsored Fulbright Professional Exchange Program in 1995/96. For this sabbatical in the US he was attached to the Institute of Internal Auditors Inc Head Office at Altamonte Springs Florida; where he participated in advanced auditing & corporate governance review workshops in Orlando Florida, Pheonix Arizona, Dallas Texas, and in Washington DC. In May 2004 he participated in the intensive workshop/seminar on risk management at INSEAD Paris France.

#### *Speaker:*

From 1996 onwards, Joseph has been a regular speaker/facilitator/panel chairman for public and inhouse forums / workshops and conferences. He has accepted invitations to deliver his papers in **Kuala Lumpur**, Mekong Institute Khon Kaen University Thailand, **Brunei**, **Melbourne** Australia, Fontainbleu **Paris** France, **Nairobi** Kenya, **Shanghai** China, **Sydney** Australia, **Bangkok** Thailand, **Mumbai** India, **Singapore**, **Phnom Phen** Cambodia, **Orlando** Florida, **Hong Kong**, **Mauritius**, **Beijing** China, **Manila** Philippines, **Seoul** Korea , and in **Bali** and **Jakarta** Indonesia.

#### *Newspaper, journals, and management books:*

Since 1996 Joseph has contributed articles focusing on his areas of work. These

articles are published in the local Malaysian newspapers (the NST) regularly, as well as in Malaysian business-magazines and professional newsletters/journals.

Joseph has todate authored 18 management-books, and among them are (i) Managing Services, Credit, Finance, and Debts, and (ii) Managing people and Business. They will be distributed FREE to all participants of this Course.

***Involvement with shipbuilding, shipyards and port management:***

Joseph has a 2-year managerial experience in port-management, shipyard, shipbuilding, offshore engineering and construction industry when he was the Head of Internal Audit/Chief Auditor and Secretary to the board's Audit Committee of a large Malaysian shipyard in 1990-1991.

**Dr Joseph Eby Ruin's website is at : [www.riskfirstconsult.com](http://www.riskfirstconsult.com)**

**(2) Mr Stephen Joshua Ruin  
DPA(UiTM), BBA(Ohio), MBA(Helliot-Watts)**

Stephen has some 25 years of executive and managerial working experiences; working in a Malaysian commercial bank, a large port, and forestry corporation. Bulk of his 25 years career was spent in the port industry in the administration, services and operations support department. He will avail his wealth of port management 'success and war stories' for the participants to learn from.

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**Knowledge = Theory + Experience**