The Challenges in the Maritime Transportation Workforce:

Why can’t we find skilled workers, what are the training gaps and what are the opportunities?

Dr. Noel Hacegaba
Deputy Executive Director
Chairman, AAPA
Professional Development Board
What got you here won’t get you there

Leading the next generation in the workplace
## Top 10 Global Ports

<table>
<thead>
<tr>
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<th>2017</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Shanghai, China</td>
</tr>
<tr>
<td>2</td>
<td>Singapore, Singapore</td>
</tr>
<tr>
<td>3</td>
<td>Shenzhen, China</td>
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<tr>
<td>4</td>
<td>Ningbo, China</td>
</tr>
<tr>
<td>5</td>
<td>Hong Kong, China</td>
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<tr>
<td>6</td>
<td>Busan, South Korea</td>
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<tr>
<td>7</td>
<td>Guangzhou, China</td>
</tr>
<tr>
<td>8</td>
<td>Qingdao, China</td>
</tr>
<tr>
<td>9</td>
<td><strong>LB (21)/LA (17), USA</strong></td>
</tr>
<tr>
<td>10</td>
<td>Dubai, UAE</td>
</tr>
</tbody>
</table>
trade = jobs = economic growth
Choose Your Career

Truck Driver, Commercial Diver, Cement Finisher, Security, Civil Engineer, Computer Analyst, Electrician
The workforce is changing...

Today’s workforce is...

• More diverse than ever before
• Expects greater choice and control over their physical space
• Tech-driven
• More discerning
Jobs are changing...

- Innovation
- Artificial intelligence
- IoT
- Globalization
The CMA CGM BENJAMIN FRANKLIN is...
as WIDE as

a 12-LANE FREEWAY
LONGER than

FOUR Football Fields
ROOMY ENOUGH for 90 MILLION pairs of shoes
Systems upgrade

New operating paradigms and emerging technologies
GE Transportation's Digital Solutions

Port Optimizer

Optimizing the Global Supply Chain

1. Purchase Order
2. Manufacturing
3. Packaging or Consolidation
4. Liner Shipping
5. Marine Terminal
6. Truck Rail

- Inbound Visibility
  - Shipping Line
  - Vessel
  - Terminal
  - BCO
  - Destination
  - Container Size
  - Container Type
  - Date

- Vessel Status
  - Inbound
  - Outbound
  - Docked
  - ETA/ETD
  - Unload Status

- Peel Piles
  - Container Tracking
  - Container Forecast
  - Dual Transactions

- Chassis Positioning

- Container Status
  - Terminal
  - Discharged
  - Status
  - Destination
  - Days after Dhr

- Empty Cont. Mgt
ITS: Predictive Availability
Reservation System (Appointments)
THE 'TRICK' TO TRAINING A COMPETENT WORKFORCE

Defining Where Worker Training And Development Should Start And Where It Should End May Be The Answer.
Key Questions

• What skills are in high demand today, and what skills will be in high demand in the future?
• How does industry collaborate with academia to bridge the growing gap?
• How do we start introducing youth to the goods movement industry?
Apprenticeships & Internships

- Help bridge the gap between availability of quality jobs and the degree requirements to fill them
- Help align the needs of employers with those of prospective employees
- Lay a foundation for retraining workers whose jobs have been or will be disrupted by technology
Join the U.S. Department of Labor and TransPORTs at the

Port Employer
Apprenticeship Workshop

Thursday, June 27

Contact
Dave Matsuda
TransPORTs
(202) 681-8406
Dave.matsuda@transportsapprenticeship.com

Upcoming Propeller Club LA-LB Events

Harbor Cruise - August 22, 2019 (Save the Date)

PMSA - September 18, 2019 (Save the Date)

Port Government Update - October 16, 2019 (Save the Date)

TransPORTs, a U.S. Department of Labor industry partner, is conducting a free 1/2-day workshop on how to set up or grow an apprenticeship program. TransPORTs is focused on working with ports, supply chain, and transportation, distribution and logistics (TDL) industry employers, educators, and workforce development stakeholders to
Professional Development Programs

To help you navigate your way toward a more rewarding career in the port industry, AAPA has developed several tools to guide your professional development. AAPA is the premier trade association for port professionals looking to advance their career. With two programs focused on developing the skills of industry professionals, come discover how AAPA can help you make the next step in your professional career.

The AAPA Professional Port Manager Program (PPM®) is an unparalleled industry credential designed to shape the future of port leadership and enhance port management professionalism. The Industry Recognized Port Certificate (IRPC) will help enhance the careers of low to mid level port employees/maritime professionals as well as those new to the industry.

Unparalleled industry certification designed to shape the future of port leadership.

Professional Port Manager (PPM®) Certification Program

The AAPA Professional Port Manager Program (PPM®) is an unparalleled industry credential designed to shape the future of port leadership and enhance port management professionalism. The online application for the PPM class of 2023 has closed. There will be another opportunity to apply for the class of 2025 in the fall of 2020.

If you are an active candidate in the PPM® in need help/support or If you are interested in learning more about the program, please contact Andrew Cameron at acameron@aapa-ports.org.

PPM Brochure
Industry Recognized Port Certificate (IRPC)

The Industry Recognized Port Certificate (IRPC) is a professional development certificate program focused on enhancing the participant’s fundamental knowledge of the port industry and to introduce them to AAPA and the greater port professional community. AAPA has partnered with Lamar University’s Center for Advances in Port Management to develop relevant curriculum for the modern port professional’s needs.

To receive the IRPC, participants must complete the following:

1. Lamar University’s Master’s Class “Ports Introduction to Port and Marine Terminal Management” (INEN-5302)
2. Attend one of the following AAPA Training Programs and participate in a special session with other IRPC candidates
   - Planning for Shifting Trade Routes (Tampa Bay, Florida - January 2020)
   - Spring Conference (Washington D.C. - March 2020)
   - Security Seminar (San Diego, California – July 2020)
3. Write and submit a career plan/reflection of the program, including the role the IRPC has played in the execution of your plan

How to Apply

To apply to the IRPC, you must

1. Register and pay for the IRPC on the AAPA website (Registration will open on Monday, June 10th);
2. Apply to the Lamar University Master’s of Science in Port and Terminal Management (MPTM)*; and
3. Submit your resume to AAPA by emailing a PDF version to Andrew Cameron, acameron@aapa-ports.org

Domestic applications are due by August 12th. International Applications are due by July 1st.

*By applying to the MPTM program you will be enrolled into the required online course (INEN-5302), but you are not required to complete the full Master’s program. There is a $25 application fee on the applytexas.org website. This fee is not included in the AAPA application fee.
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APPRENTICESHIP MODELS FOR FREIGHT SECTOR

• **Kuehne + Nagel Apprenticeship Program**
  - 22 month rotational program targeting juniors/seniors in universities or community college
  - 3 months are spent in various KN departments including airfreight (import/export), sea freight (import/export), key accounts, road + rail, sales, finance, customs brokerage, etc.
  - Benefits:
    • Positions are paid and tuition reimbursement is offered
    • Flexible hours during academic semesters
    • Enrollment in international Freight Forwarding certification program

Source: Dr. Thomas O’Brien and Dr. Tyler Reeb (Center for International Trade and Transportation)
Kuehne Logistics University (KLU)
Career & Professional Development Program

– 11 Workshop Module:
  • Personality Assessment: Who am I?
  • Skills and Interests Assessment: What are my skills and most favorite interests
  • Options Identification: What are my career options?
  • Application Tactics: How to become a successful internship-/job hunter
  • Application Tactics: Research & Application Channels
  • CV Training: How to boost your CV
  • Cover Letter Training: How to turn you cover letter into a real door opener
  • Networking: Effectively expanding your networks
  • Interview Training: mastering you next job interview
  • Career Fair preparation (optional)
  • Business Etiquette (optional)
  • Personal branding (optional)

Source: Dr. Thomas O’Brien and Dr. Tyler Reeb (Center for International Trade and Transportation)