

REPORT ON AWARENESS SEMINAR ON “HOW TO REDUCE YOUR COST THROUGH EFFECTIVE CONTAINERIZATION?” AT PANIPAT ON 27TH FEBRUARY, 2015. AT THE CONFERENCE HALL, HOTEL LE GEM, G.T. KARNAL ROAD, PANIPAT (HR)

The Export Promotion Council for Handicrafts regularly conducts seminars for member exporters to educate on new and emerging issues related to exports and how to maximize the same. On 27th February, 2015, the council held a seminar on ‘How to reduce your cost through effective containerisation’ at the Hotel Le Gem, G.T. Karnal Raod, Panipat (HR).

The seminar saw over 30 delegates and was presided over Mr. Arshad Mir member COA EPCH, and the speaker for the event Prof. Ashok Advani – Jaipuria Institute of Management.

One could define containerisation as “Containerization is the use of containers to unitize cargo for transportation, supply and storage”. Container logistics thus incorporates supply, transportation, packaging, storage, and security together with visibility of container and its contents into a distribution system from source to user. The idea stemmed from the fact that movement of goods across continents in a standardised, specific and safe manner is imperative to a healthy global trade system.

Upon opening the event Mr. A.K. Sakhuja (Deputy Director, EPCH) handed over to Prof. Advani to begin the session. Mr. Advani began on a lighter note, first introducing himself and then talking about the sheer magnitude of the logistics involved and how containerisation played a crucial role. He began with speaking about the history of containerisation and that Malcom Purcell McLean may be considered the father of containerisation.

Moving on to the evolution of container vessels, he spoke on how the 1st generation Ideal-X vessels emerged pre 1960s and the advent of the ultra-post-panama vessel that have a TEU capacity of 11000 +. Subsequently he touch based on the important terminologies related to the shipping industry and then on various container types. Container types vary for different types of goods, to sizes, to perishability and other factors.

He later spoke on external and internal dimensions and capacities, necessity of container leasing, keeping an inventory on container leasing and the major companies that operate such services. He also spoke on container leasing and various types of leases besides talking on Freight and other charges associated with containerisation.

Through this seminar the delegates took learnings in the issues related to containerisation, different types of containers and their capacity, important factors affecting freight and Freight Structure and Components.

Questions put up by the audience –

We welcome suggestions and feedback to make this initiative more productive. Do write to us at: tradepromotion@epch.com.