

NELSON MANDELA
UNIVERSITY
Business School



ONE DAY WORKSHOP:

Exploring Business Opportunities in the Blue Ocean Economy
4 October 2018

Why this Workshop?

The blue economy is defined as those economic activities that directly or indirectly take place in the ocean, use outputs from the ocean, and put goods and services into the ocean's activities. A number of potential investment opportunities are emerging from a blue economy paradigm, at different levels and scales. Some remain in their infancy, while others are coming to fruition. Experiences from other sectors illustrate how various instruments and models could be applied to address the inherent challenges and risks associated with investments in the ocean. Increasingly small and medium enterprises, including emerging entrepreneurs, are looking for guidance with regard to entering the maritime sector. This one-day interactive workshop will realistically evaluate the business opportunities in the blue economy, the barriers to entry, and provide guidelines to alleviate unrealistic expectations, which could lead to business failure.

Who Should Attend:

Individuals who are currently working in the maritime sector (public, private, service providers, suppliers, parastatals, institutions of higher learning, SMEs, LED agencies) and emerging entrepreneurs wanting to explore business opportunities in the blue economy.



Workshop Programme:

TIME	SESSION	PRESENTER
08:30	Opening and Welcome	Dr R. Jonas - Business School Director
09:00	Overview on the Blue Economy	Ms N. Hadi
10:00	Tea Break	
10:30	Ocean Business as a component of the Blue Economy	Mr P. Myles
11:30	Land Based and Ocean Based Maritime Industries	Mr J. Lawlor
12:30	Lunch Break	
13:30 - 16:00	Identify and pursue Blue Ocean business opportunities. <i>Delegates to select only <u>ONE</u> of three working group interactions:</i>	
	Workshop 1: Maritime Logistics - A holistic view of the value chain	Mr J. Lawlor
	Workshop 2: Coastal and marine tourism start-ups	Mr P. Myles
	Workshop 3: Fish processing and supply chains	Dr J. Fraser
16:00 - 17:30	Reconvene in Auditorium for closing	Dr J. Fraser

A panel of experts will be available during the workshop to share information, lessons learned, success stories, and to answer questions from the delegates.

Our Panel of Experts:

Mr John Lawlor



John has 46 years of working experience in supply chain logistics, with 43 of those years spent at MOL SA (Pty) Ltd. During those years, he has assisted with various cargo routing solutions, container packing initiatives, transporting solutions and warehousing alternatives.

John has written a Logistics strategy and formed part of the team that successfully lobbied for government funding in the upgrading of the Addo Road (Citrus Industry). He has served as chairman of the Nelson Mandela Bay Chamber Task Team and has been an invited member of the Port Consultative Committee. The Port Consultative Committee reports through the National Ports Consultative Committee (NPCC) to the National Minister of Transport, Port Elizabeth Maritime Cluster, Automotive Cluster, Oil and Gas cluster as well as the Provincial Integrated Forum. John is also a previous member of South African Association of Ship Operators and Agents (SAASOA).

He has been extensively involved in cargo handling and despatch as well as ships agency activities for liner, bulk and car carrier trades. Over the years, he has been very closely involved with numerous successful relocation factories into both Dimbaza and Maseru. John is currently doing consultative work in the shipping industry and has also written a Logistics module for Nelson Mandela University.

Peter Myles is an international tourism consultant and holds a Postgraduate Master's degree in tourism development and management.

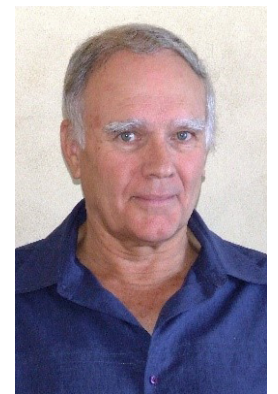
Peter's expertise have allowed him to write various articles for tourism journals. He has presented papers at international conferences, prepared strategic tourism plans and designed appropriate organizational structures. Peter has also stimulated tourism enterprise development, conducted tourism research and compiled visitor statistics. He has facilitated capacity building training workshops in fifteen different countries.

Peter is registered with the World Tourism Organization (UNWTO) as a tourism specialist. After hosting the 6th International Coastal and Marine Tourism Congress in Port Elizabeth, Peter was appointed to the steering committee that founded the International Coastal and Marine Tourism Society.

He is the author of a book entitled "Maritime Clusters and the Ocean Economy: An Integrated Approach to Managing Coastal and Marine Space" which was published by Routledge in September, 2017.

Peter has been a guest speaker and participant at two World Ocean Council Sustainable Ocean Summits and four International Coastal and Marine Tourism Congress. He is the current Chairperson of the Nelson Mandela Bay Maritime Cluster.

Mr Peter Myles



Dr Jessica Fraser



Having being involved in management roles and product innovations for multi-national companies like Siemens, Procter & Gamble, Deloitte & Touche during the 1990s, the call to impart and grow the knowledge economy became loud enough to quit private sector. Dr Jessica Fraser became involved in customizing and delivering international best practice courses in supply chain management within the University of Pretoria's European Logistics Association offerings since the start of the millennium.

She is a national and international conference speaker from as far afield as Australia, China, Germany and Norway. She spoke at the World Oceans Council Sustainable Oceans Summit in Rotterdam on the engagement of young seafarers and gender issues. On the African continent her focus is on the sustainable business practices of the retailer membership of the Wholesale and Retail Sector Education Training Authority's procurement, operations and reverse logistics concerns.

Dr Jessica Fraser is currently responsible for Integrated Management Practice and Strategic Operations as part of the Nelson Mandela University Business School's core faculty. She is supervising MBA and DBA students in green supply chain management and blue economy business management research projects.

Nomtha has been appointed by the university as part of the new generation of academic professionals. She is responsible for the Maritime Management curriculum at Nelson Mandela University's Business School.

She has previously worked for provincial and local government in South Africa. Her responsibilities included stakeholder analysis and management, integrated strategic planning and development as well as public participation.

She is currently registered for PHD studies with the Department of Development studies at Nelson Mandela University. Nomtha has previously presented guest lectures at the University of Stellenbosch on their Maritime Studies Honours Programme and currently lectures on the Post Graduate Diploma Qualification (introductory course to Marine and Maritime Affairs as well as the Coastal Development Modules and Practices) within the Nelson Mandela University's Department of Development Studies. In 2017 she was part of a lecture exchange with Gothenburg university, where she presented lectures on Maritime logistics and Marine Spatial Planning.

Nomtha currently supervises a number of students in Maritime Research and Municipal Planning and Performance.

She also has a keen interest in Ocean's Economy, Development Planning, Local Economic Development, Long-term Strategic Planning, Maritime Development and Planning Research.

Ms Nomtha Hadi



WORKSHOP OUTCOMES

At the end of the day, participants should have acquired knowledge of:

1. The Blue Economy: International and South African perspective
2. Distinction between land based and ocean based industries
3. Institutional support for the ocean business community
4. Guidelines for entering the maritime sector
5. Maritime business incubation, mentoring, nurturing, and support funding
6. Barriers to entry



WORKSHOP INFORMATION

Date:	4 October 2018
Venue:	Nelson Mandela University Business School Auditorium Second Avenue, Summerstrand Port Elizabeth
Time:	8:30 – 17:30
Workshop Inclusions:	All training materials, notes, meals, tea/coffee, and refreshments Delegates will receive a Nelson Mandela University Certificate of Attendance.
Workshop Exclusions:	Travel to and from the Business School.
Registration Fee:	R1 950 (incl. VAT) per delegate.
RSVP:	<i>Click Here</i> to Register by <u>21 September 2018</u>

SPECIAL OFFER

- **Group Bookings:** For every four registrations received from the same company, a **fifth** delegate can attend **free of charge**.

***Booking and payment of the registration fee prior to the Workshop is essential.
Seats are Limited.***