

# Introduction to Shipping Markets

A unique training opportunity for the maritime sector  
developed and led by Mark Williams, MA, Msc



## Course overview

The shipping markets underpin nearly every aspect of our globalised economy – and yet remains surprisingly little understood outside specialist professions. Our **Introduction to Shipping Markets** course addresses this education gap with a targeted short course providing a solid introduction to shipping markets, including the core concepts and analytical tools necessary to evaluate and report on the shipping market.

## Who is it for?

ISM is suitable for anyone embarking on or considering a career in international trade, shipping, banking, insurance, law or connected industries where there is a need to understand the global shipping markets.

## How is it delivered?

ISM is delivered via a series of online modules comprising reading material, exercises and test quizzes. These modules are reinforced via recorded lectures. Students may attend virtual seminars with Mark Williams at pre-agreed times and may pose questions via an online forum.

## Course outcomes

By the end of the course, attendees will be able to:

- ☞ Identify the different cargo shipping markets
- ☞ Understand the dynamics and fundamentals of those markets
- ☞ Build a toolkit to analyse and report on those markets
- ☞ Maintain awareness of major operators and cargo owners
- ☞ Understand regulatory & technological challenges the industry faces

## Benefits to employers

Benefit from rapid staff upskilling:

- ☞ Accelerates on-boarding of new entrants to the maritime industry
- ☞ Frees up supervisors to focus on business
- ☞ Improves market research in relation to the shipping sector
- ☞ Levels up your research resources with sector-specific expertise
- ☞ Rapid delivery of key sector knowledge ensures best possible use of CPD time
- ☞ Only short course of its kind

## About the provider

Shipping Strategy Ltd was founded by Mark Williams, who has worked as an analyst and consultant in the shipping industry for nearly twenty-five years, during which he has advised major ship owners, charterers, investors, banks, insurers & regulators and has built several successful research & consultancy teams globally. As well as leading the in-person training elements of our courses, Mark has developed and frequently refreshes

## Further information

For information about course registration, prices or if you are interested in discussing a bespoke course for your company please contact our sales team for more information on +44-7443-455705.