

AFRICA HARBORS DAYS 2026

COMMERCIAL MANAGEMENT,
ECONOMIC INTELLIGENCE,
MARKETING AND STRATEGIC
COMMUNICATION FOR PORTS



Understand the shifts.



Position your port.



Influence decisions.



Create value.



21 – 26 SEPTEMBER 2026

INTENSIVE EXECUTIVE PROGRAM • 6 DAYS

**Zanzibar,
Tanzania**



*The ports that will win tomorrow
will not simply be the best equipped.
They will be the ones that
understand the markets.*



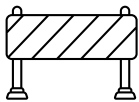
THE MARITIME WORLD IS CHANGING — PORT STRATEGIES MUST TOO



Maritime transport is undergoing a period of major transformation.



Reorganization of value chains.



Increased competition between corridors.



New investor requirements.



Pressure on logistics performance.



Rising stakes around reputation and resilience.

In this new environment, communication alone is no longer enough.

Ports must now: anticipate, analyze, position themselves, and influence.



"A port's competitiveness begins well before the quay; it begins with understanding the market."

FROM INFORMATION TO INFLUENCE

**01**

READING GLOBAL SHIFTS

Maritime transport
Value chains
New equilibrium

02

BUILDING ECONOMIC INTELLIGENCE

Competitive analysis
Markets
Strategic signals

03

POSITIONING YOUR PORT

Value proposition
Differentiation
Attractiveness

04

STEERING YOUR REPUTATION

Marketing
Communication
Crisis
management



AT THE END OF THE TRAINING

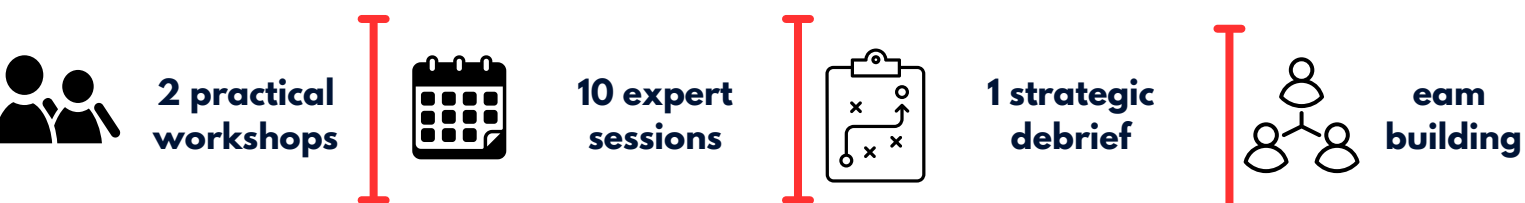
Each participant leaves with
an actionable, ready-
to-implement roadmap.



A PROGRESSION DESIGNED TO DELIVER RESULTS



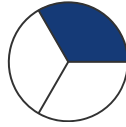
DAY 1	DAY 2	DAY 3-4	DAY 5-6
The New Maritime World	Economic Intelligence, Diagnostic	Port Marketing, Business Development	Strategic Communication, Final Presentation



DELIVERABLES TO ACT ON FROM DAY ONE



**Economic
Intelligence Matrix**



**Strategic
Diagnostic**



**Port Value
Proposition**



**2-Month
Marketing Plan**



**Institutional
Communication Kit**



**20 / 90 / 180-Day
Roadmap**

**"You don't leave with notes.
You leave with decisions."**



THREE PERSPECTIVES, ONE STRATEGIC VISION



**DR YANN
ALIX**

Port Expert and
Economic Intelligence
Expert

An internationally recognized expert in maritime transport, ports, and logistics, Dr Yann Alix holds a doctorate from Concordia University and a doctorate in transport geography from the University of Caen. He brings over twenty-five years of experience in research, strategic consulting, and training. Delegate General of the SEFACIL Foundation since 2011, a published author and international speaker, he actively contributes to shaping the future of ports, logistics corridors, and international trade, with particular recognized expertise on maritime and port issues in Africa.



**LIADE H.
BOUABRE**

Strategy, Marketing and
Educational Engineering
Expert

experience in consulting and professional training. President of CERTALIS and Director of the ATHARI SKILLS BOOST Business Unit within ATHARI ADVISORS, he works to professionalize the training ecosystem in Africa through certified solutions aligned with international standards. A guest lecturer and associate consultant to several firms, including Yesod Africa Management & Consulting, he supports companies, executives, and institutions in their transformation, skills development, and change management initiatives.

REGISTRATION AND INFORMATION

JOIN THE DECISION-MAKERS BUILDING AFRICA'S PORTS OF TOMORROW



21 – 26 September 2026



6 intensive days



€3,500

— accommodation included

INCLUDED IN THE SEMINAR

- Executive training
- Premium materials and participant kit
- Accommodation
- Lunches and breaks
- Named certificate
- Post-training follow-up (1 to 3 months)

INFORMATION



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FORM TODAY. POSITION TOMORROW.

Economic intelligence,
marketing, and strategic
communication serving
competitive, attractive,
and sustainable ports.



UNDERSTAND



ANTICIPATE



INFLUENCE



CREATE VALUE

RESERVATION AND INFORMATION



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