

AFRICA HARBORS DAYS 2026

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



Understand the shifts.



Position your port.



Influence decisions.



Create value.



19 – 23 OCTOBER 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.

FROM INFORMATION TO INFLUENCE

01

02

03

04



READING GLOBAL
SHIFTS

- Maritime transport
- Value chains
- New equilibrium



BUILDING ECONOMIC
INTELLIGENCE

- Competitive analysis
- Markets
- Strategic signals



POSITIONING
YOUR PORT

- Value proposition
- Differentiation
- Attractiveness



STEERING YOUR
REPUTATION

- Marketing
- Communication
- Crisis management



AT THE END OF THE TRAINING

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



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

04

A PROGRESSION DESIGNED TO DELIVER RESULTS

UNDERSTAND



ANALYZE



POSITION



DEVELOP



COMMUNICATE



PROTECT



ACT

05

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

DAY 1

The New Maritime World

DAY 2

Economic Intelligence, Diagnostic

DAY 3-4

Port Marketing, Business Development

DAY 5-6

Strategic Communication, Final Presentation



2 practical workshops



10 expert sessions



1 strategic debrief



team building

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



06

THE EXPERTS

THREE PERSPECTIVES, ONE STRATEGIC VISION



**DR YANN
ALIX**

Port Expert and
Economic Intelligence
Expert



**LIADE H.
BOUABRE**

Strategy, Marketing and
Educational Engineering
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~~ years experience, 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.

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 aligned certified solutions 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.

07

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)

TRAIN TODAY. POSITION TOMORROW

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



UNDERSTAND



ANTICIPATE



INFLUENCE



CREATE VALUE

REGISTRATION AND INFORMATION



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