Strategic Freight Forwarding and Multimodal Transport Training Course

02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

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Course Introduction / Overview:

In today's interconnected global economy, the efficient and strategic movement of goods is the backbone of international trade. This course provides a comprehensive exploration of freight forwarding and multimodal transport, moving beyond basic logistics to instill a strategic mindset for managing complex supply chains. Participants will delve into the intricacies of combining different modes of transport—sea, air, rail, and road—to achieve optimal cost, speed, and reliability. We will explore the critical legal, financial, and regulatory frameworks that govern international shipping, ensuring compliance and mitigating risk. Drawing on the principles outlined by leading academics like Alan McKinnon in works such as "Logistics and Supply Chain Management," this program emphasizes a holistic view of the logistics ecosystem. At BIG BEN Training Center, we have designed this training to equip professionals with the practical skills and forward-thinking knowledge needed to navigate the challenges of modern logistics, from mastering Incoterms to leveraging emerging technologies for supply chain optimization and building resilient, sustainable freight operations from A to Z.

Target Audience / This training course is suitable for:

- Logistics and Supply Chain Managers.
- Freight Forwarding Agents and Brokers.
- Import and Export Specialists.
- Procurement and Purchasing Professionals.
- Operations Managers.
- Shipping Line and Airline Cargo Managers.
- Warehouse and Distribution Center Supervisors.
- International Trade Compliance Officers.
- Entrepreneurs in the import/export business.
- Supply Chain Analysts.

Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Retail and Consumer Goods.
- E-commerce and Direct-to-Consumer Brands.
- Pharmaceuticals and Healthcare.
- Automotive and Aerospace.
- Oil and Gas.
- Agriculture and Food Products.
- Governmental bodies, public sector agencies, and non-governmental organizations.
- Third-Party Logistics (3PL) and Fourth-Party Logistics (4PL) providers.

Target Organizations Departments:

- Logistics and Transportation.
- Supply Chain Management.
- Procurement and Sourcing.
- International Trade and Compliance.
- Operations Management.
- Warehousing and Distribution.
- Sales and Customer Service.
- Finance and Accounting.
- Legal and Regulatory Affairs.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze and design optimal multimodal transport routes for various cargo types.
- Master the application of Incoterms 2020 to minimize risks and clarify responsibilities.
- Navigate the complexities of international trade documentation, including Bills of Lading and customs declarations.
- Evaluate and select appropriate modes of transport based on cost, transit time, and cargo specifications.
- Implement effective risk management strategies, including cargo insurance and security protocols.
- Understand the legal frameworks and conventions governing international freight movement.
- Leverage technology to enhance visibility and efficiency in logistics operations.
- Develop strategies for sustainable and green logistics practices.
- Manage relationships with carriers, customs brokers, and other supply chain partners effectively.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to create a dynamic learning environment that fosters critical thinking and problem-solving skills. The course heavily utilizes real-world case studies of complex international shipments, allowing participants to analyze challenges and develop strategic solutions in a controlled setting. Interactive group discussions and workshops encourage the sharing of diverse experiences and perspectives, enriching the learning process for everyone. Practical exercises, such as route planning simulations and documentation review, will be a core component of the training. Our expert instructors facilitate sessions that are rich with practical examples and provide continuous, constructive feedback. This blended approach ensures a deep understanding of both the theoretical principles and the practical application of freight forwarding and multimodal transport strategies, empowering participants with confidence and competence.

Course Agenda (Course Units):

Unit One: Foundations of Global Freight Forwarding

- Introduction to International Trade and Logistics.
- The Role and Responsibilities of a Freight Forwarder.
- Key Players in the Global Supply Chain Ecosystem.
- Understanding Incoterms 2020 and Their Practical Application.
- Fundamentals of International Commercial Law.
- Introduction to Different Modes of Transport.
- Cargo Types and Handling Characteristics.

Unit Two: Managing Modes of Transport

- Ocean Freight Operations and Documentation (FCL/LCL).
- Air Freight Operations and ULD Management.
- Road and Rail Transport for First and Last Mile Delivery.
- Carrier Selection, Negotiation, and Relationship Management.
- Understanding Freight Rates, Surcharges, and Quotations.
- Advantages and Disadvantages of Each Transport Mode.
- Tracking and Tracing Technologies Across Modes.

Unit three: Multimodal and Intermodal Transport Operations

- Defining Multimodal vs. Intermodal Transportation.
- The Role of the Multimodal Transport Operator (MTO).
- Key Multimodal Transport Documents (e.g., FBL).
- Containerization and Terminal Operations Management.
- Planning and Executing Complex Multimodal Shipments.
- Legal Frameworks and Liability in Multimodal Transport.
- Case Studies in Successful Multimodal Route Design.

Unit Four: Customs, Compliance, and Risk Management

- The Customs Clearance Process and Brokerage.
- Harmonized System (HS) Codes and Tariff Classification.
- Essential Shipping and Trade Documentation.
- Managing Cargo Insurance and Claims.
- Global Trade Compliance and Security Initiatives (e.g., AEO, C-TPAT).
- Mitigating Risks in International Logistics.
- Handling Dangerous Goods and Special Cargo.

Unit Five: Future Trends and Strategic Logistics Management

- The Impact of Technology on Freight Forwarding (TMS, IoT, AI).
- Blockchain in Supply Chain and Logistics.
- Sustainable and Green Logistics Practices.
- Supply Chain Visibility and Control Towers.
- Strategies for Building Resilient Supply Chains.
- The Future of Freight Forwarding and Digital Transformation.
- Final Project: Designing a Complete Multimodal Solution.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As global supply chains face increasing disruption from geopolitical and climate events, how can the principles of multimodal transport be leveraged not just for efficiency, but for building true operational resilience?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a strategic, rather than purely operational, perspective on freight forwarding and multimodal transport. While many programs focus on the procedural aspects of shipping, our curriculum is designed to cultivate a deeper analytical and decision-making capability. We emphasize the "why" behind the "how," enabling participants to design and implement logistics solutions that are not only efficient but also resilient and adaptable to global disruptions. The course integrates contemporary challenges such as supply chain sustainability, digital transformation, and geopolitical risk into every module, ensuring the content is relevant for the modern logistics professional. By focusing on real-world case studies and strategic simulations, we move beyond textbook knowledge to provide actionable insights. The curriculum is structured to build a holistic understanding, connecting disparate functions like customs compliance, carrier negotiation, and technology implementation into a single, cohesive strategy for achieving competitive advantage through superior logistics management.