



Symbiosis Institute of Business Management, Hyderabad



Symbiosis International (Deemed University), Pune

Guest Lecture Report

Mr. Arvind Ambo

(A. P. Moller – Maersk)

Topic:- “Current Trends in the Maritime Logistics Industry”

September 16, 2020

To add more value to the digital learning Operations Club in association with Corporate Interaction Cell (CIC) had arranged a series of guest lecture which would be a platform for all the Operations Specialization students to understand key concepts of Operations prevailing under the new norms in the corporate world from Operations perspective under the initiative “EFFIZIENZ” Beginning with the First session of “EFFIZIENZ” on September 16, 2020, we had Mr. Arvind Ambo, Head - Chemicals, Project Cargo & E-Commerce, South Asia, A.P Moller- Maersk, at 11:40 AM on MS Teams

Guest Profile:-

Mr Arvind Ambo has 17 plus years work-ex in roles encompassing Corporate Sales, Business Development, Corporate strategy & Organization development in the ‘Service’ industry. At A.P Moller- Maersk, Mr Arvind works as a Head- Chemicals, Project Cargo & E-Commerce, South Asia. He has good exposure in logistics Industry

- Multimodal freight solutions: Road (part & full truckload) + Railway + Ocean (Bulk chartering, Break bulk & Containerized) Inventory management solutions: warehousing, yard management, distribution Location based solutions: In-plant logistics, Mining logistics, Port logistics Outsourcing models: 3PL, 4PL, LLP, End to End Control Tower solutions, Equipment leasing & management

SIBM HYDERABAD **CIC** **OPS-ERA**

KonQuest
EFFIZIENZ
*"Current Trends in the Maritime
Logistics Industry"*

MR. ARVIND AMBO
HEAD - CHEMICALS, PROJECT CARGO &
E-COMMERCE, SOUTH ASIA,
A.P MOLLER - MAERSK

DATE:
16 Sept 2020

TIME:
12:00 PM

Platform:
MS-Teams

SYMBOSIS
Golden Jubilee
Celebrating 50 Years of Excellence

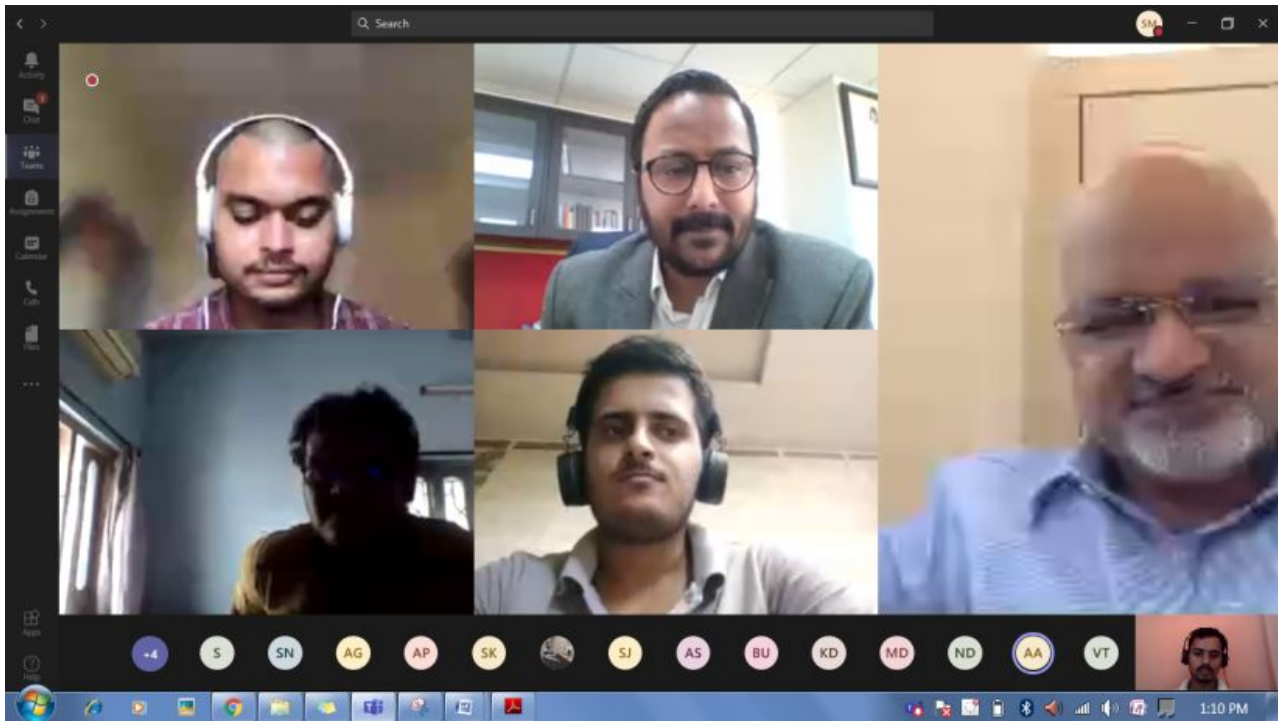
Platform: MS Teams

Timings: 11:40 am

No of participants: 25

Activities:

Lecture Began with Guest Introduction by Mr Abhinay Tiwari, Student of Operations Club, welcome speech by Dr. Mohammed Laeqqudin, Head Operations Specialization, SIBM-H and also Mr Ravi Kumar Jain, Director SIBM-H also gave warm welcome to Mr Arvind as everyone was waiting to hear Mr Arvind about disruption & new trends in the Maritime Logistics.



Welcoming the guest by Dr. Ravi Kumar Jain, Director, SIBM & Dr. Mohammed Laeqqudin

Beginning with the session explaining about Maersk & the company's global supply chain which allows its customer to trade and grow by transporting goods anywhere. Maersk works to provide end to end service offering with customer engagement and good customer support.

Mr. Arvind also explained how the products & Container shipped is taken care off by various insurance policies from both customer end and Maersk. With key benefits like:-

- Peace of Mind
- Simple Coordination
- Less paper work
- Easy pricing
- One invoice
- Simple claim process

Recording has started. This meeting is being recorded. By joining, you are giving consent for this meeting to be recorded. [Privacy policy](#)

OUR BUSINESS

Connecting and simplifying global supply chains

A.P. Moller - Maersk enables its customers to trade and grow by transporting goods anywhere.

Maersk works to provide customers with a simple end-to-end offering of products and services, seamless customer engagement and a superior end-to-end delivery network, taking the complexity out of global supply chains.

31:13

Request control

APM Moller - Maersk

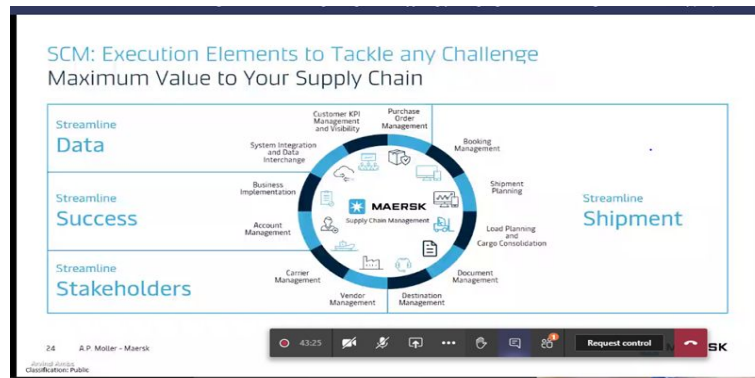
Warehousing & distribution which also plays a key role in product storage and packaging where major functions like:-

- Cargo Sorting**
- Quality Control**
- Garments on Hangers**
- Re-packaging**
- Labelling & Scanning**
- Reporting**
- Palletizing**
- Returns Management**

This provides several benefits with increased flexibility, improved speed and good cargo handling rules. Also Mr ARvind touched upon the customs with Customs House Brokerage (CBH) with transactional declaration processing like:-

- Import declaration**
- Export declaration**
- In-transit declaration**

With increasing business of E-commerce discussion also surrounded upon how e-commerce make domestic inventory feasible with B2C order fulfillment. With several elements in SCM Mr. Arvind talked about challenges & how to derive maximum value to the Supply chain which he shwocased through. Also Mr Arvind talked about neutral platform that is digitising the global supply chain & transforming the trade



Elements that help to Maximize the Value Chain

The session lasted till 1:25 with Q & A round at the end with several questions asked regarding the Maritime Logistics & SCM to which Mr. Arvind answered each question very diligently. The session was really very insightful and was much worthy from operations perspective. With the vote of thanks by Director and Operation HOD the session ended with future engagements for the students research program if any

Outcomes:-

- Got to know about basic operations and supply chain model of Maersk
- Understood various terminologies associated with Maritime Logistics
- Learned about the new trends in supply chain and maritime Logistics
- Discussed about E-commerce platform and their fulfilment of order process
- Learned about the pricing model & global trade traffic with their products