

## **SMS '80 Foundation Support, Mentor & Server Session # 008**

<b>Speaker</b>		<b>Mr. S. Mohan</b>
<b>Date</b>	<b>October 20, 2012</b>	
<b>Time</b>	<b>10 AM IST</b>	
<b>Location</b>	<b>Hall of Fame, SMS</b>	

**Topic: The Emerging Scenario in International Cargo Transportation by Sea**

### **Content:**

*An overview on how cargoes are transported, how the economics of transportation helps International Trade, how over the years the Sea Transportation has evolved and becoming to be heavily dependent on Road and other Shore infrastructures, Present Trends and how the Industry is getting to be Professionalized and on emerging trends and opportunities.*

### **Speaker Profile:**

*Commerce Graduate from Madras University and after a two year work experience went onto complete MBA.*

*Started career as an expert handloom dyer and weaver and fabric designer. Worked with Crompton Greaves in their Market Research Department. Worked with Shipping Corporation of India and then went onto join Patvolk, a Shipping Agency House of the Tata Group which was instrumental in reengineering the Marketing Approach of the Company.*

*Started the WW Shipping Group in 1988 and within few years became one of the biggest Liner Agency House in India with full-fledged offices in about 25 locations.,*



**SMS '80 Foundation**  
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**Kochi, Kerala 682020**

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*Simultaneous with the Liner Agency, another business vertical, viz Consolidation was a pioneering attempt by the WW Group in India. Many followed WW Shipping thereafter.*

*The Group started its own Container Shipping Vertical under the brand Saturn Container Lines with sailings connecting China, Korea, South East Asia, Indian sub-continent and the Middle East. This necessitated establishment of own offices at China, Indonesia, Malaysia, Singapore, Colombo, Bangladesh, Dubai, Yemen and Germany.,*

*Later years Liner Agency and Container Services were hived off due to market compulsions.*

*The Group entered into Joint Venture with a listed Company in Singapore and today is one of the leading consolidation service providers in the Country.*

*The Group employs over 340 professionals all over India and will be celebrating its 25 years of existence in 2013.*

*Extensively travelled, loves playing Golf and spends most of the time in training personnel with systems and practices.*

**Success Mantra:** *Details into everything.*