

BIMTECH PGDM (International Business)

Exploring Global Excellence

Laem Chabang Port, Thailand

As part of PGDM (International Business) curriculum at Birla Institute of Management Technology (BIMTECH), students are provided with unique opportunities to explore global business operations and gain first-hand insights into international trade, innovation, and sustainability. On 22 January 2025, students had the privilege of visiting remarkable facility in Thailand- Laem Chabang Port, a global logistics hub managed by DP World. These visits were not just educational but transformative, offering a glimpse into the future of sustainable manufacturing and global trade.

Laem Chabang Port, Chonburi, Thailand: A Gateway to Global Trade

Our next stop was Laem Chabang Port, one of Thailand's most strategic logistics hubs and a key player in global trade. Managed by D P World, the port showcased cutting-edge technology, operational efficiency, and a commitment to sustainability that left us inspired.

Key Highlights of the Laem Chabang Port Visit:

1. **Strategic Excellence:**
The port features two primary terminals—B5 and C3. Terminal B5 caters to the Asia and Asia-Pacific regions with a 400-meter quay and 14-meter depth, while Terminal C3 serves Europe and the Americas with a 500-meter length and 16-meter depth. The port recently handled the CMA CGM Marco Polo, a vessel with a staggering capacity of 165,900 TEUs, symbolizing its world-class capabilities.
2. **Tech-Driven Innovation:**
Laem Chabang Port operates on fully automated systems for operations, payments, and real-time ship tracking. This reduces human interaction, ensuring safety, efficiency, and transparency. Recent upgrades, such as the addition of 144 new reefer plugs in March 2024, have enhanced the port's capacity to handle food exports, including sugar and berries.
3. **Global Standards and Certifications:**
The port's ISO 9001, 14001, 28000:2007, and 45001 certifications highlight its commitment to quality, sustainability, and safety. These standards ensure that Laem Chabang Port operates at the highest levels of global excellence.
4. **Efficiency Redefined:**
With an average turnaround time of 24 hours and an annual handling capacity of 1 million TEUs, the port ensures seamless logistics. Customs offices located at each terminal further facilitate the timely movement of goods.
5. **Sustainability in Action:**
DP World's emphasis on sustainability aligns with global efforts to reduce the environmental impact of logistics operations. From energy-efficient systems to waste reduction initiatives, Laem Chabang Port is a model for sustainable port management.

Key Takeaways from the Visits

1. **Innovation as a Driving Force:**

Both SIG Thailand and Laem Chabang Port demonstrated how innovation can revolutionize industries. From AI-driven automation at SIG to fully automated systems at the port, technology is reshaping the way businesses operate.

2. Sustainability as a Core Value:

The emphasis on sustainability at both facilities was inspiring. SIG's commitment to SDGs and ESG principles, coupled with DP World's sustainable port management practices, highlighted the importance of integrating sustainability into business operations.

3. Global Standards with Local Impact:

Both organizations showcased how global companies can have a profound local impact. SIG's collaboration with Thai universities and DP World's contribution to Thailand's logistics sector are testaments to the power of global-local synergy.

4. Operational Excellence:

The efficiency and precision at both facilities were unparalleled. SIG's 90% operational efficiency and Laem Chabang Port's 24-hour turnaround time are benchmarks for industries worldwide.

Conclusion

The visits to Laem Chabang Port were more than just educational experiences - they were transformative journeys that reshaped our understanding of innovation, sustainability, and global trade. As PGDM (IB) students, these experiences have equipped us with valuable insights and a deeper appreciation for the complexities of international business.

Special thanks to Ms. **Nonglak Srisuan**, Head of Commercial, LCIT, for their hospitality and insights.

This visit have reinforced our belief that continuous innovation, sustainability, and operational excellence are the cornerstones of success in today's globalized world. As future leaders in international business, we are inspired to carry forward these lessons and contribute to a more sustainable and efficient global economy.

ขอบคุณมากครับ/ค่ะ (Khop Khun Mak Krub/Ka)!