

Petrol PLAZA



PetroForum Singapore 2012

The PetroForum for Asia Pacific and the Middle East will take place in Singapore in March 2012.

The 2012 PetroForum for Asia Pacific took place from 6th to 8th March, in the region's hub, Singapore. Oil company delegates from 14 countries across Asia Pacific and the Middle East converged at the Shangri La's tranquil Rasa Sentosa Resort on the edge of the city, to meet with supplier companies from around the world.

The event provided an intense two days of pre-arranged meetings and informal networking, and a platform from which new international relationships could be forged.

The conference featured case studies from three international suppliers, an Australian perspective from ACAPMA, the Australasian Convenience and Petroleum Marketers Association, and finished up with a truly inspiring account of conquering Everest from a Singaporean local.

Netherlands-based Bever Innovations was the Forum's Gold Partner, and CEO, Remko Delfgaauw, who gave a presentation on the LED Revolution at the opening conference on the first day, described his company's partnership at the event as "a golden opportunity". He continued, "PetroForum Asia Pacific is for us the bi-yearly key event to meet up with high quality decision-makers from the petrol retail world in this region. This year's event once more proved its unique quality. We went home with a lot of new ideas, enriched by new relationships we have started or existing ones which are deepened." The Forum's trio of silver partners were Gilbarco Veeder-Root, Tokheim and Leighton O'Brien.

Days two and three saw the main event – the **meetings program** – which allowed for over a thousand business meetings between 48 oil companies and just under 100 supplier delegates. Michael Hollows at Pacific Petroleum, an oil company new to the event commented, "I really liked the format of 20-minute one-on-one meetings and got a lot of value from it." Oil companies attending included, Pertamina, PETRONAS, Petrolimex, Petron, Shell, 7-Eleven Australia, Total, ADNOC, Chevron

and Essar. Jasmin Abrena at Shell Asia said, "I am already following up with suppliers just three days later" – a level of enthusiasm which was not lost on FleetCor's Alistair Clarke who noted that there was "a very committed set of Oil Companies."

The supplier line-up was truly global with offerings from 21 countries including, ARTELIA, Bever Innovations, ELAFLEX, Gilbarco Veeder-Root, Hectronic, KSS Fuels, Leighton O'Brien, MEKSER, Planova, Scheidt & Bachmann, Subway, Tokheim, Wayne and Wincor Nixdorf. "We have been introduced to many new supplier companies around the world and expect some of them to become our partners" said Ngo Sy Tuan Anh from Petrolimex Vietnam.

According to the organisers, the feedback has been resoundingly positive. Jacques Williams of Berry's Technologies commented, "I was a little sceptical as to the effectiveness of this type of event, but I couldn't have been more wrong; the contacts we made and the potential for future sales was more than we could have hoped for!" From Petronas, Fifinaz Nareeman commented: "It has certainly been beneficial." Greg Salverson at FuelQuest said: "PetroForum is a high value event. Within a few days we were able to have meaningful discussions with oil companies from several countries, gain insight into their business, present our products, and strengthen our presence in the entire Asia Pacific."

The event has become the established meeting point in the events calendar for oil company retail, engineering and IT teams to meet with petroleum equipment and service providers from around the globe for a potent mix of one-to-one appointments, conference sessions and informal networking.

PetroForum Singapore takes place on March 6th-8th 2012 at the 5-star Shangri La Resort on Sentosa Island, Singapore.

Venue

Shangri La Resort



March 6, 2012 - March 8, 2012



Sentosa Island, Singapore, Singapore

Contact information

OpenRoom Events Ltd.
United Kingdom



+44 2082228837



+44 8709152016



www.openroomevents.com