



## Asia-Pacific Fuel Industry Forum, Singapore - only four weeks left to go

### **A first-time event dedicated to petroleum marketing and distribution in the Asia-Pacific**

A high level collaboration between a group of industry bodies in the Asia-Pacific will deliver the first Asia-Pacific Fuel Industry (APFI) Forum in Singapore, between 13 and 15 September 2016.

Spearheaded by the Australasian Convenience and Petroleum Marketers Association (Australia), the event has been developed with the co-operation and support of petroleum industry bodies across the ASEAN Region, including: Malaysia, Thailand and the Philippines.

The event differs from most other petroleum industry events in the Region by being solely focussed on issues affecting petroleum distributors and petroleum marketers only.

The two-day event comprises both a conference plenary and a trade hall.

The Conference plenary features number of high profile speakers who will discuss the key strategic issues that are likely to shape the downstream petroleum industry in the Asia-Pacific, including:

- Developments in retail market competition and regulation
- The near-term supply-demand outlook
- The near-term fuel price outlook
- Innovations in fuel retailing, fuel storage and inventory management systems
- The future of fuel retailing in the face of electric vehicles and autonomous vehicles

Of particular interest to many will be the provision of a unique set of *Country Reports*. These reports have been prepared by the Oil & Gas Practice of Norton Rose Fulbright - one of the world's leading law firms- and will provide participants with a comprehensive overview of the key country markets in the region in terms of market structures and regulatory frameworks

"Our aim is that these *Country Reports* will become the hallmark of the APFI Forum in the future which is why we have invested heavily in the reports to be provided at this first event", said ACAPMA CEO Mark McKenzie.

The Trade-Hall embraces an innovative format that comprises both trade exhibits and the parallel delivery of a series of technical information sessions. These technical sessions will be integrated with the conference programme to maximise exposure for all trade exhibitors with the aim of all attendees

spending 50% of their time immersed in the Trade Hall over the two full days of the event.

“Exhibitors at our past Australian events told us that they want more time with conference attendees and so this events actually puts all conference attendees in the Trade Hall for the technical stream of presentations”, said Mr McKenzie

The 2016 Trade Hall will provide attendees with the opportunity to hear more about some of the innovative products and services offered to the fuel retailing and distribution industry, including exhibits from companies such as:

- OPW Global
- NUPI Industrie
- Leighton O’Brien
- Touchstar Group
- WEX Australia
- Elaflex
- Enviropacific
- SPEL Environmental
- AJG
- Lomosoft
- Beacon Software
- HEIL Trailers
- GaP Solutions
- Franklin Fuelling
- Shipman King
- Peak Oil
- Informed Sources
- Companion Software
- Tank Solutions

With four weeks to go, there is still time to register for this industry event. At this stage, registrations have already been received from some of the largest fuel retailers in the Region such as BP, Caltex, Exxon Mobil, Caltex, Petronas, Singapore Petroleum Company and Woolworths.

“Essentially, this is an event that has been designed to create a first time dialogue for all those involved in petroleum distribution and petroleum retailing in the Asia-Pacific”, said Mr McKenzie.

"We are excited about the event and suggest that this is relevant to anyone who wishes to engage with the downstream petroleum industry in the Asia-Pacific Region", added Mr McKenzie.

To top it all off, the 2016 Event finishes the day before the first day of practice at the 2016 Singapore Formula 1 Grand Prix, providing participants with the opportunity to extend their stay for a few days and take-in this world class motor sport event.

To find out more about this event, or to register for the Forum, simply visit the [event website](#).

There are still some great value opportunities to exhibit in the Trade Hall. Inquiries about securing an 'Exhibitor booth' or 'Business Pod' at the event can be made by emailing ACAPMA.

*PetrolPlaza is an international media partner for this exciting event.*