

PetroForum: Bever Innovations jumps into African LED market

Bever Innovations partners with African industry event to boost its growth strategy in the continent.

Bever Innovations has been announced as a 'gold partner' for PetroForum Africa 2017, which takes place in Johannesburg, 16-17 March, and is organized by OpenRoom Events.

"With a wealth of natural resources and an emerging middle class which is more tech-savvy, educated and open minded to opportunities than ever before, Africa is high on our agenda for business development," says Bever Innovations.

As the continent's population continues to grow and its economy develops, Bever Innovations believes the use of LED technology to illuminate petrol stations is a key aspect of energy saving.

"PetroForum events are a great way to connect in an informal way to our customers, distributors and local African partners to expand our relationships," adds Bever Innovations.

The company expects all conventional lighting at African forecourts to be replaced by LED technology within 3 to 5 years.

PetroForum Africa plays host to 150 delegates from across the globe. The event includes multiple one-on-one meetings, with 35 companies from across Africa and 50 global suppliers.