



PetroForum MENA continues to go from strength to strength in its fourth rendition

Last week, delegates from across the MENA region flocked to Dubai to attend the industry's premier networking event.

The event was moulded by OpenRoom Event's fifteen year pedigree in the Oil and Gas sector, delivering an unbeatable and intimate networking experience for attendees. Its unique model matched decision makers through a bespoke schedule of one-to-one speed-meetings alongside a rousing conference programme made up of talks by leaders in the industry.

The conference was kick-started by Zaid Alqufaidi, CEO, ENOC. Mr. Alqufaidi emphasised the importance of convenience when it comes to creating a successful fuel retail company. He remarked, "the relevant adage used to be 'location, location, location. Now you should be thinking convenience, convenience, convenience!"

Oman Oil Marketing Company's CEO, David Kalife, spoke on the organisation's innovative vision for future fuel retail services. One such service is OOMCO's new 'mobile service station' - a temporary, moveable filling station that can be established quickly in order to best serve the customer's needs. This product has already been rolled out in four roadside locations in Oman.

Maurizio Libutti, COO, OLA Energy discussed the role of LPG in powering African growth and prosperity. Most notably, LPG is a cost-friendly method of improving living conditions in many of Africa's poorest areas. As things stand, solid fuels such as wood and coal are still in use by 700 million people in Africa. Aside from issues relating to health and well-being, solid fuels contribute to a greater degree of environmental damage. Both of these consequences place a significant strain on public services. LPG could be the cheaper and safer alternative, providing the necessary infrastructure is implemented.

Amjad Al Rahal, Manager Automation Services, ENOC, gave an overview of the organisation's joint venture with Microsoft to incorporate AI technology into their filling stations to provide a maximally convenient experience for ENOC's customers. Taking advantage of novel machine learning and 'internet of things' technology might be the key to the future of convenience retail.

Building on ENOC's vision, Dover Fuelling Solutions discussed with oil company executives how real-

time forecourt data can be utilised by oil companies to reduce fuel losses, lower operational costs and improve margins for fuel retailers.

Delegates then enjoyed two talks designed to inspire creativity in business delivered by Robert Onion, Chairman, Circle Brands and Ani Dave, CEO/MD, CX Unicorn, respectively. Robert provided his seven tips on how to build a winning fuel retail brand, while Ani, alongside her robot companion, SALT, discussed how AI and robotics technologies can help to provide end-to-end solutions to fuel retailer's needs.

All of this came alongside a tailored programme of one-to-one meetings between oil companies and innovative suppliers based on the attendees specific purchasing requirements.

Further prestige was added by the support of the events partners: ENOC, Dover Fueling Solutions, dt360, Franke Coffee Systems, Joseph Group, UNITI expo and PetrolPlaza.

PetroForum MENA next takes place in 2021. If you are interested in attending, please get in touch with a member of the OpenRoom Events team.