



## PetroForum Africa proves nothing beats face-to-face: over 900 meetings

**Over 185 delegates from some 100 organizations from 32 countries across Africa and the rest of the world descended on Johannesburg for the third African PetroForum because in this age of social media and online networking, there is a danger of becoming detached from your customers and business associates, organizers said.**

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Supplies and oil companies alike agreed face-to-face meetings are still the best way to do business and network, participants and organizers said.

"There is no substitute for face-to-face communication," said Keenan Topley, marketing manager of Petromonitor.

Oil companies from across Africa, including Vivo Energy, Puma, Total, Engen, Sasol, National Oil Corp. of Kenya, met with suppliers during over two and a half days of intense pre-arranged business meetings and informal networking.

Kicking off with a conference on the first day, market presentations came from Alan Reid at Puma Energy and industry expert Paul Kramer. This was rounded with a motivational talk by the first woman to row from Africa to the US, Vasti Geldenhuys.

The program of over 900 meetings was complemented by technical workshops on petrol station design and construction, developments in wet stock management, underground storage tank innovations and brand value. The event included visits to Sasol fuel stations.

"I find it difficult to imagine a better way to spend money if you want to explore previously unknown markets," said Jussi Tomperi, sales and marketing director at FLS Finland.

Partnering the event were Gilbarco Veeder-Rood (Platinum Partner), Bever Innovations (Gold Partner) and CGH Group/Petrotank and First African Holdings as Silver Partners.

"We already have two new suppliers on the go as a result," said Alan Reid, from oil company partner Puma.

The next regional PetroForums for the MENA and APAC regions will take place in Oman, 29-30 September and Bangkok 7-9 March.

For more information you may contact Emma Faure at [emma@openroomevents.com](mailto:emma@openroomevents.com).

PetrolPlaza supports the PetroForum events as a media partner and is looking forward to be at the next two events in Oman and Bangkok.