



PetroForum Africa gathers the continent's fuel industry

African oil companies of every size met with top-tier suppliers at this year's PetroForum. The event took place March 16 - 17 in Johannesburg, South Africa.

PetroForum Africa closed its doors two weeks ago leaving behind a two-day event where Africa's oil giants and younger, independent fuel retailers sat down to discuss key issues such as security, health & safety, and new technologies.

With 32 countries represented by a total of 144 delegates, the event took on a truly international flavour. "The fact that companies from different parts of the globe participated in this forum is a major positive that enhances the profile of this event," said Tshegofatso Maetle, Shell.

Matthew Orton from Engen, commenting on the 589 one-to-one meetings that took place over the two-day forum, noted that it was great to "catch up face-to-face with some old faces, meet new faces, and discover new products."

Gilbarco Veeder-Root and Bever Innovations were in charge of the two main presentations, exploring the leverage of forecourt technology investment through analytics, and the connection of forecourts through EOS systems, respectively.

The event was sponsored by Bluesky Energy Technology, Gilbarco Veeder-Root, Bever Innovations and First African Holdings, while Sasol was this year's Oil Company Partner.

PetroForum Africa 2017 is facilitated by the London-based firm, OpenRoom Events and is part of a series of fuel retail events around the globe: USA, Middle East, APAC & the UK.