



Developing new business was at the heart of PetroForum MENA

PetroForum MENA, held in Abu Dhabi (UAE), brought together 32 leading oil companies from across the Middle East and Northern Africa to meet with a diverse mix of global vendors representing 39 organisations.

At this year's PetroForum MENA twenty-eight countries were represented by a total of 132 delegates – including a number from Europe, the Americas and Asia. During the 480+ unique meetings over the two days, new and existing projects and recent market developments were discussed in depth.

The opening presentation from Dr Ali Guidoum examined future prospects for Electric Vehicles in the Middle East. His message was clear: oil companies and fuel retailers need to find ways to adapt to the future direction of the transport market

Presentations from Roman Probst (Franke, Food Service Partner) and Robert Onion (Circle Brands) discussed the boom in espresso-based coffee drinks and key branding tips respectively. Bahwan CyberTek (Technology Partner) also showcased DropThought – a real-time feedback analytics engine – at their product display area.

'The event was fantastic. I even managed to meet with a supplier in a field I didn't even know existed' commented Darren Smith (Emarat).

The OpenRoom team are now preparing the PetroForum APAC event in Bangkok – to be held next year, March 5-6.