



PetroForum APAC 2018 the best edition of the globally recognised fuel retail event yet

Smart fuelling was the topic on everybody's lips at this year's PetroForum APAC (5-6 March), which saw delegates attend from 30+ countries representing over 90 organisations.



The event brought together the region's top oil companies with international manufacturers in a series of pre-arranged one-to-one meetings to engage with new technologies, knowledge-share and build strategic partnerships in an exciting time for the industry.

"It was great opportunity to catch up with our existing suppliers and industrial partners in one place, and also met new potential suppliers during the event," said Zaw Htoo Aung (CEO, Max Energy). "The presentations were greatly thought-provoking too."

Platinum Partners, Dover Fueling Solutions (DFS) and OPW opened the conference, and also delivered a Boardroom Session on Smart Fueling, Intelligent Stations in an intimate setting to oil companies.

"Dover Fueling Solutions, OPW and our associated businesses were incredibly appreciative of the quality of delegates at PetroForum. The event presented a unique opportunity to communicate our product capabilities and the event gave us the best platform to do that in front of key customers," commented Richard Chen (Managing Director, DFS and OPW).

Ignite Sessions from leading experts in electric vehicles and hydrogen fuelling gave all attendees fuel for thought. Alan Kneisz (Business Development Director, Hydrogenics Corporation) outlined recent mainstream developments in hydrogen gas supply so companies can prepare to incorporate it into their existing retail model. Pablo Negre (CEO, QEV) also presented QEV's electromobility solutions to a region newly discovering its commercial viability.

Partners Leighton O'Brien, Franke Coffee Systems and Diebold Nixdorf also took to the stage to deliver engaging talks on Internet of Things (IoT), the espresso coffee boom, and c-store driven sales respectively.

"Thanks to OpenRoom's coordination and friendly hospitality during the event, it was the most worthwhile two days," remarked Jeh Yeu Chaun (Retail Engineer, Puma Energy). "The 2018 PetroForum APAC was a big success," agreed Ronald Elento (Chevron International, Asia Pacific Design Lead).

Max Krawinkel (CEO, PWM) said that it "certainly the best PetroForum I have attended. OpenRoom have got the best formula for attracting quality oil company personnel, and getting everyone in the mood to talk business. I'm now looking forward to their European event in 2019!"

The next PetroForum takes place in June for the UK market (18-19 June) and 2019 sees PetroForum events for Africa, Europe and the Middle East regions.