

Big names converge on PetroForum Africa

Attendance at the latest African PetroForum, to be held in Cape Town, South Africa from 4-6 March 2013, has stepped up a gear, with confirmation of reportedly three of the biggest names petroleum retail will be attending - underlining the importance of Africa in their companies' global strategies.



Martin Gafinowitz, president of Gilbarco Veeder-Root, the global leader in integrated technology solutions the retail petroleum industry - will be joining his team to represent the company as Gold Partner to the event. Gafinowitz, whose remit is to lead a company of over 4 000 employees with offices throughout North and South America, Europe, Asia, Pacific Rim, Middle East and Africa, clearly sees value in the African region.

He says, "Gilbarco Veeder-Root is very excited to continue its support of Petroforum Africa in 2013. The African market is evolving rapidly and this event allows us to understand the changes and opportunities for the region. Our presence in Africa is continuing to grow and this forum is a great way to develop our network."

Tokheim, global providers of fuel retailing solutions, with a presence in more than 30 countries around the globe - will also be represented by its CEO, Baudouin de la Tour, who heads up Tokheim's global network Sales and Service Divisions (SSDs).

With responsibility for over €643 million sales worldwide, and a network of global operations with 5 400 employees servicing more than 40 000 stations, Baudouin's presence at PetroForum Africa serves to underline their focus on Africa.

He says, "Tokheim are investing in and committed to supporting our customers in Africa. We believe in the potential of the market, and we have the perfect solutions to help them be more successful. Events such as PetroForum Africa have confirmed their wider value to us in bringing customers and suppliers closer together in great locations and in well organised formats, and is one of the key reasons that we to continue invest and participate."

The last of the trio of industry leaders to head to Cape Town for the forum is Damian Tracey, president of EMEA at Wayne. Wayne, a global fuel dispenser manufacturer for retail and fleet applications has been shaping the retail and fleet fueling industry since designing their first pump in 1891. With its commitment to industry leadership and innovation, Africa, the final frontier for this industry, is the obvious place for the company's focus.

Tracey comments, "Any business benefits from local presence for a better understanding of customer needs. Being a high growth market with many new infrastructure projects, together with the adoption of technology, makes Africa a very interesting place for us to be."

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