

AfriFueling Expo

2025

Powering Africa's Energy
Future



1,436

Total Attendees
Across two event days

50

Exhibitors
Showcasing innovations

17

Countries
Global representation

42

Sponsors & Partners
Supporting the vision

A Recap of Our Landmark Edition
Sarit Expo Centre, Nairobi, Kenya | May 6–8, 2025

Convener's Message

"The downstream sector is not merely reacting to the future, but actively driving it."



Reflecting on the milestone that was the AfriFueling Expo 2025, held at the Sarit Expo Centre, Nairobi, Kenya from May 6th to 8th, I am immensely proud of what we collectively achieved. As the premier convergence point for Africa's retail petroleum, LPG, lubricants, garage, carwash, convenience and mobility sectors, the 2025 edition marked a defining moment in our industry's evolution.

Our goal was ambitious: to bridge the gap between traditional fueling infrastructure and the inevitable horizon of sustainable fueling. Over three intensive days, we did exactly that.

By bringing together global manufacturers, technology pioneers, and key local stakeholders, including vital partnerships with the Matatu Owners Association and the Tuk Tuk Network Association, we grounded the high-level conversation of energy transition into practical, actionable realities for the African market. From cutting-edge product showcases to critical dialogues on Electric Vehicles (EVs) and AutoGas integration, the expo proved that the downstream sector is not merely reacting to the future, but actively driving it.

This report serves as both a reflection on those three highly successful days and a blueprint for what lies ahead. The connections forged, technologies debuted, and strategic insights shared have laid a robust foundation. As we look forward to scaling these achievements, I extend my deepest gratitude to our sponsors, exhibitors, delegates, and partners who made AfriFueling Expo 2025 an unqualified success.

John Njogu

Convener, AfriFueling Expo

Achievements & Milestones

1. Unveiling of the AfriFueling vision to elevate fueling across the Eastern Africa region
2. Rebrand from the former Aripet Convention to the AfriFueling brand, opening the platform to new players and opportunities
3. Strategic presence of the Kenya Investment Authority, the Nairobi Stock Exchange, and National Oil of Kenya among other strategic partners
4. Numerous deals closed by our sponsors and exhibitors on the Expo floor and hundreds of leads generated

Industry Impact

The rebrand from Aripet Convention to AfriFueling opened doors for new companies entering the Kenyan and East

African market, including Omis 4.0, Jointech, Vivenge, Titan Cloud, and others expanding the platform's reach across the region's fueling industry.

By Numbers

1,436

Total Event Attendance

200

Conference Delegates

7

Countries & Regions
Represented

Delegates Breakdown

200

Conference Delegates

78% of total attendance

50

Exhibitors

19% of total attendance

11

Speakers

6% of total attendance

4

VIPs & Government

2% of total attendance

2

Sponsors

1% of total attendance

Geographic Representation

Delegates represented 17 countries: UK, US, Germany, India, South Africa, Kenya, Uganda, Tanzania, DRC, Turkey, Bahrain, China, Austria, Nigeria, Portugal, UAE, and Poland.

Registration & Operational Highlights

A total of 1,436 registrations were recorded across the two-day event, with 200 of those attending as registered conference delegates. Overall, the expo was a resounding success, delivering strong attendance, engaged exhibitors, and a smooth on-the-ground experience across both days.

Partnerships Formed

7

partnerships were formed through connections made at the expo.

Sponsorship Tiers

TIER	SPONSORS
Silver Sponsor	Dover Fueling Solutions
Networking Event Sponsor	Vivenge

Event Partners

Nine partner organizations helped bring the expo to life: Dover Fueling Solutions, Vivenge, Petroleum Outlets Association of Kenya (P.O.A.K.), Fueling Media Partner, East Africa Petroleum Traders Association (EAPTA), Africa E-Mobility Alliance, Matatu Owners Association, KenInvest, and the Ministry of Energy & Petroleum.

Highlights & Wins

Spotlighted Stories

SPOTLIGHT

Pumptron

Pumptron walked away from the expo with credible leads that helped establish its credibility and market entry, cementing its name in the industry.

SPOTLIGHT

Titan Cloud & Petropal

Titan Cloud and Petropal first connected as exhibitors at AfriFueling Expo 2025. That meeting became the springboard for a partnership deal the two companies have since signed, a direct outcome of the connections made on the expo floor.

In Their Words

"The event delivered real value, we walked away with credible leads, and it helped establish our credibility and market entry, cementing our name in the industry."

— Shem Kimemia, Pumptron

Conference Program

The conference track featured 3 panel sessions exploring the future of fueling in Kenya and East Africa, the enabling role of government agencies, and the global energy transition set against African market realities, bringing together industry executives, regulators, and technical experts.

SESSION	SPEAKER(S)	TRACK
Panel Discussion: The Future of Fueling — Opportunities in Kenya & EAC	Jesse Muniu, MD, Petropal (Moderator); Michael Mazurewicz, BD Director, Motorgas; Ken Mugambi, Group CEO, Trinity Energy; Warren Odanje, CEO, AfEMA; Eng. Edward Kinyua, OGW, Director Oil & Gas, EPRA	Panel
Panel Discussion: Enabling Environment Through Government Agencies Support	James Ngomeli, CEO, Brands & Beyond (Moderator); John Wamwana, Ag. Director, Weights & Measures; Hakamba Wangwe, Chief Manager, ETIMS, KRA; John Mwendwa, CEO, KenInvest	Panel
Fireside Chat: The Fuels We Need — Global Transitions & African Realities	John Njogu, CEO, Petroleum Outlets Association of Kenya (Moderator); Cyrine Draif, General Manager, OLA Energy	Fireside Chat

Meet the Speakers

The Future of Fueling — Opportunities in Kenya & EAC



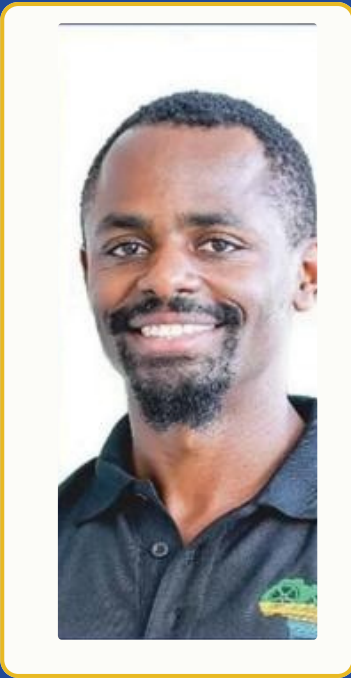
Michael Mazurewicz
Business Development Director
Motorgas



Ken Mugambi
Group CEO
Trinity Energy



Jesse Muniu
Managing Director, Petropal
Moderator



Warren Odanje
CEO
AfEMA



Eng. Edward Kinyua, OGW
Director
Oil & Gas, Energy & Petroleum Regulatory Authority (EPRA)

The Future of Fueling — Global Transitions & African Realities (Fireside Chat)

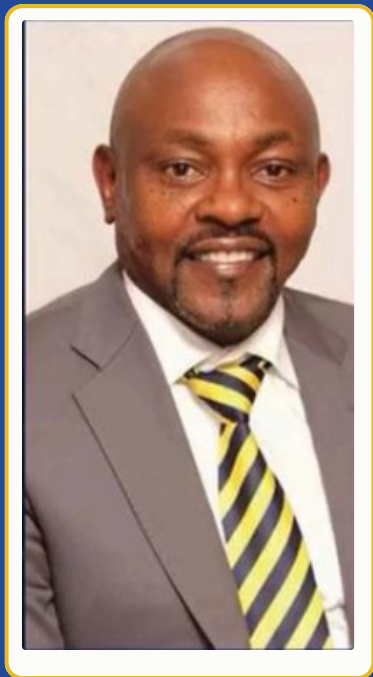


John Njogu
CEO-Petroleum Outlets
Association of Kenya
Moderator



Cyrine Draif
GENERAL MANAGER
OLA Energy

Enabling Environment Through Government Agencies Support



James Ngomeli
CEO
Brands & Beyond & Energy Transition
Consultant
Moderator



John Wamwana
Ag. Director
Weights & Measures



Hakamba Wangwe
Chief Manager
ETIMs Kenya Revenue Authority (KRA)



John Mwendwa
CEO
Kenya Investment Authority (KenInvest)

Marketing & Media Reach

Social Media Performance

AfriFueling Expo 2025 ran a digital strategy across LinkedIn, Facebook, Instagram and X (Twitter), engaging petroleum dealers, Oil Marketing Companies (OMCs), regulators, equipment suppliers, technology providers, investors, mobility stakeholders and energy professionals across East Africa. Content pillars included exhibitor spotlights, speaker announcements, industry insights, educational content, countdown campaigns, sponsor recognition, registration reminders and live event coverage.

LinkedIn was the strongest platform for professional engagement, driving discussions among decision-makers and direct exhibitor/attendee enquiries; Facebook and Instagram drove awareness and community engagement, while X supported real-time event conversations. The campaign achieved an estimated **70% uplift in engagement** versus prior benchmarks, with exhibitor features, educational content, speaker announcements and event-day updates recording the highest interaction rates.

Website Analytics

Traffic climbed progressively toward the event, spiking after major campaigns, speaker announcements, exhibitor spotlights and registration reminders — sourced from Google Ads, social media, email marketing, partner referrals, direct search, QR codes on promotional materials, and word-of-mouth. Visitors engaged most with registration pages, exhibitor information, sponsorship opportunities and conference content, converting marketing traffic into registrations, exhibitor enquiries and sponsorship discussions.

Media Coverage

Media visibility was amplified through strategic partners who shared event content via their own channels, including KEPSA, POAK, EPRA, the Ministry of Energy and Petroleum, and Ola Energy — extending reach well beyond AfriFueling's owned platforms. Coverage spanned pre-event announcements, exhibitor features, speaker promotions, event highlights, photography releases, video recaps and post-event reflections, alongside user-generated content from exhibitors and attendees.

Campaign Highlights

Exhibitor Spotlight Campaigns — showcased participating companies and technologies, building anticipation among attendees	Speaker Announcement Campaigns — strong engagement when highlighting industry leaders and subject matter experts
Countdown Campaigns — built momentum in the weeks leading to the event	Email Marketing — targeted past attendees, industry databases, partners and stakeholders
Partnership Marketing — sponsors, exhibitors and associations amplified messaging through their own audiences	Live Event Coverage — photography, video, interviews and social updates drove real-time engagement

Visual Assets

A comprehensive library was produced before, during and after the event: opening ceremony photography, conference session coverage, exhibition floor photography, exhibitor booth highlights, networking session imagery, sponsor and partner features, speaker interviews, attendee testimonials, recap videos, short-form social videos/reels, and branded promotional graphics. The library supports AfriFueling's year-round marketing and the promotion of AfriFueling Navigate 2026.

"Feedback received from exhibitors, attendees, speakers and partners was overwhelmingly positive. Exhibitors highlighted the quality of attendees, networking opportunities and relevance of industry conversations; attendees praised the diversity of exhibitors and quality of conference sessions; speakers and partners commended the professionalism of the organization and strategic relevance of the topics discussed."

— Aggregated exhibitor, attendee & partner feedback

Moments From the Floor



Beyond the Exhibition

Where Conversations Became Partnerships

While the exhibition floor officially closed, the conversations continued.

The AfriFueling Networking Reception brought together exhibitors, delegates, speakers and industry leaders for an evening of relationship-building, recognition and celebration.

Guests enjoyed an authentic Kenyan experience, beginning with an exclusive Nganya transfer from Sarit Centre to Carnivore Restaurant before networking over dinner, entertainment and the presentation of industry awards.

It was a fitting close to two days of collaboration, reinforcing that some of the industry's most valuable conversations happen long after the exhibition doors close.



Looking Ahead: Navigate 2026

29–30 SEPTEMBER 2026 · KICC, NAIROBI

While our highly successful **2025 edition**, themed **Fuels for Today and Tomorrow**, focused on exploring the changing energy mix and aligning strategic visions, the market has since sent a clear message: the battlefield for resilience, growth, and customer loyalty is the service station itself. For **2026**, we transition to our definitive new theme: "**Navigate: The Forecourt of the Future**." Our focus shifts from high-level dialogue to the infrastructure of execution, challenging stakeholders to move from ideas to action.

Our 2026 agenda is anchored on three pillars of execution:

1

Infrastructure & Energy Transition

Deploying Petroleum equipment and solutions, fueling systems, and emerging fuels integration to support a multi-fuel future

2

Digital & Payment Ecosystems

IoT-enabled smart dispensing streamlining the customer journey through automated tank gauging, IoT-enabled smart dispensers, and frictionless fintech solutions

3

Destination Experience

Expanding into automated car washes, Quick Service Restaurants, convenience retail, and modern customer experience technologies

Our goal is to equip East African operators, regulators, and technology providers with a practical, actionable roadmap to navigate the changing energy landscape, turn compliance into opportunity, and secure long-term profitability.

The relationships built at the 2025 edition are already carrying forward: Titan Cloud, an exhibitor last year, returns as sponsor of this year's Retail Managers' Breakfast at Serena, and Petropal, whose partnership with fellow exhibitor Titan Cloud was sparked on the 2025 expo floor, joins as a partner for this year's edition.

Tukutane AfriFueling 2026

29th–30th September 2026 · Kenyatta International Convention Centre (KICC), Nairobi, Kenya · afrifueling.com