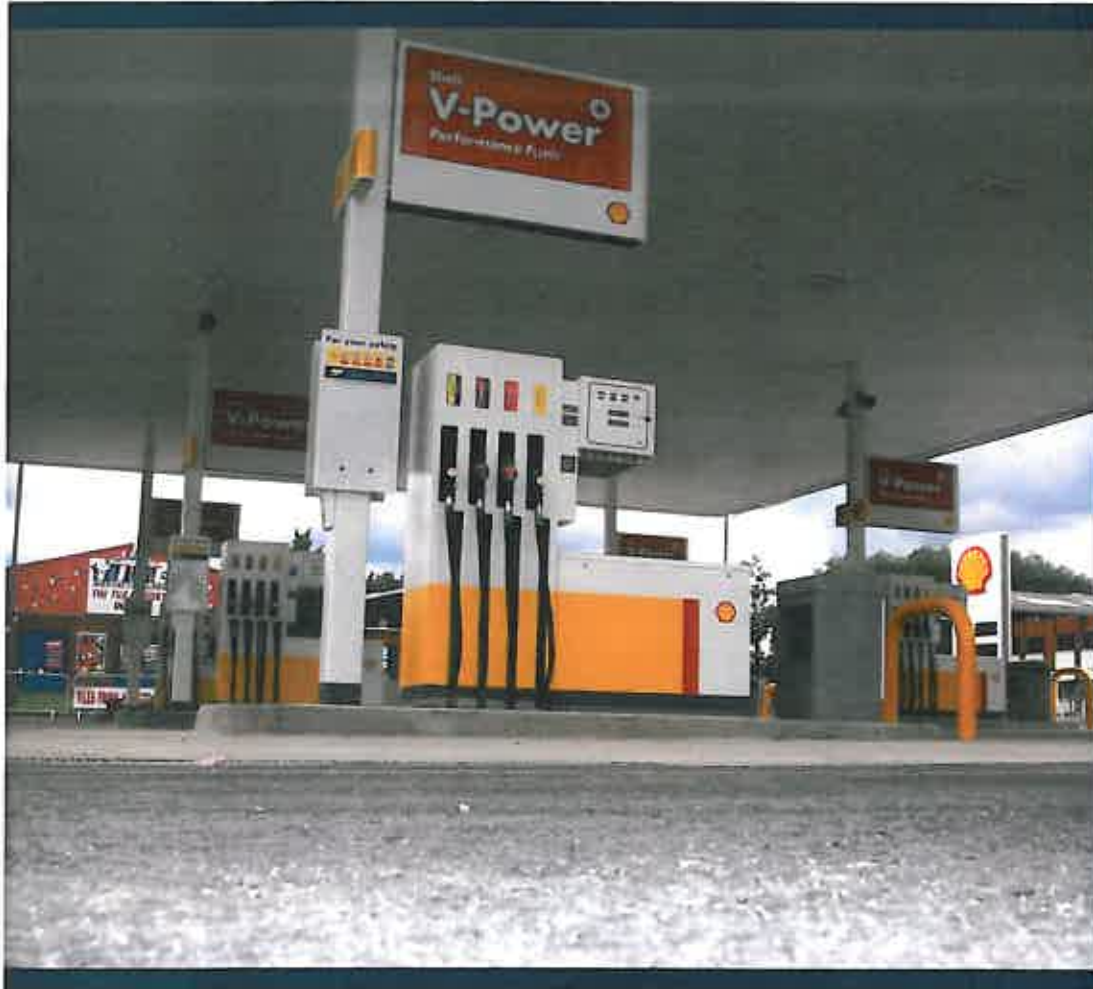


a pea
working for a
safer environment



**Journal of the
Association
for Petroleum
and Explosives
Administration**

The Bulletin

September 2011

Downstream strategy of pursuing opportunities in selected markets where we see prospects for growth," said Mark Williams, Downstream Director.

"Shell is pleased to be investing in our retail business in the UK, a very competitive market," said John Bullock, Shell's Executive Vice-President, Retail. "With this improved network of petrol stations, Shell will be able to provide more people with a top quality customer offer including quality branded fuels, in a convenient location and at a competitive price, helping us compete for the long term."

The deal with the Snax Consortium marks the biggest single expansion of Shell's petrol station network in the UK, where the company has marketed quality fuels to motorists for nearly 100 years. Most recently, UK motorists responded positively to Shell's new regular fuel, Shell FuelSave, which was introduced in 2010 to complement Shell's premium fuels offer Shell VPower.

The addition of the new stations – which are mostly in the Midlands and South East of England and fit well with Shell's existing national network – will enhance Shell's position as a leading fuels retailer in the UK, with 1,150 stations.

Completion of the agreement is expected around year-end subject to the satisfaction of regulatory and other conditions.

Leighton O'Brien Expands UK business development team

Retail industry veteran Tim Leary to focus on delivering award-winning SIRA service to customers in the UK market.

Leighton O'Brien have announced the appointment of Tim Leary as the company's Business Development Manager for the UK. In his new role, Tim will develop and manage local client relationships while driving sales of Leighton O'Brien's centralised monitoring solutions for storage tank networks, also known as SIRA. Tim will also be responsible for promoting the Leighton O'Brien brand in the UK,

including overseeing a growing network of strategic industry partnerships.

"Tim's appointment represents an important step for us in the UK market," said Reed Leighton, Leighton O'Brien's Co-Founder and CEO. "With Tim on board, we can now accelerate our efforts to provide UK customers with Leighton O'Brien's signature SIRA service, proven worldwide to be the industry's most efficient method for tank monitoring and management."

Tim brings an array of experience to his new position, most notably his familiarity with some of the UK's highest profile retailers. Prior to joining Leighton O'Brien, Tim led the successful introduction of Funtime Creations to the UK market, rolling out coin-operated services to maximise income generation for three major UK retailers as well as several independent leisure sites. Based in the UK, Tim will report to Leighton O'Brien's UK operational team at the company's global headquarters in Melbourne, Australia.

The second Fuel Distribution Forum ups the ante



Last week, the stunning Tivoli Victoria Hotel in the Algarve played host to the second Fuel Distribution Forum – where a quality group of sixty fuel distributors and suppliers gathered together for an intense day-and-a-half of conference, one-to-one meetings and informal networking. In the words of one distributor, David Hindmarch of Chandlers Oil & Gas, "The event was a great success and well worth the time taken to attend."

The event's media partner, Fuel Oil News, was represented by its Editor, Jane Hughes, who very ably took

the helm as Chair of the conference sessions. Presentations from Mark Rolph of Mabanaft, Maryline Vuillerod of Argus Media and David Fairchild of WP Group covered distributor challenges and opportunities, fair fuel pricing and company rebranding.

The following day continued with the unique OpenRoom Appointments Program seeing nearly 400 formal business meetings, countless informal introductions and numerous business cards exchanged. The wide-ranging line up of suppliers included representatives from Argus Media, BP, Brulines, Cameron Forecourt, Cookson & Zinn, E&S Environmental, Fuelsoft, Harvest Energy, Mabanaft, Reynolds Logistics and Volvo. Maryline Vuillerod at Argus Media said, "I enjoyed the event and found it extremely useful - it probably saved me four weeks of work. It was a great opportunity for networking." Distributor companies included amongst others Cooke Fuels, Gulf, J R Rix & Sons, Northern Energy Supplies, NWF Group, Pace Petroleum, Tincknell Fuels, Topaz Energy and WP Group.

Feedback has been tremendous. The event had been business-like and productive, yet retained a good measure of informality. In the words of one supplier delegate, "It's a great concept. It's hard in everyday business to speak to clients, so to get the opportunity to speak to them both during the speed meetings and afterwards in a more relaxed environment was invaluable." Most importantly, it provided the focus for the beginning of many new partnerships. Phil Bloor at E&S Environmental Services commented, "The whole event was excellent and it was a pleasure to be involved. I made some excellent new contacts and really believe that we will work with some of the clients in the future."

Feedback from Distributors was equally positive with further endorsement from Ian Macmillan of Swan Petroleum: "I fully enjoyed the event and got a lot of value from it which made the time out of the office worthwhile."