

**16<sup>th</sup> JUNE 2011**

**MEDIA RELEASE**

## **AFRIMARI champions industry collaboration to develop Africa's maritime industry**

A unique gateway for professionals doing business in and with Africa has been opened with the establishment of a new London-based network, AFRIMARI (African Maritime). The association provides a supportive platform for knowledge sharing and strategy development aimed at exploring and making the best use of the regulatory and commercial conditions of trading with the continent.

The network has won widespread support in the maritime and associated fields after being founded in March 2010 by Temi Binitie, senior charterer at AET, and Gemina Cooper, liquefied petroleum gas shipbroker at Braemar Seascope. With a shared vision for clarity of purpose, and for fostering cultural awareness with regards to business in Africa the two executives believe that collaborative dialogue is key, stating:

"AFRIMARI believes that an exaggerated concept of 'Africa Risk' persists as a result of a lack of regional-specific knowledge; and of a failure to understand the cultural sensitivities that exist in a Continent. AFRIMARI is building a world-wide network where industry knowledge meets cultural understanding, enabling the shaping of the best strategies and the sharpening of business models to fit the needs of today's demanding client base."

AFRIMARI hosts quarterly speaker and networking events in London for professionals predominantly in the field of maritime and logistics, energy, trade, legal services and risk. Each event seeks to create a dialogue around furthering international engagement in the African maritime industry.

AFRIMARI has started the process on expanding the network into Africa, initially in Nigeria, and create links with the Eastern maritime markets via Singapore.

For further information on the group and its future activities visit [www.afrimari.com](http://www.afrimari.com)

The next London event will be on Thursday 30th June 2011 sponsored by Braemar Seascope Ltd. Guest speaker on the night will be the Managing Partner and CEO of Linetrale Petroleum Group. Expressions of interest should be addressed to: [theboard@afrimari.com](mailto:theboard@afrimari.com).

**ENDS**

For Press information contact: [James Brewer: [james@james-brewer.com](mailto:james@james-brewer.com)]

**NOTES TO EDITORS:**

AFRIMARI is an international network of professionals. The group has created a framework which allows the future leaders of the maritime industry to gather together, enhancing the efficient dissemination of accurate and up-to-date information on commercially related issues.

The core mission of the group is to share industry knowledge and lend expertise to members. By developing in-house relationships the group creates solid foundations for mutually beneficial business opportunities. Each member is an active beneficiary, working on the premise that knowledge is power and the success and achievements of each individual member creates a power house of a group in the form of AFRIMARI.

The group aims not only to empower members through its central network but is fast establishing itself as a key contact for the industry on all things related to maritime, trade and energy in dealing with Africa, the new global frontier