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MEDIA RELEASE

Afrimari Sets Sail: Full Speed Ahead for New Networking Organisation

An exciting sense of optimism is among a talented new generation of professionals serving international maritime trade with Africa.

In its trade potential, Africa has in recent years become increasingly attractive to the rest of the world. It is a continent which is on the verge of economic takeoff. According to *The Economist*, six African economies were among the fastest growing in the world in the period 2001-10. Africa's share of receipt of foreign direct investments has grown steadily over the past decade. The Africa story is changing: the perception is no longer wholly associated with risk, but is now one of the potential rewards to be gained. All industries and global companies are seeking to unlock the code with regards to doing business in Africa. It is necessary to have an 'Africa strategy'.

With this backdrop, Gemina Cooper and Temi Binitie, professionals in their respective maritime fields in London, had the dream of creating a unique organisation to facilitate the unveiling of Africa's business and growth potential in all things maritime related. The dream has become reality, with the birth of *Afrimari (African Maritime)*.

As a networking group, *Afrimari* focuses on developing pride and professionalism in shipping related industries by creating a climate conducive to initiate and consummate business transactions in Africa. The spirit and essence of the group is to instil a mindset to furnish these activities through knowledge exchange and capacity building. *Afrimari* seeks to gather together highly skilled professionals who are passionate about Africa's development. It aims to connect the future leaders.

Centred in London, the maritime capital of the world, *Afrimari* is benefiting from boundless exposure to maritime expertise and information. With the creation of three distinct sectors: legal and risk, energy and trade, and maritime logistics, the group has complete coverage of the industry. *Afrimari* aspires to become the maritime gateway linking Africa and the rest of the world. Since its birth in March 2010, *Afrimari* has made waves in the industry gaining support from global maritime firms such as AET, Braemar Seascope and MOL. The meeting of the minds occurs once a quarter, with the next gathering on June 30th 2011. Into the future, *Afrimari* aspires to expand its network into the continent itself, initially in oil giant Nigeria, and to create connections with the Eastern maritime markets via Singapore.

As with Africa's future, the future of *Afrimari* is bright. A forum has been created for this niche industry of maritime and energy trade. The scope for continued development and expansion exists. The business opportunity, the necessary local information and expertise may not ordinarily be easily accessible, but with *Afrimari*, a strong vessel has been launched, fully laden with knowledge and highly-skilled business contacts.

www.afrimari.com

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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 Linetrade Petroleum Group. Expressions of interest should be addressed to: theboard@afirimari.com

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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.

Gemina and Temi are available for interview please contact in the first instance
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