

## GfK contributes to 16th ICIS Base Oil & Lubricants Conference in Dubai as Knowledge Partner

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**Dubai, October 7, 2019** – GfK is the proud Knowledge Partner for this year's 16th edition of **ICIS Middle Eastern Base Oils & Lubricants Conference** which takes place on **15-16 October in Dubai**. This event enables its audience to get the most up-to-date information about the opportunities and challenges facing the future of the Gulf's automotive lubricant market. It offers excellent market learnings and networking opportunities.

GfK is partnering with the 16th ICIS Middle Eastern Base Oils & Lubricants Conference to inform the market on what these new buying trends are.

Prachi Satoskar, GfK Automotive Senior Business Group Manager for MENA, who will be speaking at the event, said: "GfK is the owner of the global and regional data currency for the lubricant market. We are proud to contribute to the ICIS 16th Middle Eastern Base Oils & Lubricants Conference as the Knowledge Partner. I will be providing insights on the B2C market of Engine Oils in the GCC, Levant and Egypt. The presentation will also provide some insights on the counterfeit and recycled oils challenges.

"GfK provides live data on the end consumer market on a monthly basis and we will discuss how the markets have performed in the current economic scenario. I look forward to meeting experts and sharing knowledge face-to-face."

Prachi Satoskar will deliver her speech on the **trends and challenges in vehicle engine oils in MENA ahead of 2020**, on **16 October at 09:00-09:30** at Intercontinental Dubai – Festival City.

### About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world "Growth from Knowledge". For more information, please visit [www.gfk.com](http://www.gfk.com).