



Industry leaders join first “Experts' Panel UK” to get a glimpse into petrol stations' future

Key figures from the fuel retail market and major oil companies took part in the first “Experts' Panel UK” recently organized by Scheidt & Bachmann GmbH at the Goring Hotel in London.

The successful event saw participants discussing innovative solutions, their implementation, and associated benefits.

Jörg M. Heilingbrunner, Managing Director of Scheidt & Bachmann GmbH, kicked off the event with an introduction on factors that influence today's fuel station market.

Shell's Programme Director Rasha ElKhalili spoke on how digital services will enhance customer experience at petrol stations.

An outlook on future mobile concepts, meanwhile, was discussed by Joachim Hauser, BMW's Vice President Mobility Services.

Scheidt & Bachmann's Michael Lenders demonstrated from a system integrator point of view what the site system of the future will look like and what is already possible today.

Brian Madderson, Chairman of the Petroleum Retailers Association, talked about forecourt retailing opportunities in the United Kingdom.

The event, which was moderated by International Forecourts Standards Forum (IFSF) Chair Simon Stocks, will surely be continued in the coming years, according to the organizers.