



## FindAdBlue Fuel Retailers Seminar in Milan

FindAdBlue.com and Integer Research are delighted to host a one-day Fuel Retailers Seminar on 31<sup>st</sup> May 2018 at The Best Western Hotel Madison, Via Privata Leopoldo Gasparotto, 8 - 20124 - Milan.

Building on the success of last year's London Fuel Retailer Seminar, we are planning to run four seminars this year, which will take place in Italy, France, Spain and Benelux.

There is an upcoming opportunity for fuel retailers across Europe to capitalise on a growing demand for AdBlue®.

The first comprehensive roll out of SCR equipped passenger cars and light-duty vehicles arrived on the market over the last two years. We estimate that every year for the next decade, at least three million new passenger car and light-duty vehicle drivers in Europe will become AdBlue® customers.

This presents a huge opportunity for fuel retailers. The market will be largely serviced by the retail sector, and in certain scenarios it could account for sales of over a billion litres of AdBlue® in Europe alone by 2022.

### **Seminar Programme**

**10.00-10.30am: Welcome coffee break**

**10.30-12.00pm: Presentations**

- Fabricio Cardoso- Integer: *Introduction, AdBlue for passenger cars and light duty vehicles, what and how big is the opportunity? FindAdBlue website, objectives for the website, and developments in the pump network*

- Lorenzo Cravino- Business Manager, Yara Italia: *Yara- ready for the next wave of AdBlue demand*

## **12.00-1.00pm - Lunch**

## **1.00 - 2.00pm - Presentations**

- Thomas Garbe- EADV/1 Petrol and Diesel Fuels, Volkswagen: *Why SCR and AdBlue for passenger cars and light duty vehicles, and why now?*
- Carlo Corigliano, Storage Partners: *AdBlue refilling options for passenger cars and light duty vehicles*
- Integer: *Closing remarks*

## **2.00pm - Day ends**

Please note, speakers will present in Italian.

## Venue

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### **The Best Western Hotel Madison**

Via Privata Leopoldo Gasparotto, 8



May 31, 2018 - May 31, 2018



Milan, Italy

## Contact information

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