



FindAdBlue Fuel Retailers Seminar in Paris

FindAdBlue.com and Integer Research are delighted to host a one-day Fuel Retailers Seminar on 13th June 2018 at Novotel Paris Gare de Lyon, 2 rue Hector Malot, 75012, Paris.

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*

- German Orduy Rey- Business Manager, Yara France: *AdBlue supply options for passenger cars and light duty vehicles*

12.00-1.00pm - Lunch

1.00 - 2.00pm - Presentations

- Florence Le Boite- Renault: *Why SCR and AdBlue for passenger cars and light duty vehicles, and why now?*
- Equipment supplier: *AdBlue refilling options for passenger cars and light duty vehicles*
- Integer: *Closing remarks*

2.00pm - Day ends

Please note, speakers will present in French.

Venue

Novotel Paris Gare de Lyon

2 Rue Hector Malot



June 13, 2018 - June 13, 2018



Paris, France

Contact information

Integer Research Ltd.

Rosalie Winnik
United Kingdom



+44 20 7503 1265



www.integer-research.com