

# Petrol PLAZA



## forecourtech 2019

### The evolving digital forecourt

As technology continues to evolve, **forecourtech** focuses on present day and future technologies that optimise the operation of the forecourt and enhance customer experience. **forecourtech** offers a format of presentations, & pre-scheduled meetings between major fuel retailers and global solution suppliers delivering an overall program focused on the rapidly evolving digital forecourt of today and the smart forecourt of the future.

A recent report released by Accenture confirms that digital investments are expected to increase significantly to better engage with customers and improve services. Fuel retailers will be investing “significantly more” in digital technologies in the next 3-5 years with the target of achieving better customer retention and an increase in convenience store sales.

All around the forecourt, the number of Smart and connected products are increasing and have the ability to collect and share data to be analysed. Finding a way to collect the data to monitor investments, to use that data to increase efficiency, drive performance, maximise forecourt & C-store throughput and margins, is the challenge.

Over two days at the Asia Gardens Hotel in Alicante, Spain, **forecourtech** will inspire, educate and inform and provide a unique opportunity for executives to build relationships and form new business partnerships at this forecourt technology convention.

### Venue

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**Asia Gardens Hotel & Thai Spa**  
Terra Mitica, Rotonda del Fuego, s/n

 October 14, 2019 - October 15, 2019

 Alicante, Spain

## Contact information

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