



ST1 and Shell confirm forecourtech attendance

ST1 and Shell are the latest fuel retailers to confirm delegates to forecourtech '19 adding to an already impressive line up of major fuel retailers.

This year **forecourtech** is also registering strong interest from leading independents with delegates attending from Akwa Group, 500 sites in and around Morocco- MAGN, 11 branded stations on the Faroe Islands and 65 Skeljungur/Orkan branded stations in Iceland - MERU Petroleum, an Indian based company operating more than 200 sites across North Africa - Oryx Energy, sites across northern and middle Africa - Prio Energy, 250 sites around Portugal - Sprint Tank, around 140 sites in Germany - TanQyou, 18 sites around Netherlands - WAFI Energy, operating in Saudi Arabia under the Mantra brand - Zen Petroleum, operating in Ghana.

The interest in **forecourtech** follows a significant drive in digital investment across the industry. Majors and independents alike, seek to optimise the operation of their forecourts, better engage with customers and improve services. A recent report from Accenture shows that fuel retailers will invest 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.

forecourtech was launched just last year in anticipation of the growing focus on the process of digitisation and seeks to play its part in facilitating, through its conference and meetings programs, an environment where delegates can engage, learn and exchange views and ideas about the smart forecourt of the future.

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