

## SMART-filling stations 2020 explores Russian fuels market

**On March 13, 2020 the annual conference & seminar “SMART-filling stations: efficiency, innovations, state-of-the-art service” was held in Moscow, Russia.**



On the agenda of the plenary session “Retail services in Russia: market analysis” were the issues of pricing, main trends and forecasts, the volume of fuel supply and demand on the global and domestic markets, the volume of fuel sales in retail under conditions of surplus, mechanisms to curb prices in retail, development of roadside infrastructure and many other issues to improve the domestic retail sector. The session was moderated by Vyacheslav Mishchenko, an independent expert.

Vladislav Mishchenko opened the session, noting that under conditions of the current severe situation in both domestic and global markets, one should carefully discuss the future cooperation strategy, as it is not clear how the already known and familiar market instruments will work. Sergey Ezhov, Chief Economist at Vygon Consulting, also spoke about the need to develop a system for working with a wide range of prices.

Anton Rubtsov, Director of the Oil and Gas Processing Department at the Russian Ministry of Energy, noted that the refinery’s margins remain high, and explained that under current conditions significant export volumes will be gradually redirected to the domestic market, which will also ensure high retail profitability. In addition, the speaker noted the importance of developing alternative fuels: “Currently, alternative fuels and electric cars are developing – this will be the trend in the long term. The forecasts that are available for gasoline and diesel consumption will depend on how we will develop alternative fuels. At the moment, we need to create a road map for the development of low-tonnage LNG. In addition, it remains important to continue to work on removing administrative barriers to the development of the industry,” he said.

The further program of the event was built in the format of five engaging sessions, each of which presented to the participants consistent and relevant solutions for many sectors of the fuel retailing industry: from recommendations for optimization of retail trade at the fuel stations to the introduction of the latest technologies to combat theft at stations.

As usual, there was a special food court at the conference where companies Rusholts, Sibylla, Subway and others presented their equipment and goods. Everyone could try coffee, snacks and dishes that are offered at modern fuel stations in Russia.

More than 150 delegates took part in the conference, 30 speakers and more than 20 leading mass media. The event was organized by the National Oil and Gas Forum. Official partners: EY, SAMSUNG, Yandex.Refueling. Special partner: ER-Telecom. Program partners: RusHOLTS/Retail&HoReCa, Russian Gas Society, Subway, Benzuber, OMT-Consult, IT-Oil and Competition Technologies Center.

In 2021, the SMART-filling station conference will be held in a new format of the exhibition and conference, which will be held for the first time together with the largest exhibition in Eastern Europe NEFTEGAZ and the National Oil and Gas Forum.