



Register now! PetrolPlaza Talks: Service stations in the age of COVID-19

The first PetrolPlaza online roundtable will bring together leading retailers and suppliers to take a look at the present and future of the forecourt and convenience store business in the 'new normality'.

As a number of countries begin to ease up lockdown measures, retailers are still faced with the question of what the 'new normality' will be like. Fuel and convenience retailers are doing their best to adapt to new legal requirements and consumer behaviours while suppliers strive to provide the technology to make those changes possible. We will speak to industry leaders from Germany, South Africa and the United Kingdom to discuss the present and future of the sector, and the situation of their national markets.

- **When:** Monday, May 18, 2020 · 17:00 PM · Berlin // 11:00 AM · New York
- **Duration:** 45 minutes
- **Language:** English
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Brian Madderson - Chairman, Petrol Retailers Association

Brian Madderson joined the UK's Petrol Retailers Association as Chairman in 2009 after more than 20 years as Managing Director of George Hammond PLC – a Top 50 indie. He drives the Association's wide-ranging policies through his representation of thousands of independent retailers to government and other key industry bodies. He regularly appears on TV with BBC, Sky and ITN all using his wide ranging industry knowledge as does both national and regional BBC radio channels.

Joe Boyle - Director, FreshStop

Joe Boyle is the Commercial Director of FreshStop, the largest and fastest growing convenience retail brand in South Africa. Joe has worked in the retail industry for more than 30 years and has been instrumental in developing food retail brands in South Africa during this time, which includes developing and growing the FreshStop retail brand over the last 10 years.

Jörg Heilingbrunner - Managing Director, Scheidt & Bachmann GmbH

Jörg Heilingbrunner has an outstanding track record in worldwide sales, product development and digitization. 25 years in the management of innovative medium-sized market leaders with distinctive expertise in software, analytics and solutions in the energy and facility management sectors. Scheidt & Bachmann is a leading provider of technology solutions for the fuel retail business based in Germany.