



ReFuel Forum Europe brings the industry back to face-to face

With six weeks to go to ReFuel Forum Europe, fuel retailers and suppliers can finally look forward to a hard hitting two days of topical presentations and industry discussions, meetings and networking at the spectacular Hotel Don Carlos in Marbella on the 3rd and 4th November.

Rebranded from PetroForum, ReFuel Europe provides a 360-degree view of the future of the service station embracing everything from cloud to car wash to convenience.

Urban Mobility, Future Fuels and the Digital Customer are the focus of the conference sessions. Ross Douglas, CEO of Autonomy will look at the big picture of how the customer will move in 2050, and Stuart Groves from Boston Consulting Group will provide a deeper dive into the future for service stations, using the BCG's recent research into disruptions impacting fuel retail. Robert Reiss, Chief Visionary Officer from BiCA will look at how the POS system needs to adapt from petrol station to retail hub. And hHas-to-be, the event's eMobility Partner, will be giving its view on the top 8 EV Charging Predictions.

Day 2 sees a panel discussion on Future Fuels chaired by Petrolplaza's Oscar Diamante examining the relative benefits of EV and Hydrogen, taking into account existing infrastructure, vehicle types and government regulations.

An innovative and wide range of supplier companies will be in attendance covering AI tools, data analytics, EV charging, hydrogen infrastructure, asset management, mobile payments, self service checkout and food to go.

"The appetite for getting back to face-to-face meetings is huge. There are some exciting and fast paced changes in the industry and ReFuel Europe is the perfect meeting point to catch up on these trends. After lockdown, there's going to be a lot to talk about" says Emma Faure from OpenRoom Events.

Finally, a word from a returning attendee, Blanca Vasquez of BP: "the event is the perfect example of how people make the difference when talking about business. It's a great opportunity to expand your network in the sector and connect with suppliers in very efficient introductory meetings. It was a perfect combination of hard work and leisure."

About ReFuel Forum Europe 3-4 November, Marbella: Facilitated by the London-based firm, OpenRoom Events, the event is partnered by BiCa, has-to-be, Titan Cloud, Franke Coffee Systems with PetrolPlaza as Media Partner.

Contact [Emma Faure](#), Director at [OpenRoom Events](#), to find out more.