



UNITI expo 2018 unveils final Car Wash Forum program

Leading European trade show UNITI expo 2018 has unveiled the conference program for their Car Wash Forum.

UNITI expo 2018 will open its doors next week to over 15,000 professionals from the fuel retailing, car wash and convenience industries. Since the first edition of the event in 2014 the role that the car wash sector plays in the event has grown immensely.

With 12,000m² of dedicated space, the Carwash & Carcare area will cater for forecourt car wash, professional washing and general equipment, while for the first time car dealerships and fleet operators have been invited to the show.

The Car Wash Forum will take place throughout the three days with presentations in German and English. According to the organizers, they will all be simultaneously translated from one to the other.

The first day of the forum is focused on trends and developments in payment for car wash business, one of the hottest topics this year. A presentation by Contax Schroll + Partner will tip national operators on how to meet the new German GoBD directives based on European fiscal legislation. A panel discussion in the afternoon provides insights into the latest developments and innovations in car washes.

Case studies of successful car wash businesses and applications will take the centre stage on the second day. The third and last day of the fair is devoted to customer acquisition and customer loyalty in the carwash business with presentations by companies such as Otto Christ, SONAX and Priester Consulting.

A dedicated car wash piazza with networking facilities, seminars and catering area will also be part of this year's car wash area at UNITI expo 2018.

Check the full program [here](#).