



## Discover PetrolPlaza's Specials for 2019

**In a time of continuous innovation and rapid changes in the market, PetrolPlaza, the global publication for the fuel retailing industry, will continue to explore trends and changes throughout 2019.**

This year brought us a series of successful PetrolPlaza specials in which we analysed the DACH market (Germany, Austria and Switzerland) and the growth of alternative fuels around the globe. We also dived into the South American market to see what companies and countries are leading the way. Finally, we closed the year with a Fuel Storage Special that discussed increased regulations and the addition of new technologies to improve safety and reduce maintenance costs. Now we look ahead to 2019.

### **March - Eastern Europe Special**

Since their inclusion in the European economic activity, many countries located in Eastern Europe have enjoyed buoyant economic progress. Countries like Poland and Hungary present modern convenience options through local players such as PKN Orlen and MOL. Other key players in the area, e.g. Rompetrol, have carried out ambitious expansion programs in recent years. OMV, INA and Shell are among other brands pushing the industry forward in this growing area of the world. We will be looking at the characteristics of various markets, speaking to local retailers and identifying business opportunities for suppliers.

### **June - Forecourt of the Future**

Around 80% of fuel retailers will invest in digital technologies in the next three to five years, according to a new **survey carried out by Accenture in partnership with PetrolPlaza**. Cloud solutions, the Internet of Things, Artificial Intelligence and machine learning analytics are starting to affect every single aspect of the daily operations of a gas station. From intelligent pricing to fuel handling, wetstock management to daily inventory, these technologies are shaping the future of the forecourt business – allowing retailers to reduce costs, increase safety, offer better and more personalized services, and improve the overall functioning of a single site or a network of stations. We'll speak to industry experts, suppliers and retailers to examine where the industry is heading.

In addition, PetrolPlaza will be attending a number of international events and bringing you full coverage of them.

*\*The remaining two specials of the year will be announced soon.*