



Milan, 12<sup>th</sup> December 2013

## Oil&nonoil 2014 Verona: an international arena

*Opening the doors to foreign markets is the primary objective of the ninth edition of Oil&nonoil-S&TC, scheduled to take place at the VeronaFiere exhibition centre from 27th to 29th May 2014. This is a key event for all those operating in the fuel distribution and car wash sectors, and as always will offer a number of opportunities to both exchange information with other industry insiders and have access to new concepts thanks to a vast programme of conferences, seminars and workshops, including the 3rd edition of the Natural Gas Day and the presentation of the new Car Wash Survey.*

Opening up new markets to the products of the companies participating in the event is one of the cornerstones of the ninth edition of **Oil&nonoil - S&TC scheduled at the VeronaFiere exhibition centre from 27th to 29th May 2014.**

Each exhibition section (dedicated to service stations, alternative fuels, non-retail market, car wash, non-oil and fuel storage and transportation) consists of a selection of large and small companies that offer a variety of products, services and solutions that will appeal to international entrepreneurs working on the development of mobility and fuel distribution network.

### ***Meet international customers directly at your stand***

In addition to keeping an eye on the national market it has now become vital for all companies to seek out new markets and grow sales in markets inside and outside Europe. The acquisition of Oil&nonoil by VeronaFiere offers real opportunities to do so thanks to a proven network of agents who have worked in the industry for many years often directly in other countries and have, therefore, in-depth knowledge of their structures and dynamics.

Taking into account the feedback from exhibitors, **some countries have been pinpointed** as offering interesting market prospects and in some cases geographical proximity. These countries are also home to **buyers** interested in Oil&nonoil who are, in their turn, interesting for exhibitors.

### ***A date for national operators***

While internationalisation adds value to the event, Oil & nonoil continues to be recognised throughout the industry as an important occasion to develop new market opportunities: a showcase for exhibitors who want to raise their profile on the Italian domestic market and an opportunity for visitors to learn about and purchase the products and services on offer, thereby focusing their time and resources on a single event.

Indeed, the 2013 edition of Oil&nonoil, held in Rome, confirmed the show's status as a top notch event for the oil industry (companies, distribution networks, independent operators, depot owners and fuel transport operators).

### ***Car Wash Survey***

In 2012 Oil&nonoil commissioned the research institute DOXA to carry out a survey into "car wash attitudes, habits and the expectations of Italian drivers". Continuing and expanding this successful initiative, the Car Wash Survey will be presented at the Verona event as a tool created to **provide up-to-date knowledge of this market in order to better grasp the indications, type of demand and trends we can expect.**

### ***The 3rd edition of Natural Gas Day***

The success of the Natural Gas for Transport is confirmed by the third edition of the initiative that will address the issue of choices in terms of policy, administration and industrial development and is aimed at **natural gas as a transport fuel** and the **development of a supply network in a European context**. The Natural Gas Day offers the Italian natural gas industry, which is a technological and commercial leader globally, an important moment of reflection. The 2014 edition of Oil&nonoil will be an opportunity for the analysis and comparison of applications and development prospects in the field of natural gas, which is playing an increasingly important role in the world of energy both nationally and internationally.

### ***Training and information***

Oil&nonoil has always focused on a wide-ranging program of conferences and seminars built around contemporary issues and organised in close collaboration with leading trade associations. Focusing the spotlight on current offerings and interpreting them, as ever, in an original way while at the same time identifying emerging trends is a distinctive feature of the conferences held during the event. The aim is to give exhibitors and visitors the opportunity to better understand the market they are operating in and to grasp new and useful ideas for their own businesses.

In keeping with the progressively international flavour of the show, **the programme for 2014 will also include some distinctly "European" events.**