



Milan, 24<sup>th</sup> March 2014

## Oil&nonoil 2014: opportunities and technology for the European fuel sector

[Oil&nonoil-S&TC 2014](#) (Veronafiere, 27<sup>th</sup> – 29<sup>th</sup> May), the trade show devoted to fuel retail, car wash, fuel storage and transport, is forging ahead with more than 100 exhibiting companies and with a lot of not-to-be missed appointments: the presentation of the “Car wash market survey”, the 3<sup>rd</sup> Natural Gas Day and a rich conference program that includes relevant topics such as the effects of European refinery recession on the fuel distribution market and the development of LNG for heavy goods vehicles.

Participation of influential overseas buyers as well as the involvement of prominent Italian operators is expected.

Just over two and a half months from its opening the ninth **Oil&nonoil-S&TC fair (Veronafiere, 27<sup>th</sup> – 29<sup>th</sup> May 2014)** is forging ahead with **more than 100 companies representing each segment of the industry** already booked to exhibit with even more applications for stand space in the pipeline.

### Seminars and conferences

Since attendance by operators from all over the world is expected to be high **the conference programmes will deal with international issues** and feature speakers from across the globe. As in the previous editions of the fair, the seminars, conferences and workshops organised as part of the event will be many and varied. Among the initiatives already planned is the much awaited “**LNG for heavy goods vehicles**” conference which will take place on 27<sup>th</sup> May and has been organised in partnership with the Unione Interporti Riuniti, Italy’s association of logistic centres. This event will **showcase a project that aims to set up LNG filling stations at a selected group of Italy’s logistic centres**. During the conference one of the subjects under discussion will be the **models offered by truck manufacturers and the cost of adapting the existing fleets** as well as the best way to maximise the return on such investments.

Another important event will be dedicated to **how the decline of the refinery industry has hit the fuel distribution sector**. This conference will highlight an issue that has affected the entire industry, not just in Italy, but throughout the world. The conference will be attended by, among others, **Unione Petrolifera** (Italian Trade Association of Oil Companies) and **UPEI** (Union Pétrolière Européenne Indépendante).

### The Car wash market survey

Another event, scheduled for the 27<sup>th</sup> May, is the “Car wash market survey”, an initiative aimed at **monitoring the performance of selected car wash businesses** in order provide up-to-date knowledge of this market **for better grasping the type of demand and the expected trends**.

The results of the first survey will be presented at Oil&nonoil 2014 and further initiatives to **create a permanent monitoring body** will follow.

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

The third edition of the Natural Gas Day will be held on 28<sup>th</sup> May. This special event is dedicated to natural gas for transport and will analyse the **impact of a natural gas for vehicles increase on the political, economic and social scenario**. The 3<sup>rd</sup> Natural Gas Day will address the issue of political, economic and industrial choices needed for the development of natural gas as a transport fuel in a European context.

### **International buyers and promotional campaign**

Specific initiatives have been undertaken by the organisers to get **qualified buyers** from all over Europe and particularly from **Turkey, Russia, Spain, Algeria, Tunisia, Morocco, Balkan states**.

The promotional initiatives are also addressing trade press and associations and include the posting of **70,000 copies of the Oil&nonoil News, the magazine dedicated to Oil&nonoil-S&TC, containing exhibitor profiles, exclusive interviews, previews of seminars and conferences** and all the information necessary to make getting to Verona and finding accommodation there easy and trouble free.

***Oil&nonoil-S&TC is the leading event for the fuel distribution world. With its strengthened organisation, it offers exhibitors and visitors greater opportunities than ever to increase their business internationally while confirming the impressive results achieved by previous editions.***