

## UNITI expo 2020: Great demand from exhibitors

[17 January 2020] - With less than five months to go until *UNITI expo 2020*, over 95 % of the exhibition space has already been allocated, according to the organizer UNITI-Kraftstoff GmbH. The themed areas "Technology, payment & logistics" and "Car wash & car care" are almost fully booked. Around 80 exhibitors are attending for the first time the leading European trade fair for the retail petroleum and car wash industries, and will use it as a contact and presentation platform for new business ventures. For a fourth consecutive time, *UNITI expo* has grown in space and number of exhibitors, proving its role as an industry leader.

### Increasing importance in Germany, Europe and beyond

In Germany and Europe, *UNITI expo* is the undisputed leading industry event - a must for every industry professional looking for a complete overview of trends, technologies and developments in the industry. Additionally, *UNITI expo* continues to expand its reach beyond the borders of Europe, becoming more important by the day. The 2018 edition welcomed exhibitors and visitors from as many as 120 countries. "In 2020 we expect a strong increase in visitors from regions with dynamic markets. Our delegation packages, which allow interested parties to visit the fair in a well-organised and efficient manner, have prompted enormous interest. We are expecting a large number of high-calibre visitors from Latin America, Asia, Russia and the Central Asian CIS states," said Ben Boroewitsch, Sales Executive of *UNITI expo*. "Our aim is to open up interesting markets, projects and contacts from around the world for our exhibitors".

### UNITI expo picks up on current trends

What exactly can industry professionals expect at the end of May in Stuttgart? Climate friendly mobility will play a central role at *UNITI expo 2020*. Following on the success of the last edition, there will be an alternative fuels pavilion in Hall 3 of *UNITI expo* - twice the size than the previous time. Many experts believe that battery-powered electric vehicles will not be the only solution to the future of mobility. *UNITI expo* aims to present the entire spectrum of alternatives fuels and technology concepts at this themed pavilion. These include, for example, liquefied natural gas, biofuels, hydrogen and the promising e-fuels.

Topics like on-the-go consumption and franchise & co-branding will also play a crucial role at *UNITI expo 2020*. With the shop & convenience sector currently undergoing major changes, *UNITI expo* offers oil companies, petrol station operators and owners of single sites the ideal meeting place to discover trends and exchange ideas with important industry players.

"As we are in close dialogue with companies, associations, scientists and politicians, both nationally and internationally, we can rapidly identify trends and industry developments, and then incorporate them into our trade fair concept. This way we ensure the high quality and success of *UNITI expo*," says Elmar Kühn, Managing Director of UNITI-Kraftstoff GmbH. Exhibitors and trade visitors look forward to what *UNITI expo* has in store for them in 2020.

## About UNITI expo

**UNITI expo** is the leading European trade fair for the retail petroleum and car wash industries. With its compact three-day format, the biennial trade show is tailored to the needs of its target audience. The exhibition space is divided into four themed areas: **Technology, payment & logistics; Car wash & car care; Oil companies & fuel retailers; and Shop & convenience.** In 2018, the third edition of UNITI expo gathered **467 exhibitors and 17,000 attendees from 120 countries** on an exhibition area of 40,000 m<sup>2</sup>. UNITI expo is organized by UNITI-Kraftstoff GmbH in cooperation with com-a-tec GmbH and WDM management consultancy.

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