

Q&A with Bruno Boroewitsch



Bruno Boroewitsch



David Egan

DE - How does the Expo this year compare to 2016?

BB - UNITI expo 2018 is going to be bigger than ever. We have increased the exhibition space by 20% to 40,000m² – we had around 35,000m² in 2016. That has obviously brought an increase in the amount of exhibitors (we expect around 450 from 38 different countries) and the size of the booths. In 2016, we had 425 exhibitors from 36 countries. We expect to exceed the 15.000 attendance achieved in 2016.

In terms of areas, the car wash sector will be even more represented with a 60% growth compared to the previous edition, while the convenience area has also increased significantly. Forecourt technology will remain to be the biggest themed area.

In addition to those areas, this year we will have a 150m² area exclusively dedicated to alternative fuels where companies will display the latest products and developments.

DE - What seminars and workshops are taking place alongside the Expo?

BB - We will have three forums spread throughout the three exhibition halls.

The International Forum will be based around three main topics, each having a dedicated day: market developments around the world, alternative fuels and payments. The Car Wash Forum will have a new format that includes innovation talks (suppliers can show their latest innovations and attendees can ask questions and give their feedback) as well as conferences on payment and marketing. Finally, the UNITI expo forum, where we will have a number of celebrities such as TV chefs, sports personalities and others making various presentations around 'shop and convenience'. The conference programme is available on the UNITI expo website.

DE - What are the new trends that are being established in the service station sector in Germany?

BB - Some of the big brands are divesting while convenience is getting more important: new partnerships between Rewe and Aral or Shell with Starbucks are paving the way for more convenience at service stations. More and more petrol stations now include alternative fuels (CNG, hydrogen, e-charging). There has been a change in the function and operating side of

the services stations, especially in the drinks and food sector. The number of fuel service stations is fairly stable with independent retailers becoming more important. In the car wash sector we see a trend towards higher service quality with more sophisticated machines. At UNITI expo we will actually have a 150m² dedicated area for alternative fuels.

Digitalization is bringing a lot of changes to the fuels market. Most big brands are developing their own mobile apps, which will allow them to offer mobile payments, have increased loyalty and to interact with their customers in new, beneficial ways. The biggest impact we can currently see in the market is digitalization of society and the growing importance of on-the-go consumption. A lot of technology professionals and retailers are waiting on more specific regulations before they jump into the digitalization of service stations.

DE - UNITI expo is key international event for fuel retail in Europe. What is Uniti aspirations and strategy for the future?

BB - In a period of 5 years, UNITI expo has become the leading trade fair in Europe for the fuel retailing and car wash sectors. We are probably one of the leading international trade shows in the world for this industry with visitors from over 110 countries. Our plan is to continue playing this essential role for the industry and carry on growing. UNITI expo will continue to take place every two years. Going forward our aspirations are to stay ahead of the challenges of the future, representing key areas such as alternative fuels and modern car wash systems, as well as serving as a link between the convenience world and fuel retailers. We will always adapt our concepts to the future needs of the market.

DE – Thank you Bruno and best wishes to your team. See you in Stuttgart! 