

UNITI expo trade fair marketed all over the world

As the leading European trade fair of the industry, the second UNITI expo will be opening its doors from 14 to 16 June 2016 in Stuttgart to inform the retail petroleum and car wash sectors of the latest products, trends and market developments. Marketing is working flat out in the run-up to the event, as ultimately many high-profile national and international trade visitors are expected to return in 2016.

Top decision makers and trade visitors from all over the world were part of the success factor for UNITI expo 2014. *“Success depends on international participation. UNITI expo has consequently become a well-known name overnight,”* summed up Dr. Max F. Krawinkel of PWM. To once again attract an international trade clientele to the trade fair in 2016, the organizers have arranged a global marketing campaign together with numerous media partners and in cooperation with international associations. In addition, the UNITI expo team members are presenting the trade fair at important industry events around the globe. The following is a brief presentation of four of these events.

PetroForum in South Africa and Oman

UNITI expo kicked off 2015 by installing a stand at the PetroForum event in Johannesburg in March. The second PetroForum event which UNITI participated in took place in Oman in September. Both events were visited by prominent representatives from the oil industry and attracted primary decision makers from the respective region. Bruno Boroewitsch, co-founder of the UNITI expo and responsible for international marketing, explained: *“These conferences are very interesting from our perspective because they provide us with the opportunity to approach top decision makers in the oil companies. The response to our presence was positive across the board. We welcomed numerous new faces to our stand, but also many visitors that had been at the UNITI expo in 2014 and were looking forward to the 2016 event. All in all, a clear indication that our efforts to attract prominent visitors are paying off.”*

NACS Show in the USA

In October, UNITI expo representatives participated in the NACS Show. Every year the trade fair organized by the National Association of Convenience Stores (NACS), the Petroleum Equipment Institute (PEI), and the Petroleum Marketers Association of America (PMAA) gathers well over 20,000 trade visitors from more than 70 countries. The NACS Show is consequently the most important trade fair for the convenience and retail petroleum sectors in the United States. Our UNITI expo team grasped this opportunity to present the leading European trade fair in the industry to the American public in Las Vegas, Nevada. The interest was great and the organizers have already registered twice as many American exhibitors as was previously the case. They also anticipate a significant increase in the number of trade visitors from the U.S. for the 2016 event in Germany.

Autocomplex in Russia

In Russia too UNITI expo has become a crucial date in the industry calendar, with Russian trade visitors representing the fourth largest visitor group at the 2014 trade fair. In order to show Russian industry professionals the new features of UNITI expo 2016, the organization was strongly represented at Autocomplex – the flagship retail petroleum trade fair in Russia. In addition to the UNITI expo stand at the trade fair, the organization held a presentation as part of the conference program. Ben Boroewitsch, responsible for exhibitor marketing at UNITI expo, explained why Autocomplex plays such a key role: *“I know from our exhibitors that despite their current problems, viewed in the long-term Russia and the GUS states are a strategically important market. Our aim is therefore to personally invite the top visitors from these markets to the UNITI expo; and Autocomplex is an ideal platform to do just that.”*

APEA Live in the UK

November then saw the UNITI team attend APEA Live in the United Kingdom, again with an exhibitor stand. The exhibition and conference one-day event is one of the most important forecourt equipment events in Europe. A venue where every year internationally recognized experts give talks on key technology and market developments.

Numerous discussions with interested parties took place at the UNITI expo stand, confirming that the international trade clientele hold the trade fair in high esteem; primarily for bringing under one roof a broad range of exhibitors that covers every area in terms of retail petroleum and consequently provides a comprehensive overview of the market. In this respect, UNITI expo is not only the biggest retail petroleum and car wash trade fair in Europe, but is also unique within the sector.

Many trade visitors also welcome the international alignment and excellent accessibility of the UNITI expo, which is held directly across from Stuttgart Airport. As such, not only is the inbound journey comfortable and fast, but the visit to the trade fair is managed with a high level of efficiency.

This year too, interested parties will once again be able to acquire direct information on the UNITI expo at a whole host of events. For example, in March the team will be visiting PetroForum Asia in Bangkok (Thailand) and will participate in Branschdagen in Stockholm (Sweden) in April. Trade visitors can also register now for the event free of charge via the website. Interested exhibitors will find all the relevant information and contacts at www.uniti-expo.com.

About UNITI expo

UNITI expo is considered the leading trade fair for the retail petroleum and car wash sectors in Europe. The three-day trade fair and informational event takes place biennially at Stuttgart Exhibition Centre. Held in June 2014, the first UNITI expo was attended by a total of 11,000 trade visitors from 92 countries. With 344 exhibitors from 29 countries, the exhibition space spanned an area of 25,000 sqm. UNITI expo is organised by UNITI-Kraftstoff GmbH in cooperation with management consultancy WDM and communications agency com-a-tec.

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