



ReFuelForum 2026

A year's worth of travel and meetings in just two days

What is ReFuel Forum?

ReFuel Forum is a two-day networking event connecting top fuel retailers and vendors through one-to-one meetings and informal networking opportunities. Held in six global regions, it brings together industry leaders from EV providers to retail tech, streamlining connections and offering cutting-edge business solutions.



"A shortcut to building relationships that would otherwise take years. Bringing international suppliers to one place makes the world smaller."
CTO, Engen

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| 1. | ReFuel Forum APAC & ANZ 2026
15-16 April, PARKROYAL Collection, Kuala Lumpur | 4. | ReFuel Forum Africa 2026
September, Cape Town <i>(venue to be confirmed)</i> |
| 2. | ReFuel Forum Europe 2026
27-28 April, Eurostars, Sitges, Barcelona | 5. | ReFuel Forum MENA 2027
February, Middle East |
| 3. | ReFuel Forum UK 2026
17-18 June, Don Carlos Hotel, Mabella, Spain | 6. | ReFuel Forum USA 2027
September, North America |

What makes ReFuel Forum unique?

- **Hand-picked attendees:** you only meet with engaged decision-makers.
- **Meet the right people:** CEOs, Retail Heads, Procurement Specialists, Heads of Retail Engineering, IT and Mobility, and Heads of Network Development attend ReFuel Forum.
- **Focused program of pre-organised meetings with leading fuel retailers:** straight to the point and no time-wasting.
- **Informal networking agenda:** allowing you to continue discussions and build relationships beyond a formal meeting.
- **Limited competition:** an almost 1:1 supplier-to-customer ratio allows suppliers the best possible exposure.

"ReFuel Forum is a world-class event that guarantees access to decision-makers. In just two days, we connect with leaders who are usually out of reach - and the ROI is always positive."

Managing Director, SloanLED



How is ReFuel Forum time & cost-effective?

- **Save time and effort:** All the retailers are pre-vetted decision-makers with procurement authority. We've saved you the time, effort and expense of arranging these meetings yourself.
- **A single cost with no hidden extras:** Everything is included - just show up, take care of business and let us take care of the rest.
- **Depth of interaction:** Meetings are 15 minutes long, they're private and they're uninterrupted. You won't get this depth of interaction at a tradeshow.
- **No exhibition costs:** With no exhibition stands, displays or staff to worry about, you can focus on building the relationships that will help your business prosper.

"ReFuel Forum is consistently a landmark event in the fuel retail market, setting the standard for both buyers and suppliers. I hope it continues for many years to come."

CEO, CardTrend





"If you want a high-value event where you're guaranteed to meet at least 15 potential customers, this is the event to attend."

International Head of Fuel & Convenience, SymphonyAI

How it works

- Sign up and be only one of a small number of vendors in your product or service area.
- Build your profile, company description, logo and photos on your dedicated customer portal.
- **2 weeks** before the event let us know which fuel retailers/oil companies you'd like to meet with.
- Using our bespoke matching software, your preferences will then be matched with those of the customers.
- **1 week** before the event you will receive your tailored agenda of one-to-one meetings, meaning you know exactly who you'll be meeting and at what time.
- **3 days** before the event, you will be invited to download the ReFuel Forum App so you can get ahead of the networking before you arrive.
- You will hold your meetings at tables hosted by the fuel retailers/oil companies and move from meeting to meeting every **15 minutes** (think speed-dating!)



"An excellent opportunity to network, to expand our sales opportunities, and become better educated via focused discussions with customers across a diverse range of countries, challenges and business sizes."

President APAC, NCR, Singapore



Who will you meet?

Multi-national & national energy companies and fuel & convenience retail groups

- 35+ fuel & convenience retailers and energy companies at each event
- The largest corporate oil companies attending
- Emerging groups

Only senior figures invited

- 👤 Retail Directors
- 👤 Managing Directors
- 👤 Heads of Procurement
- 👤 SVP and VP
- 👤 Mobility Heads
- 👤 Heads of Network Development
- 👤 Retail Heads

What's included?

- A guaranteed minimum of 12 x meetings with fuel & convenience retailers/oil companies you select prior to the event
- Conference participation
- Networking program
- Access to and profile on the event app
- All meals and drinks
- 2 x nights' accommodation at the event hotel

For package costs and sponsoring opportunities,
get in touch with sam@openroomevents.com



Why not sponsor?

- Provides impactful promotions and high-profile branding throughout the event marketing campaign.
- Puts your brand at the forefront of the market.
- Reinforces your company as a market leader through thought-leadership sessions.
- Connects your brand with key decision-makers within fuel retail groups/oil companies.
- Delivers up to 18 one-on-one meetings in two days.
- Allows for flexible digital content options including podcasts.
- Choose from a range of sponsorship packages from Headline to Bronze partner.





ReFuelForum

If you would like to discuss the finer details, please get in touch with sam@openroomevents.com