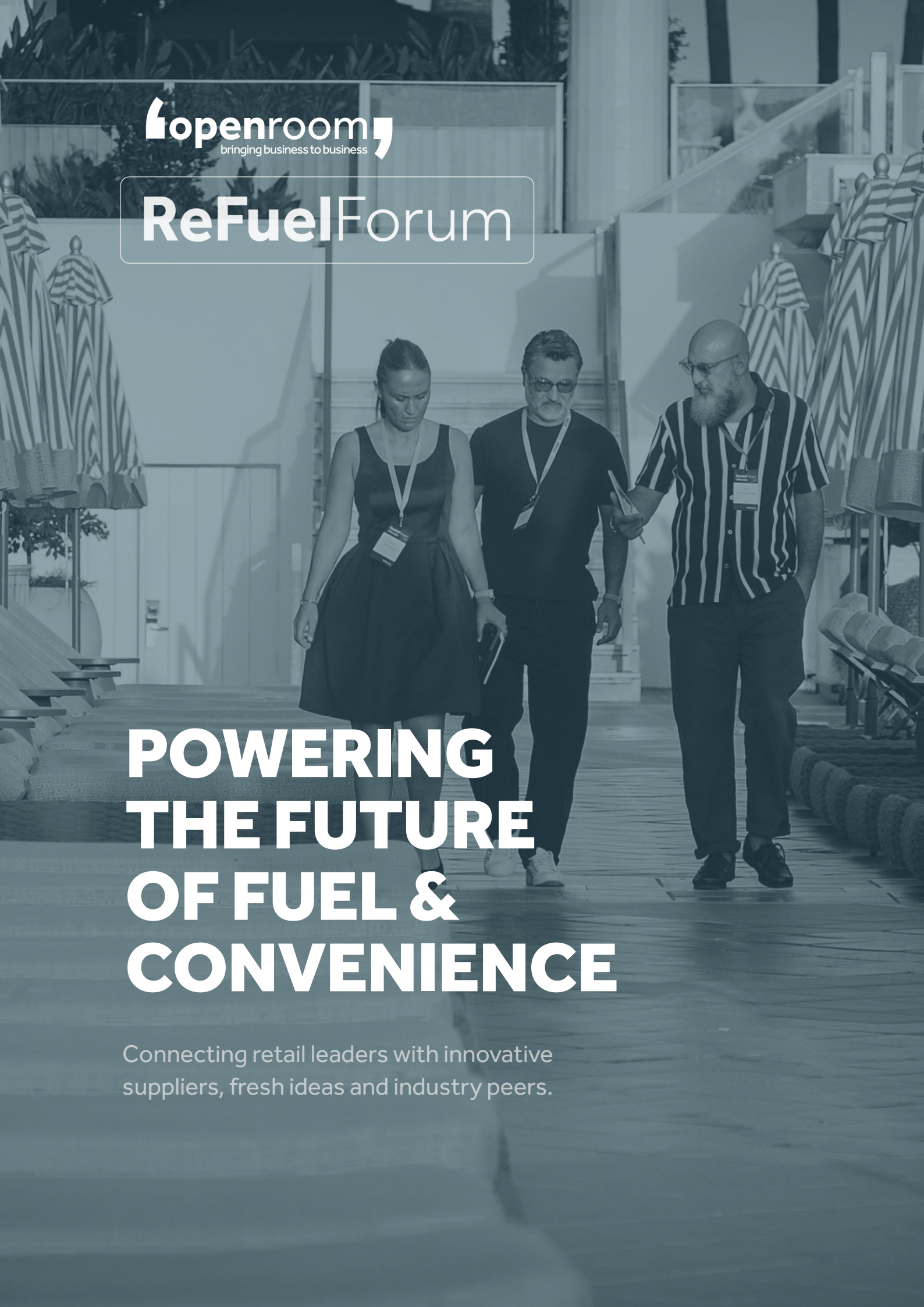


openroom
bringing business to business

ReFuelForum

POWERING THE FUTURE OF FUEL & CONVENIENCE

Connecting retail leaders with innovative suppliers, fresh ideas and industry peers.

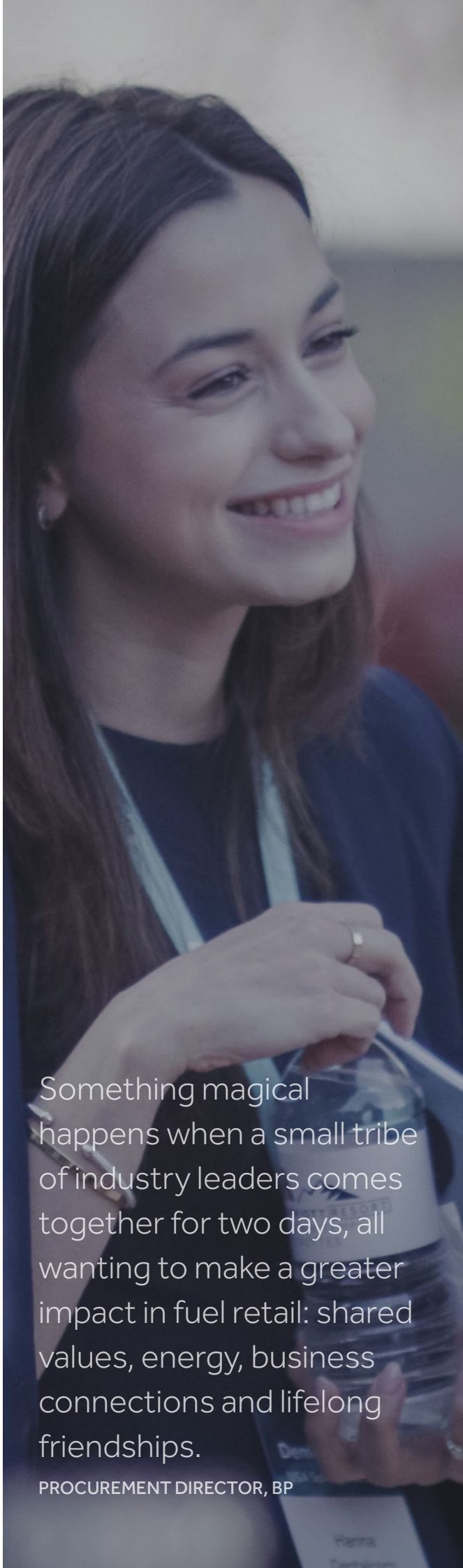
A global forum for fuel & convenience leaders

ReFuel Forum is OpenRoom's invitation-only networking platform connecting senior leaders from fuel & convenience retailers with carefully selected suppliers through curated one-to-one meetings, peer networking and industry-focused content.

Designed around quality rather than scale, each forum creates an environment where meaningful conversations, strategic insights and new partnerships can develop naturally.

Across a global portfolio of regional editions, ReFuel Forum helps industry leaders discover new ideas, strengthen relationships and accelerate growth.

- 20–50 fuel & convenience retailers
- Senior decision-makers only
- Targeted supplier introductions
- Peer networking
- Global multi-region portfolio



Something magical happens when a small tribe of industry leaders comes together for two days, all wanting to make a greater impact in fuel retail: shared values, energy, business connections and lifelong friendships.

PROCUREMENT DIRECTOR, BP

Designed around the priorities of fuel & convenience leaders

ReFuel Forum brings together a carefully selected audience of senior decision-makers responsible for operations, commercial strategy, procurement and business growth.

The format is designed to maximise relevance, minimise wasted time and create opportunities for meaningful business conversations.

Personalised supplier introductions

Tell us your priorities and areas of interest. We'll arrange one-to-one meetings with solution providers aligned to your strategic objectives.

"Relevant introductions. Valuable insights."

Peer networking and insight

Alongside scheduled meetings, the forum provides opportunities to exchange ideas with fellow industry leaders facing similar challenges and opportunities.

How it works

A fully curated meeting experience designed to make participation seamless, efficient and commercially productive.

01

Register

Become part of a community of leading fuel & convenience retailers.

02

Build your profile

Share your organisation's priorities, interests and areas of focus.

03

Select preferred meetings

Review participating suppliers and indicate those most relevant to your business.

04

Matching process

Supplier and retailer preferences are aligned to create the most relevant introductions.

05

Receive your agenda

Receive a personalised schedule of meetings before the forum begins.

06

Attend the forum

Participate in meetings, networking and discussion throughout the event.

An ecosystem of innovation

118,000+

retail locations represented across the last year's ReFuel Forum editions

90%+

attendees said they would attend a ReFuel Forum again

16+

solution categories represented

Participating suppliers represent a broad spectrum of technologies, services and solutions supporting every aspect of modern fuel & convenience retail operations.

- FMCG & Consumer Brands
- Food-to-Go & QSR
- Coffee & Beverage Solutions
- Retail Technology
- Payments & Fintech
- EV Charging & Energy Solutions
- Forecourt Equipment & Infrastructure
- Store Design & Fit-Out
- Car Wash Solutions
- Car Care Products & Services
- Marketing & Customer Engagement
- Logistics & Supply Chain
- Forecourt Services
- Sustainability & Compliance
- Data, Loyalty & Insights



A trusted forum for fuel & convenience leaders worldwide

ReFuel Forum takes place across five regional editions each year, bringing together senior leaders from fuel & convenience retailers across key international markets.

Each forum follows the same proven format while reflecting the opportunities, challenges and priorities unique to its region.

UK | Europe | MENA | APAC & ANZ | Africa

Previous ReFuel Forum attendees include:

AL DREES, AVIA, bp, Chevron, CIRCLE K, ENGEN, go, moeve, mfg, Morrisons Daily, NAYARA ENERGY, OLA ENERGY, PERTAMINA, PUMA ENERGY, REPSOL, RONTEC ROADSIDE RETAIL, Shell, VIVO ENERGY

Each edition brings together peer networking, industry insight and access to relevant partners.

Current locations, dates and edition details are available online.

refuel.openroomevents.com



Relationships that drive growth

ReFuel Forum is a global platform that delivers. I came for insights into the future of energy and left with exactly that. The exchange of ideas here is invaluable for any retailer looking to stay ahead.

COO, PUMA ENERGY

Claim your complimentary place.

Current locations, dates and participation details are available at:
refuel.openroomevents.com