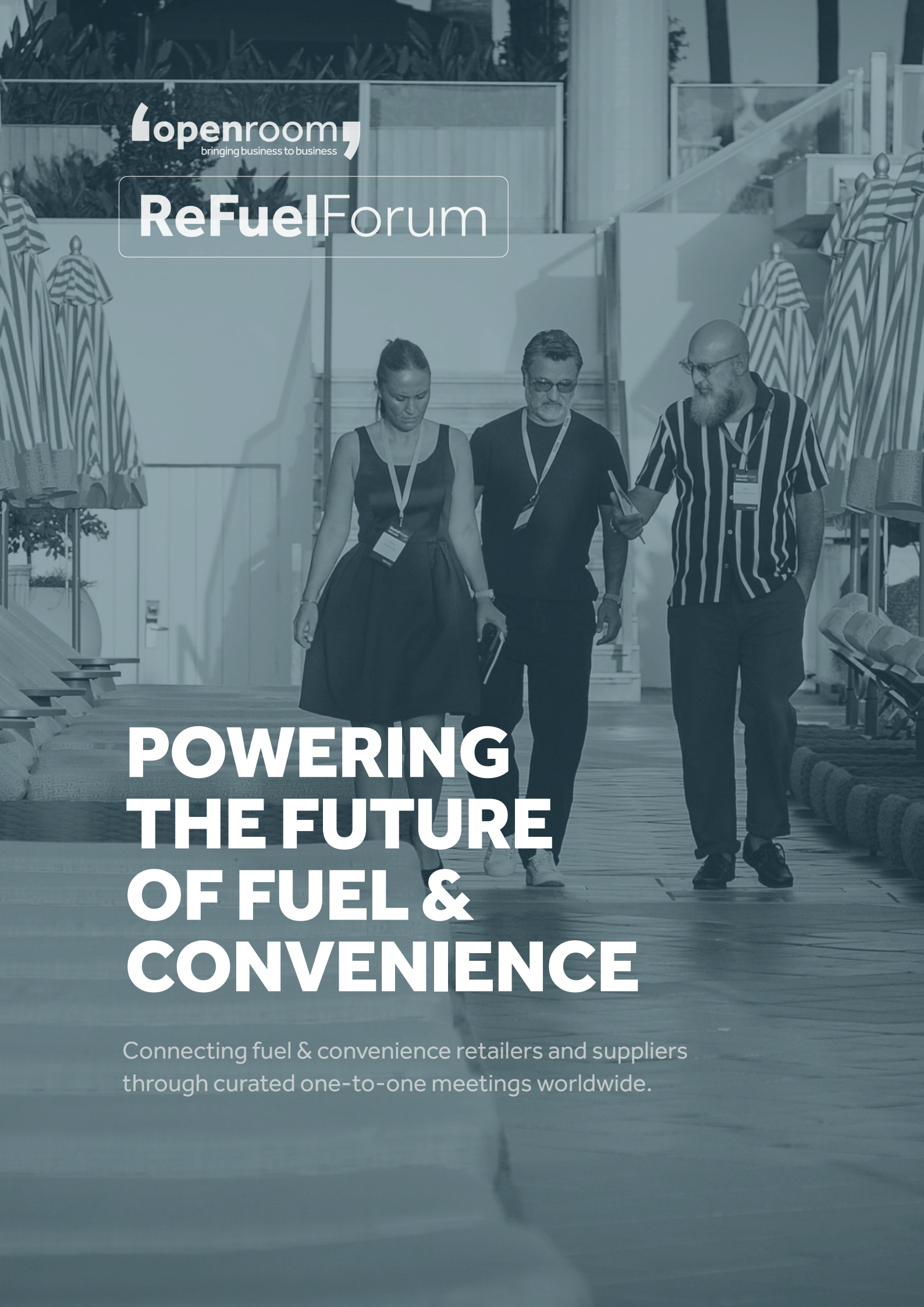


openroom
bringing business to business

ReFuelForum

POWERING THE FUTURE OF FUEL & CONVENIENCE

Connecting fuel & convenience retailers and suppliers through curated one-to-one meetings worldwide.

A global platform for retailer-supplier relationships

ReFuel Forum is OpenRoom's invitation-only networking platform connecting leading fuel & convenience retailers, and innovative suppliers through highly curated one-to-one meetings and focused networking environments.

Built around quality, not quantity, each forum brings together senior decision-makers responsible for procurement, strategy, and growth within their organisations.

Across a global portfolio of regional editions, ReFuel Forum enables meaningful commercial relationships to form faster - in a structured, efficient, and highly targeted setting.

Each ReFuel Forum edition includes:

- 25–50 fuel & convenience retailers
- Senior decision-makers only
- 12–18 pre-arranged supplier meetings
- Highly curated matching process
- Global multi-region portfolio



Designed for meaningful commercial conversations

ReFuel Forum replaces the scale and distraction of traditional trade shows with a more focused, commercially productive environment.

Every aspect of the format is designed to help suppliers engage with senior decision-makers - creating space for conversations that are targeted, relevant and commercially valuable.

A more focused way to meet

Suppliers participate in a curated schedule of private one-to-one meetings with organisations actively exploring new technologies, services and partnerships.

The result is a more efficient use of time, with greater depth of interaction and significantly less wasted outreach.

“Far more productive than a traditional trade show.”

Built around relationships, not footfall

Alongside scheduled meetings, informal networking experiences create additional opportunities for conversation in a more relaxed environment.

With a carefully balanced supplier-to-attendee ratio and limited category competition, participants benefit from stronger visibility throughout the forum.

How it works

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

01

Apply

Join a carefully vetted supplier lineup with limited category competition.

02

Build your profile

Create your company profile, upload assets and outline your meeting objectives.

03

Select preferred meetings

Review participating fuel & convenience retailers and indicate your preferred connections.

04

Matching process

Our matching platform aligns supplier and retailer preferences to create the most relevant meetings.

05

Receive your agenda

Receive a personalised schedule of pre-arranged one-to-one meetings before the forum begins.

06

Attend the forum

Participate in scheduled meetings, networking experiences and informal discussions throughout the event.



Who you'll meet

ReFuel Forum brings together senior leaders in fuel and convenience retail, actively exploring new partnerships, technologies and services. Attendees are selected based on seniority, strategic influence and purchasing responsibility - ensuring conversations remain commercially relevant and decision-led.

Senior decision-makers only

- Heads of Retail
- Convenience Directors
- Heads of Fuel Retail
- Procurement Directors
- Operations Directors
- Commercial & Trading Directors

25-50

participating retailers per forum

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 last beyond the meeting table

We return to ReFuel Forums worldwide, because the quality of leads surpasses any other event. We know what to expect - excellence every time.

VP CHANNEL DEVELOPMENT & SALES, VOLUMATIC

Experience the next ReFuel Forum edition.

Current locations, dates and participation details are available at:
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