



Oil&nonoil Sud: the Right Place at the Right Time

Large and small companies from the car care and fuel retail sector (gas and liquid) have already snapped up 50% of the available exhibition space at Oil&nonoil Sud (18-19 October, Mostra D'Oltremare exhibition centre, Naples)

Oil&nonoil Sud looks like coming up to expectations and is certainly respecting the original project outline. This event, which will take place at the Mostra D'Oltremare exhibition centre on October 18th and 19th, 2009, has already gained, directly and indirectly, the support of the main companies offering products and services for petrol stations and for the car care and car wash sectors.

The main, and new, features of Oil&nonoil Sud are the low price of the ready-mounted stands and the decision to facilitate small operators, which are generally not structured for taking part in events like this. Alongside this growing interest on the part of companies, there is also a widespread interest, generated by word-of-mouth, among station operators, service station operators, car wash professionals, car dealers, and owners of goods and passenger transportation fleets.

A response to market demands

Over 50% of the available exhibition space is already spoken for and the organisers are counting on being "fully booked" before the start of the summer holidays. Many companies see this event as an opportunity to "open shop" for a couple of days and meet a section of the public that they would find it hard to reach through the traditional sales methods and strategies. In the car wash sector, operators, coming face to face with the latest ideas, should be stimulated to replace their old systems, with their high energy consumption levels, inefficient detergent dosing and constant need for intervention to avoid costly downtimes.

Modernising the fuel retail network

Most of the petrol pump manufacturers and service station builders will be present at the Mostra D'Oltremare exhibition centre. Italy's regional administrations are currently drawing up new legislation on the fuel retail network and they, too, are focusing on the need to supply service stations with alternative and less polluting fuels. The growing range of fuels, which includes natural gas and LPG fuel, raises the profile of these operators' activity and calls for modernisation of facilities and equipment.

Throughout the event, two seminar rooms will be given over to meetings and conventions. These will range from discussions on the development of the fuel retail network to a meeting on "biofuels" (biodiesel, bioethanol and bio natural gas), organised by Energethica. On Monday, October 19th, there will also be a meeting on business strategies geared at making savings at all levels of the car-wash pipeline: system, detergents and waste water treatment.