

2025: a grand cru of collaboration

As I reflect on 2025, I am reminded of the optimism and ambition I shared with you in last year's address. In 2024, we celebrated record growth, new Board appointments, and a vibrant conference in Porto. This year, we have not only sustained that momentum but have taken significant steps forward – together.

Our annual conference in Athens was a resounding success, bringing together more delegates than ever before. The city's rich history and dynamic energy provided the perfect backdrop for our discussions on the future of mobility and standards. The event featured thought-provoking keynotes, interactive workshops, and invaluable networking opportunities, reinforcing IFSF's role as a global leader in forecourt innovation.

Building on the "excellent vintage" of 2024, we welcomed 10 new member organisations in 2025, including major retailers and technology providers from Europe, Africa, the Middle East, and the USA. I am especially pleased to highlight that two leading fuel retailers, Tesco and TradeX, joined IFSF this year as Associate Members, further strengthening the retail voice within our community. This expanding membership reflects our growing international relevance and the diversity of expertise within IFSF.

This year also saw important changes in our Board of Directors. We welcomed Rob Zoon (Q8) and Leif-Petter Stromme (Circle K) as new Board members, succeeding Peter Lambrechts and Nils Gilje. These transitions ensure both continuity and fresh perspectives for our association.

2025 saw the launch of new API Simulator tools for the Controlling Device, Price Pole, and Tank Gauge, as well as the publication of updated API standards for Dispenser, Price Pole, and Tank Gauge. We also delivered significant enhancements to our Payment standards, supporting the industry's transition to new payment methods and regulatory requirements.

Our horizon scans on Cloud Platforms and Multi-Services at Sites identified new opportunities for flexible, scalable deployments. The Reference Architecture for Value Added Services was updated, and our 2026–2028 roadmap was refreshed to align with members' evolving priorities.

IFSF's presence at international events, including Forecourtech and Petroleum Istanbul, has strengthened our partnerships and extended our influence. Our working groups have continued to deliver, with new standards for Pricing and Wet Stock Management in development.

In my 2024 address, I emphasised the importance of active member participation and collaboration. This year, your engagement has been the driving force behind our achievements. The dedication of our working groups, the enthusiasm at our events, and the willingness to embrace change have all contributed to another exceptional year for IFSF.

A very special thank you goes to our IFSF team, so ably led by Carl Jones. Their professionalism, commitment, and tireless work behind the scenes are essential to

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By François Mezzina,
President, IFSF



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IFSF's ongoing success. The progress we celebrate would not be possible without their expertise and dedication.

As we prepare for 2026, our focus remains on enhancing our ways of working, delivering practical tools and standards, and ensuring that IFSF

continues to meet the real-world needs of our members. I encourage everyone to stay involved – your insights and contributions shape our collective success.

Thank you to all members, contributors, sponsors, and partners

for your commitment throughout 2025. Together, we are building on the strong foundation of previous years and embracing the opportunities ahead. I wish you and your families a joyful holiday season and a prosperous New Year.

IFSF 2025 Annual Conference: Athens hosts a landmark gathering on fuel retail's digital future

Athens, Greece – November 2025

The International Forecourt Standards Forum (IFSF) Annual Conference returned this year with a powerful message: the future of fuel and convenience retail lies in interoperability, digitalisation, and industry standards. Held at the Athens Marriott Hotel from 4–6 November 2025, the event brought together global leaders, innovators, and technical experts to explore how the energy transition and digital transformation are reshaping the connected forecourt.

Setting the stage

Pre-conference communications had promised a packed agenda of thought-provoking sessions, networking opportunities, and distinguished speakers. The event delivered on all fronts, with members and non-members alike engaging in discussions that spanned artificial intelligence, payments, mobility, and the evolution of standards.

Networking highlights included a rooftop welcome reception at the Playroom and a private tour and dinner at the Hellenic Motor Museum,



offering delegates both cultural immersion and informal opportunities to connect.

Keynote themes and presentations

AI in Retail Operations: Dr. Richard Davis (Inference Group) demonstrated how AI agents and tools like Copilot can transform workflows, from policy drafting to predictive customer offers. His keynote stressed the importance of context and structured data, while showcasing rapid prototyping and automation use cases.

Retail Reinvented: Stelios Panaretos (Motor Oil Group) highlighted disruptive innovations across Greece's retail networks, including autonomous stores, smart lockers and loyalty-driven customer engagement. His vision of stations as dynamic hubs underscored the convergence of physical and digital experiences.





Value of Standards: Paolo Magnoni (Shell Mobility) reinforced the role of IFSF standards in reducing costs, simplifying implementation, and enabling flexible integrations. His remarks pointed to the evolution from forecourt standardisation to broader interoperability across mobility services. Cristian Balulescu (Petrosol) explained how IFSF standards had enabled his company to deliver projects 3 to 4 times faster and were significantly more stable than the proprietary alternatives.

Payments and APIs: Juha Sipila (CGI) presented lessons from the Closed LoopPayment API, stressing agility, open-source approaches, and integration with EV charging use cases. Alessia Vita (Banca d'Italia) outlined the Digital Euro project, positioning it as a European-wide initiative to reduce fees, enhance privacy, and create a "digital banknote" for future payments.

Panels and discussions

Bridging the Protocol Gap: Mirko Spagnolatti (Fortech) moderated a panel on transitioning from legacy systems to IFSF APIs. Industry leaders debated the cost of change, considering the widescale adoption



and high stability of existing systems and the need for education and success stories to drive adoption of the new APIs.

EV Charging Payments: Ian Brown (IFSF EFT Lead) convened a panel with Mastercard, EMVCo, and ChargePoint to tackle fragmented EV payment systems. Discussions centred on plug-and-charge adoption, fleet management data, and fraud prevention, with consensus that interoperability is critical for scaling EV infrastructure.

LON Chipset Sunset: Michel Hinfelaar (Haia Group) addressed the end-of-life of the Neuron chip, a cornerstone of IFSF LON systems. With ~50,000 European sites impacted, mitigating actions and potential long term solutions were explored, though certification challenges remain.

Workgroup updates and roadmap

EFT: New use cases for incremental authorisation and two-factor authentication standards along with a new API Security standard.

Forecourt: APIs for dispensers, tank gauges, and price poles, aligning with legacy functionality.

Wet Stock Management: Real-time monitoring APIs leveraging cloud platforms.

Strategy: Jon Thompson (IFSF Strategy Manager) unveiled the 2026–28 roadmap taking input from the horizon scans into multi-services at site and cloud platforms. He also



announced the launch of the first set of OpenRetailing API simulator tools.

Sponsors and industry support

Platinum sponsors Printec and Petrosol reaffirmed their commitment to open standards and digital transformation. Mastercard sponsored the museum tour and dinner, highlighting its role in enabling seamless payment experiences across fuel and EV sectors. Unicode Systems enrolled as a Gold sponsor, showcasing its long-standing expertise in petrol station IT solutions.

Conclusion

The 2025 IFSF Annual Conference in Athens underscored the sector's pivot toward interoperability, AI-driven innovation, and standardisation. With pressing challenges like EV charging payments fragmentation and chipset obsolescence, the event highlighted both the urgency and opportunity for collaboration.

As Jon Thompson noted in his presentation, the next three years for IFSF will be critical in delivering a roadmap that embraces cloud, mobile, and multi-service ecosystems – ensuring that the connected forecourt remains resilient, scalable, and customer-centric.

IFSF Work Groups Update

EFT Work Group

The Work Group has delivered a number of significant updates to the standards this year including:

- An update to the [P2F](#) and [H2H](#) standards to add support for incremental authorisations. These are required to support payment for EV charging.
- The creation of a new security standard (Part 4-51) for encrypting secure objects within a payment API. This provides the necessary support to anyone using the Merchant Initiated or Issuer Initiated [Closed Loop Payment API](#).
- A new [Two Factor Authentication API](#) which allows merchants to authenticate cardholders when making a web browser purchase.

In addition, the WG has published a draft [white paper](#) on the use of IFSF, OCPI and OCPP standards to manage EV pricing and payment reconciliation. And it has started a review of Plug and Charge to establish what impact this may have on IFSF standards.

POS-EPS Work Group

Work this year has focussed on finalising version 2 of the standard. A final draft for review is expected to be released shortly. The latest draft is [here](#). Enhancements in v2 include:

- Support for swipe ahead
- Support for the POS to drive the line-item display
- Enhancements to various data objects
- Improvements to the connection and heartbeat process

Loyalty Work Group

A final draft of this new standard is expected to be released shortly. The latest draft is [here](#). Functionality in the first release includes the ability to:

- Get an account status and points balance
- Submit a basket to earn points
- Get rewards available for a basket
- Redeem rewards
- Reserve rewards and advise on rewards redeemed

API Work Group

The Work Group has delivered a number of significant updates to the standards this year including:

- New version of specification validator program (used to validate the API's against the design guidelines).
- Data dictionary version 2.0 ([Part 1-02](#)), including; adding the possibility to add the status of an alarm to the alarm message, promotion of additional elements, types and objects to data dictionary for Mobile Payment and several other additions) Due to the adaptations to American English this needed to be a full new version.

Mobile Work Group

The Work Group has delivered a new version 2.0 of the Mobile standard ([Part 4-26](#)).

Version 2.0 standard includes:

- Outside Post-Pay for fuel with or without using Loyalty rewards
- Purchase at a fueling point on the retail site forecourt with or without using loyalty rewards.

- Inside pre-pay for Fuel and/or non-fuel items inside a convenience or retail fueling site store
- Buy a carwash code on site

Forecourt Work Group

The Work Group has delivered a number of significant updates of and new standards this year including:

- [FDC XML v2.1.3 Part 3-70](#) (update to be published soon on the IFSF website)
- [Price Pole API v1.0 Part 4-65](#)
- [Tank Level Gauge API v1.0 Part 4-70](#)
- [Common Forecourt Database v1.0 Part 4-60](#)
- [Dispenser API v1.0 Part 4-80](#)
- [Site Asset API v2.0 Part 4-08](#)

Car Wash Work Group

The latest draft is [here](#). Functionality in the first release supports the following:

- CarWash (CW) trx exchange
- Reserve and authorize washing point for a specific Controlling Device
- Change Price on CW device
- Request and validate CW code
- Wash execution
- Tender sale

Wet Stock Management Work Group

A final draft of this new standard is expected to be released very shortly. The latest draft is [here](#). Functionality in the first release supports the following:

- Reporting fuel stock and movements
- Enables real-time data access via Site Agent API
- Based on IXRetail XML, modernized with JSON & OpenAPI 3.0
- Integration with existing forecourt systems

Pricing Work Group

This Work Group started recently and is working the use cases at the moment. The drafts can be found [here](#).

Conexxus and IFSF release new OpenRetailing API simulator software tools

Conexxus and the International Forecourt Standards Forum (IFSF) proudly announce the release of three new API Simulator Tools, marking an important milestone in the evolution of forecourt and convenience retail technology. These are the first OpenRetailing API-based tools of their kind and join a proven portfolio of non-API simulators that have supported IFSF members for many years.


The newly developed API Price Pole Simulator Tool and API Tank Gauge Simulator Tool are offered alongside the API Controlling Device Simulator Tool, enabling developers to test integrations at both ends of an API interface. Together, these tools enhance the ability of system providers and integrators to conduct robust, end-to-end validation of solutions built to OpenRetailing standards.



API Controlling Device Simulator v1.0
Simulates the API responses from a controlling device for TLG/PP (1-year license)

£1,500.00


Add to basket



API Price Pole Simulator v1.0
Simulates the API responses from a price pole (1-year license)

£1,000.00

Add to basket



API Tank Gauge Simulator v1.0
Simulates the API responses from a tank gauge (1-year license)

£1,000.00

Add to basket

Linda Toth, Managing Director of Conexxus:

'These tools mark a significant step forward in the practical implementation of OpenRetailing APIs. By giving developers a faster, more reliable way to validate interoperability, they strengthen the foundation for innovation across the industry.'

Available for purchase by both Conexxus and IFSF members, the tools are designed to streamline the testing and deployment of API-based solutions. Their release represents a major step forward in the practical adoption of OpenRetailing standards, reinforcing the shared commitment of

both organisations to deliver future-ready solutions for the global forecourt ecosystem.

Carl Jones, Chair of IFSF:

'Through our continued collaboration with Conexxus, we're providing members with powerful, accessible tools that will make OpenRetailing integration more efficient and reliable. This is an important step towards helping our industry fully embrace the API-driven future.'

More simulator tools supporting additional site functions are already in development and will be announced in due course.

Welcome to our new member:



PETRONICS

IFSF Roadmap

Thank you to those who provided feedback at conference on our proposed 2026-28 roadmap of initiatives. We are delighted to announce that the new roadmap has been published following review by the IFSF Board, who have also agreed associated budgeted plans.

As a reminder, the roadmap is a 1-page view of our planned activities, aligned with our IFSF Strategy, and shared with members to make clear our intentions but also to solicit feedback. It shows the prioritized Focus Areas where we see the need for work on standards and software tools, and illustrates the approximate timeline for initiatives over the next three years. Initiatives undertaken jointly with Connexus are shown.

Data and Payments focus areas continue to be strong priorities going forward, taking much of our capacity. This includes Data Dictionary improvements and work

on site facilities reporting and sales performance API standards. Of particular note is our intention to make updates to the POS-EPS API standard to make it more compatible with the IFSF POS-EPS XML standard and to develop an implementation guide. With a lot of API conversion work done in the last couple of years, we intend to pilot API certification in 2026 and develop further simulator tools in 2027 and beyond, including potentially a mobile payment simulator. We're also continuing to find ways to make the conversion to APIs easier for our members and hope to be able to share our plan for a LON-API Converter by mid-2026.

Your feedback is always very welcome and ensures our work aligns with members' requirements. While most feedback received has helped to refine and clarify the descriptions for each initiative, there have been a few additions including a new Payments and Loyalty initiative for A2A

Payments in 2027. This was a topic covered in one of the 2024 Horizon Scans, which assessed the potential SEPA impacts on IFSF standards and concluded that a future re-assessment would be needed.

For those of you yet to take a proper look at the roadmap, please let me encourage you to do so and provide your feedback to me jon.thompson@ifsf.org. The graphic has been designed to make it easy to drill down on the Focus Areas and Initiatives to see descriptions that provide details of the work planned.

We will be issuing a mid-year update, showing our progress and where changes have been made, and we will once again provide a stewardship at conference next year. This is all part of our commitment to members to ensure that we are progressing the work members have told us they want. I look forward to your feedback!

<https://ifsf.org/ifsf-roadmap/>

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