

## IFSF 2025 Annual Conference Preview



### Fuelling a Connected Future

Marriott, Athens  
4-6 November 2025

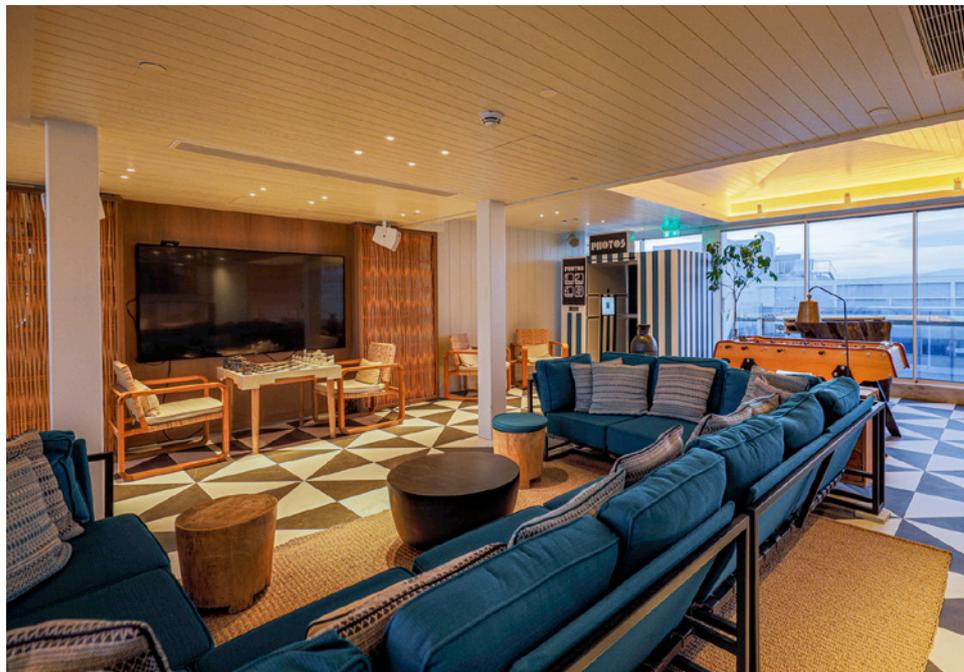
The 2025 IFSF Annual Conference promises to be a key event for fuel and convenience retail professionals navigating the sector's dynamic digital and energy transition landscape.

Taking place in the vibrant city of Athens, the conference will explore the power of standardisation to drive operational efficiency and enhance digital integration in a global fuel and convenience ecosystem that is becoming increasingly interconnected.

### Networking & Dinner Events

4 November 18:30-20:00 - Rooftop Welcome Reception at the Play Room

Set against the urban skyline, the opening evening begins with a stylish rooftop networking reception at the Play Room, located on the top floor of the Athens Marriott. This contemporary space boasts



The Play Room, Athens Marriott.

spectacular views and a chic atmosphere – perfect for informal conversation, relaxed reconnection, and building new partnerships. Guests will enjoy refreshments in a relaxed yet elegant setting to mark the start of two days of collaboration and insight.

5 November 18:00-22:00 - Conference Dinner & Tour at the Hellenic Motor Museum

The following evening offers an unforgettable experience at the prestigious Hellenic Motor Museum, an exclusive venue unlike any other. Set among a captivating collection



The Hellenic Motor Museum.

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of rare vintage automobiles, the event promises an atmosphere where history, luxury, and innovation meet.

Each floor of the museum offers a sophisticated event setting, complemented by a guided tour and a bespoke dining experience catered by Atene Catering. With distant views of the Acropolis, this is a truly elevated setting to connect and converse with global peers.

These two remarkable evenings are designed not only to provide unforgettable experiences, but also to encourage the informal networking and relationship-building that lie at the heart of IFSF's mission.

## Speakers & Sessions

Stay tuned for the full agenda, which will include expert speakers from across the globe discussing:

- **The future of fuel retail in a changing energy economy**
- **The role of standards in scaling digital solutions**
- **How innovation and integration are transforming retail operations**
- **Customer experience in the age of connected mobility**

The IFSF 2025 Annual Conference welcomes a distinguished lineup of speakers, each bringing their unique expertise and perspectives on the future of fuel retail, digital innovation, and enterprise technology.

The full speaker line-up is being finalised as we go to print, and on the right is just a taste of what you can expect.

### **Stelios Panaretos** IT Retail Manager, Motor Oil Group

Stelios is a multi-award-winning leader in IT and digital transformation, currently managing IT strategy for over 650 fuel and convenience retail sites across multiple countries. With a career spanning 35+ years and over 18 countries, his expertise lies in delivering sustainable innovation at scale in complex retail environments.



### **Dr. Richard Davis** CEO of Inference Group

Richard is a world leader in machine learning and is a regular keynote speaker at international conferences on the use of AI in industry. He has a keen understanding of the strategy required to deliver data driven and analytics first business. He is widely recognised for leading high-impact AI initiatives and was named Implementer of the Year 2023 at the AI Summit, in addition to being featured in the DataIQ100 list of influential data leaders. Prior to Inference Group Richard was Chief Data Officer at Ofcom where he was responsible for enabling data and AI capabilities.



### **Iraklis Christodoulakis** Bizwire Product Manager, Printec Group

With more than 30 years in the petroleum industry, Iraklis has been at the forefront of major fleet card



payment projects across Europe and Africa. As Product Manager of Printec's Bizwire solution, he drives innovation in payment systems, leveraging IFSF standards to meet the evolving needs of fuel retailers.

### **Cristian Balulescu** Founder & Business Development, Petrol Solutions

Cristian brings over two decades of hands-on experience delivering integrated enterprise software to the fuel and retail sectors. Under his leadership, Petrol Solutions has implemented scalable platforms that enhance operational efficiency for major industry players across Romania and the Southeast Europe region.



### **Juha Sipilä** Senior Consultant at CGI

Juha Sipilä has over 20 years of experience in the payments industry, primarily within the energy retail sector. Beginning his career as a developer, Juha has since held diverse roles in business analysis, consulting, and solution architecture. He currently serves as the lead architect responsible for the card authorisation system of a major fuel card issuer. In addition to his client-facing work, Juha has been an active contributor to the IFSF work groups for more than a decade. He is also the original author of the API that served as the foundation for IFSF's Merchant Initiated Payment API standard.



**Further speakers to be  
announced soon!**

## Sponsorship Opportunities

Want to position your brand at the forefront of digital transformation in our industry? Become a sponsor and benefit from:

- Prime visibility through digital marketing and across event venues
- Dedicated presentation or exhibitor opportunities
- Direct access to senior stakeholders and decision-makers

You'll be joining existing sponsors who are already benefiting from working closely with our conference team to showcase their products, services and expertise. We look forward to supporting them in enriching the conference experience for all delegates.

### Platinum Sponsor: Printec

 Printec is a leading provider of technology solutions that improve the way people interact in the banking, retail, and petroleum sectors. With operations in 23 countries across Central and Eastern Europe, Printec delivers secure and innovative customer experience technologies, including payment automation, self-service systems, and retail solutions. Their sponsorship of the IFSF Conference underlines their dedication to open standards and the digital transformation of forecourt and retail environments.

### Platinum Sponsor: Petrosol

 Petrosol is a trusted provider of advanced forecourt and retail solutions, specialising in the integration of point-of-sale, back-office, and payment technologies. With a deep understanding of the fuel and convenience retail market, Petrosol helps operators optimise site performance, improve customer experiences, and enhance operational efficiency. Their support of the IFSF Conference reflects their commitment to open standards, innovation, and long-term collaboration within the fuel retail ecosystem.

### Dinner Sponsor: Mastercard

 Mastercard is a global technology leader in the payments industry, empowering billions of consumers, businesses, and governments through secure, seamless, and innovative financial solutions. As mobility and retail payments converge, Mastercard is at the forefront of enabling frictionless, real-time payment experiences in the fuel and EV sectors. Their support of the IFSF Conference dinner highlights their commitment to shaping the future of smart, interoperable payment solutions in the connected forecourt environment.

To learn more about tailored sponsorship packages, [check out the website](#) or contact [admin.manager@ifsf.org](mailto:admin.manager@ifsf.org).



## Registration & Hotel Booking

[Register now](#) to secure your place.

**A limited block of rooms** has been reserved at the Athens Marriott Hotel, located on Syngrou Avenue – within walking distance of the Stavros Niarchos Foundation Cultural Centre and the Athenian Riviera.

With spa-inspired bathrooms, sleek workspaces, plush bedding, and exclusive access to the M Club for premium guests, the hotel offers contemporary luxury and outstanding business facilities. Enjoy Mediterranean cuisine at Made in Athens, or indulge in panoramic views and fusion flavours at e&o Athens rooftop.

100 rooms have been reserved at the discounted rate of 160 euros per night including buffet breakfast, VAT and municipality taxes. Please be aware that 25% of the daily unreserved rooms will be reduced on 16th August 2025 and so it is advisable to book as soon as you can.



# End of Life Announcement for FT6050 and FT5000 Chipsets

We'd like to bring to your attention a significant development that may affect many forecourt systems across the industry. In March 2025, Renesas announced the End of Life (EOL) for its FT6050 and FT5000 chipsets—core components in devices using the IFSF/LonWorks communication platform. The last opportunity to purchase these chipsets will be in September 2025.

These components are widely embedded in site systems, dispensers, POS units, and controller devices. Their discontinuation could have long-term implications for operations relying on legacy infrastructure.

## What this means for you

With these chipsets nearing EOL, now is the time to assess your infrastructure and explore possible transition strategies—particularly toward TCP/IP-based architectures. However, it's important to keep in mind existing limitations, such as twisted-pair cabling and proprietary field protocols, which may impact upgrade options.

## Industry engagement underway

IFSF is actively engaging with site system suppliers within our community to understand the scope of the impact and identify mitigation plans. Questionnaires are being distributed to gather insights from stakeholders, and we will share relevant findings as they become available.

## Alternative solutions being explored

A number of vendors have begun outlining how they plan to support customers through this transition:

- **Gesytec:** Their Easylon+ series is based on a proprietary LON platform and does not use FT chipsets.
- **Calon Controls:** Offering serial-to-IFSF/LON and serial-to-IFSF/IP interfaces that match existing form factors and pin layouts. While these currently use FT chipsets, Calon has secured enough supply to maintain production for approximately two years—though this cannot be guaranteed.
- **EnOcean:** Has built up inventory of the affected chipsets, aiming to continue support for an estimated five years, based on current demand. Again, this time frame is not guaranteed.

Please note that IFSF does not endorse any particular provider but is committed to sharing updates that may assist members in making informed decisions.

## We want to hear from you

If you have any questions, concerns, or recommendations as we navigate this change, we welcome your input.

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Welcome to our new members:

**Nayax** **oyslans**<sup>®</sup>



**TESCO**

# 2025 CONFERENCE



# FUELLING A CONNECTED FUTURE

THE FUTURE OF MOBILITY:  
FUELLING A SEAMLESSLY CONNECTED ECOSYSTEM

MARRIOTT HOTEL | ATHENS  
4-6 NOVEMBER

**HAVE YOU REGISTERED YET?**

FOR FURTHER INFORMATION, VISIT:  
[WWW.IFSF.ORG/2025-ANNUAL-CONFERENCE](http://WWW.IFSF.ORG/2025-ANNUAL-CONFERENCE)

