IFSF 2025 Annual Conference:
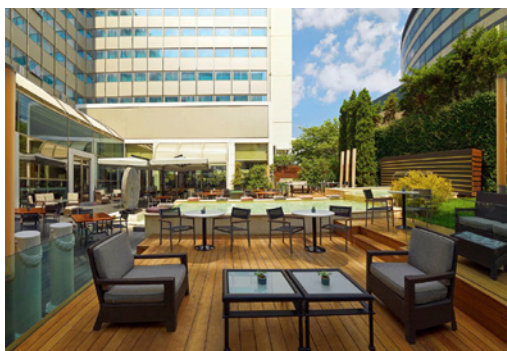## Fuelling a Connected Future

Athens, Greece | 4th-6th November 2025 | Athens Marriott Hotel

The IFSF 2025 Annual Conference is shaping up to be one of the most influential gatherings for the global fuel and convenience retail sector. Taking place in the heart of Athens, the event will bring together industry leaders, innovators, and technical experts to explore how the energy transition, digitalisation and standards are reshaping the connected forecourt of the future.

With a packed agenda of thought-provoking sessions, networking opportunities, and a distinguished lineup of sponsors and speakers, the conference will highlight how collaboration and innovation can deliver scalable, interoperable, and customer-centric solutions.

Spotlight on Speakers

The 2025 programme features a diverse set of industry experts covering Mobility, Artificial Intelligence, Payments and Digital Transformation.

Beyond the Hype: Thinking Machines and the AI Agents Fuelling Our Future

Dr. Richard Davis – CEO, Inference Group - A globally recognised AI leader, Dr. Davis brings deep expertise in digital and data transformation. His keynote will focus on practical applications of AI for operational efficiency and customer experience.

Retail Reinvented: 'Sites at the Speed of a Click' capturing the future of mobility and convenience

Stelios Panaretos, IT Retail Manager at Motor Oil Group, will focus on where the physical and digital worlds converge, transforming stations into dynamic destinations that anticipate customer needs, powered by data, AI, and seamless connectivity.
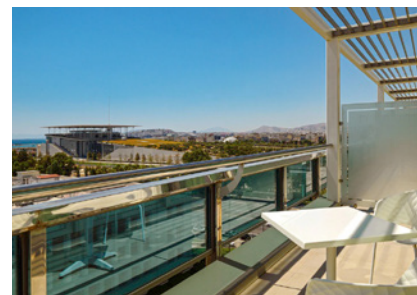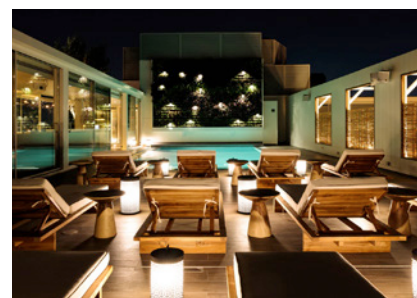
Connected by design - Standards break down borders

Iraklis Christodoulakis, Product Manager at Printec Group, will share his experiences from the past 15 years of expanding their fleet card acceptance system across SE Europe, including how they used IFSF standards to ensure successful and timely completion of projects in a demanding and heterogeneous environment.

Shell Mobility: Adopting Standards, an Evolving Journey

Paolo Magnoni, Lead Architect at Shell Mobility, will share the experience of Shell Mobility, from the inception and adoption of standards, to a newer state where speed to market and modern integration redefine the landscape, to the curious question of what to expect next.

Also in this issue...

Spotlight on Speakers

(Continued)

EV Charging Payments: Standardizing the Wild West

Ian Brown, IFSF EFT Lead, will lead a panel discussion on the challenges of fragmented EV charging payment systems for fleets and consumers. The panel which will include **Olivier Sanrey** from Mastercard, **Holger Kunkat** representing EMVCo and **Andreas Blin** from ChargePoint will discuss how IFSF, OCPI, eMSPs, CPOs, and payment networks can align to support secure, interoperable, and data-rich transactions.

Forging a Future Standard: What We Learned From Creating the Payment API

Juha Sipila, a Senior SME Consultant at CGI and the original author of IFSF's Merchant Initiated Payment API, will present the background and original motivation for developing the API, some pitfalls and lessons learned from the early implementations and what this could mean to future development of API based standards.

The Digital Euro Project

Alessia Vita, Deputy Head of the Regulatory, Research and Technical Support Team at Banca D'Italia, will focus on the Digital Euro project, exploring its progress, possible regulatory foundations and potential to enrich the future of payments across Europe.

From Legacy to Longevity: Solutions for the LON Chipset Sunset

Michel Hinfelaar, Senior Consultant and owner at Haia Group, will summarize the FT6050/FT5000 end-of-life and what it means for forecourt systems across the industry. What is the current problem? Who is most impacted? What are today's options?

Bridging the Protocol Gap: Evolving from Legacy Systems to IFSF APIs

Mirko Spagnolatti, Business Development Director at Fortech, will lead a panel discussion bringing together distinguished industry leaders to examine challenges and opportunities in enhancing interoperability and standardisation.

Driving Efficiency Through Standards: How IFSF Simplified Retail System Implementation for a Top Regional Oil & Gas Player

Cristian Balulescu, Founder & Business Development Director at Petrol Solutions, will explore how interoperability and collaboration can streamline operations at scale, demonstrating the value IFSF can bring to a retail implementation.

Workgroup Updates

Morten Raaby, General Manager at Titan Cloud Software, **Kees Mouws**, IFSF Projects Manager and **Ian Brown**, IFSF EFT Lead will update on the latest workgroup activities, including TitanCloud's adoption of the new Wetstock Mgt APIs.

IFSF Reference Architecture, Horizon Scans & Roadmap 2026-28

Jon Thompson, IFSF Strategy Manager, will provide an overview of the work done in 2025 to advance the IFSF reference architecture. The results of two horizon scans into Multi-Services and Cloud Platforms will be shared and implications for IFSF made clear in the 2026-28 IFSF roadmap.
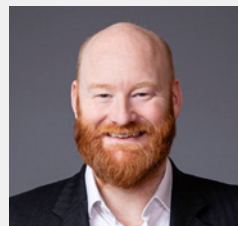
Our 2025 Conference Speakers

Cristian Balulescu

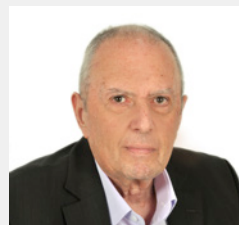**Andreas Blin**

Ian S Brown

Iraklis Christodoulakis
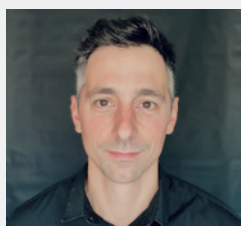
Dr Richard Davis

Michel Hinfelaar

Paolo Magnoni

Kees Mouws

Stelios Panaretos
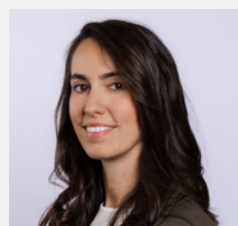
Morten Raaby

Olivier Sanrey

Juha Sipilä

Mirko Spagnolatti

Jon Thompson

Alessia Vita

Networking & Dinner Events

**4th November 2025 - 18:30 - 20:00
Rooftop Welcome Reception
at the Playroom**

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

**5th November 2025 - 17:30 - 22:00
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 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 provided 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.

The Hellenic Motor Museum.

Registration & Hotel Booking

Register now to secure your place: **registration**.

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 Athen's rooftop.

Visit the IFSF website for more information.

FORUM

IFSF Conference Programme

4th November 2025

START	TOPIC
18:30	Networking Reception at The Playroom Rooftop Bar at the Marriott Hotel

Day One: 5th November 2025

START	TOPIC	SPEAKER
09:00	Welcome & Introduction	Carl Jones - IFSF
09:10	**Beyond the Hype: Thinking Machines and the AI Agents Fuelling Our Future**	Richard Davis - Inference Group
09:50	Networking break	
10:00	**Retail Reinvented: Sites at the Speed of a Click**	Stelios Panaretos - Motor Oil Hellas
10:40	Coffee Break	
11:00	**Connected by design: Standards break down borders**	Iraklis Christodoulakis - Printec
11:40	Networking break	
12:00	**Shell Mobility: Adopting Standards, an Evolving Journey**	Paolo Magnoni - Shell
12:40	Lunch	
14:00	**EV Charging Payments: Standardising the Wild West**	Ian Brown - IFSF Olivier Sanrey - Mastercard Andreas Blin - ChargePoint Holger Kunkat - EMVCo
14:40	Networking break	
15:00	**Forging a Future Standard: What We Learned From Creating the Payment API**	Juha Sipila - CGI
15:40	Coffee Break	
16:00	**The Digital Euro Project**	Alessia Vita - Banca D'Italia
16:40	CLOSE	

17:30	**Private guided tour of the Hellenic Motor Museum followed by dinner**	

Welcome to our new members:

SPYRIDES SA

Tradex
Vous êtes chez vous

EPSILON FUELPRO

Day Two: 6th November 2025

START	TOPIC	SPEAKER
08:00	Welcome & Introduction	Carl Jones - IFSF
08:05	**From Legacy to Longevity: Solutions for the LON Chipset Sunset**	Michel Hinfelaar - HAIA
08:45	Networking break	
09:00	**Bridging the Protocol Gap: Evolving from Legacy Systems to IFSF APIs**	Mirko Spagnolatti - Fortech Peter van Nauw - DFS
09:40	Coffee Break	
10:00	**Driving Efficiency Through Standards: How IFSF Simplified Retail System Implementation for a Top Regional Oil & Gas Player**	Cristian Balulescu - Petrosol
10:40	Networking break	
11:00	**IFSF Work Groups Update**	Ian Brown - IFSF Kees Mouws - IFSF Morten Raaby - TitanCloud
11:40	Coffee Break	
12:00	**IFSF Reference Architecture, Horizon Scans & Roadmap**	Jon Thompson - IFSF
12:40	**Closing Summary**	Carl Jones - IFSF
13:00	Lunch and leave	

Special thanks to our sponsors

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 and innovative financial solutions. As mobility and retail payments converge, the company is driving frictionless, real-time payment experiences across fuel and EV sectors. Sponsoring the IFSF Conference dinner reflects Mastercard's commitment to advancing smart, interoperable payment solutions in the connected forecourt environment.

Gold Sponsor: Unicode Systems

Complex IT Solutions for Petrol Stations - With over 30 years of experience, Unicode Systems is a leading provider of information systems for petrol stations and charging points in the Czech Republic and more than ten European countries. The company specialises in developing and implementing reliable, high-quality solutions that enhance the productivity and competitiveness of petrol stations, backed by comprehensive technological and IT support.

We still have availability for Silver and Networking Reception sponsor packages. If you'd like to learn more, check out the **sponsor brochure** on our site or contact **admin.manager@ifsf.org**

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