



7TH INTERNATIONAL CONFERENCE
14-15 APRIL 2010, MOSCOW, EUROPEAN SQUARE, 2, RADISSON SAS SLAVYANSKAYA HOTEL

MODERN PETROL STATION: MOTOR FUELS MARKET IN RUSSIA. KEY TRENDS, EQUIPMENT, PETROL STATIONS OPERATION



THE ORGANISER

Современная АЗС

OFFICIAL SUPPORT



РОССИЙСКИЙ
ТОПЛИВНЫЙ СОЮЗ

CONFERENCE PARTNER

expertek IBS

- ★ The credit crunch impact on the retail chains operations in Russia: compared analysis of several independent operators experience as well as petrol stations operated by vertically integrated oil companies
- ★ The state authorities views on the existing mechanisms of Russia's domestic motor fuels market pricing
- ★ The problems of small and middle size business relations in Russia's fuel retail sector
- ★ Equity ownership changes in Bashkortostan Autonomy fuel sector and its impact on the motor fuels market, it's current state and activity analysis, 2010 forecast
- ★ The state and analysis of Russia's wholesale and retail motor fuels markets, 2010 forecast
- ★ Changes and particularities of the legislation in Russia's motor fuel sector

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14 APRIL, DAY 1

8.30 - 9.30 Registration.

WELCOME COFFEE

9.30 - 11.00 CONFERENCE OPENING

FIRST SESSION: 2009 motor fuels market development analysis. 2010 forecast

1. Russia's motor fuels market development in 2009 analysis
2. Russia's motor fuels retail market situation, its driving forces and dynamics
3. The credit crunch impact on the retail chains operation: comparison of independents and vertically integrated companies' retail chains operation.

11.00 - 11.30 COFFEE BREAK

11.30 - 13.00 SECOND SESSION

Domestic market: specifics of the pricing policies

1. State authorities on the pricing mechanism on Russia's domestic motor fuels market
2. Specifics of the formula pricing mechanism
3. Fuel exchange pricing mechanism aspects
4. Independent operators on the motor fuels pricing mechanism

13.00 - 14.00 LUNCH

14.00-15.30 THIRD SESSION

Largest operators' strategies

1. Oil companies development strategy in 2010
2. Relationship between the vertically integrated companies and independent operators
3. Motor fuel retail chains development in the period of economic downturn
4. The aspects of relations between the small size and middle sized motor fuel business in Russia.
5. Equity ownership changes in Bashkortostan Autonomy fuel sector and its impact on the motor fuels market, it's current state and activity analysis, 2010 forecast (*OMT Consult representative*)

15.30-16.00 COFFEE BREAK

16.00-17.30 FOURTH SESSION

New technologies for boosting motor fuel retail outlets profitability

1. Pros and contras of motor fuels accounting in mass units
2. Modern motor fuel commercial accounting systems. OPW company innovative solutions for the markets in Russia and other post-soviet countries (*Denis Pokrovsky OPW Russia, CIS and the Baltic countries executive director*)
3. Automation systems for the petrol stations
4. Attracting and retaining clients at petrol stations





SPECIAL GUESTS

18.00 TRANSFER TO THE NIGHT CLUB

Coaches to be served to the hotel central entrance

19.00 GALA DINNER

- KREMATORY legendary rock band show
- Show must go on? Show goes on!!!
- Whisky testing from the conference partners



МЕСТО ВСТРЕЧИ



ИЗМЕНИТЬ НЕЛЬЗЯ

ШОУ-БАЛЕТ





15 APRIL , DAY 2

9.30 - 10.00 WELCOME COFFEE

10.00 - 11.00 FIRST SESSION

The state of the motor fuels market and development forecast

1. Dynamics and analysis of the motor fuels consumption in Russia in 2009, 2010 forecast.
2. The state and analysis of Russia's wholesale motor fuels market, 2010 forecast (*Kortez pricing agency representative*)
3. The state and analysis of Russia's retail motor fuel market, 2010 forecast (*KK VergenGroup*)
4. The state and development forecast for Russia's domestic LPG market

11.00 - 11.30 COFFEE BREAK

11.30 - 13.00 SECOND SESSION

The legislative aspects of the motor fuels retail chains operation

1. Changes in Russia's administrative and criminal codes increasing penalties for the violations of the technical regulation "On requirements to the gasoline, diesel and bunkering fuels, jet and heating oil"
2. Unification of the maximal indicators for the gross vehicle weight (GVW) and axial load regulated by Russia's "Abnormal and heavy cargoes automotive shipments instruction" (approved by Russia's Ministry of transportation order #1146 on 27 May 1996) with the EU standards and regulations, an outlook for simplifying special permissions obtaining procedure.
3. Current problems of the motor fuels sector technical regulations and their viable solutions
4. Controlling agencies authorized to inspect petrol stations, authorities' rights and duties.

13.00 - 14.00 LUNCH

14.00-15.30 THIRD SESSION

Quality of motor fuels

1. Development and promotion of the new branded fuels
2. Important aspects of the retail chains motor fuels quality control from tank farm to fuelling nozzle
3. Innovative laboratory equipment for the motor fuels quality control
4. The possibilities of boosting motor fuels commercial qualities with fuel additives

15.30-16.00 COFFEE BREAK

16.00-18.00 FOURTH SESSION

Related business

1. Fast food business at petrol station, project development experience (*Olga Nasonova, Restaurant Consulting company*)
2. Motor fuels retail chains marketing strategies for entering new regional markets in Russian Federation. Promotional programmes and campaigns analysis. (*Yekaterina Gostrova, head of advertizing department*) *Gazenergoset (Gazprom petrol stations chain)*
3. Petrol stations constructions at hypermarkets, construction and operation experience
4. European experience of opening and operating shop at a petrol station

18.00 CONFERENCE CLOSURE

Awarding conference diplomas and catalogues

** This programme is subject to additions and changes*





MODERN PETROL STATION: MOTOR FUELS MARKET IN RUSSIA. KEY TRENDS, EQUIPMENT, PETROL STATIONS OPERATION



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Conference *MODERN PETROL STATION: MOTOR FUELS MARKET IN RUSSIA. KEY TRENDS, EQUIPMENT, PETROL STATIONS OPERATION* offers broad range of sponsorship formats, effectively employed by most of leading operators of Russia's and CIS motor fuels retail markets at the main industry event.



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Official support

Russia's Federal Antimonopoly Service

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PARTICIPATION TERMS

<input type="checkbox"/> Participation in person	Delegate 1	Name		position
<input type="checkbox"/> Participation by mail	Delegate 2	Name		position
<input type="checkbox"/> Participation with an unequipped exhibition area	Delegate 3	Name		position
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Participation form submission deadline is 7 April 2010. Payment deadline is 9 April 2010.

Registration fee

Delegates from the same company	Participation cost (€) in case of payment cleared prior to 1 st April	Participation cost (€) in case of payment cleared after 1 st April
1 st delegate	1050	1150
2 nd delegate	1000	1100
3 rd delegate	950	1050
4 th delegate	900	1000
5 th delegate	850	950

Subscribers to the Modern Petrol Station magazine receive additional discount of € 50

The registration fee covers:

- ★ two days conference participation with lunches, coffee breaks and gala dinner;
- ★ publication of the company information in the conference delegates catalogue;
- ★ conference delegates catalogue and conference presentations collection.

Unequipped exhibition area (2 m²) — € 2 500

- ★ one delegate two days conference participation with lunches, coffee breaks and gala dinner;
- ★ publication of the company information in the conference delegates catalogue;
- ★ conference delegates catalogue and conference presentations collection;
- ★ publication of the advertizing sized ½ of the A4 page in the Modern Petrol Station magazine issue to be distributed at the conference.

Participation by mail - € 650

- ★ publication of the advertizing sized ½ of the A4 page in the Modern Petrol Station magazine issue to be distributed at the conference;
- ★ publication of the company information in the conference delegates catalogue;
- ★ conference delegates catalogue and conference presentations collection.

Important payment information

Payments are to be made in rubles according to the Russia's Central bank rate on the day of payment. Delegates whose companies fail to pay are not to be admitted to the conference hall.

Promotional materials distribution on CDs via insertion into the participants folders - € 300

(all materials ought to be delivered on CD to the organizers office no later than by 5 April 2010)

Participation cancellation

In case of participation cancellation prior to 10 March 2010, the registration fee is to be refunded to the client with an exception of € 300 per delegate. In case of the participation cancellation after the 10 March 2010, no funds are due to be refunded. Delegates substitution is possible at any time and is free of charge.

Conference language — Russian

*All prices are tax inclusive

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