



# AfriFueling **EXPO** 2026

## NAVIGATE THE FORECOURT OF THE FUTURE



FUEL



EV



GARAGE



SHOP



CAFÉ



29 – 30  
SEPT 2026



KICC  
NAIROBI



# WELCOME NOTE FROM THE CONVENER

## Jambo and Welcome,

Following the immense success of our 2025 edition, Fuels for Today and Tomorrow, we spent the last year listening to the market. One truth emerged with absolute clarity: the battlefield for growth, resilience, and customer loyalty has shifted entirely to the Forecourt.

This year, we welcome you to **Afrifueling Navigate 2026**, anchored under the definitive theme: "**Navigate the Forecourt of the Future.**"

The modern forecourt is no longer just a place to pump fuel; it is a dynamic ecosystem. Today, a single site can offer an average of 15 distinct service touchpoints across fuel and non-fuel retail (NFR) segments. Forecourts are rapidly transforming into comprehensive, high-margin lifestyle and retail hubs. In a crowded marketplace, mastering this transition is no longer just an option—it is the ultimate competitive advantage. This transformation will be the absolute centerpiece of our engagement. Whether you are a technology provider, an equipment manufacturer, a convenience stores supplier, a quick serve dining brand, an industry expert, or a pioneer in non-fuel retail, this is your platform.

Over two action-packed days at the iconic **KICC in Nairobi this September 29th – 30th**, Afrifueling Navigate will bring together leading Oil Marketing Companies (OMCs), independent retailers, and stakeholders from across East Africa and the continent. They are coming with an appetite for solutions, ready to connect, collaborate, and sign deals.

The opportunities to **Exhibit, Speak, and Sponsor** are designed to put your brand at the very front of the line. The Afrifueling Navigate team is fully equipped and ready to ensure your participation yields measurable returns. Join us in shaping the landscape of fueling in Africa.

**Karibu Nairobi!**



**John Njogu**

**CEO & National Coordinator**

Petroleum Outlets  
Association of Kenya (POAK)

# AFRIFUELING EXPO 2026

The global retail petroleum industry is at a pivotal crossroad. In the East African region, we are no exception. The **traditional service station** is undergoing a radical metamorphosis, evolving from a simple refueling stop into a multi-energy, high-tech service hub. **AfriFueling Expo 2026** centers on the theme **Navigate**, with a specialized focus on **Forecourt Transformation**.

## Why "Navigate the Forecourt"?

While 2025 explored "**Fuels for Today and Tomorrow**," AfriFueling 2026 is about the **infrastructure of execution**. For service providers, "**Navigate**" represents the opportunity to showcase the tools that will help **OMCs** steer through a landscape of digitalization, transition and diversifying revenue streams.

## The Three Pillars of Forecourt Innovation

### 1. Navigating Infrastructure & the Energy Transition

The **forecourt** is no longer just about **underground tanks and pumps**. This pillar is the stage for providers of EV fast-charging units, Autogas systems, solar integration, and vapor recovery systems.

### 2. Navigating Digital & Payment Ecosystems

The modern customer journey begins the moment a vehicle enters the forecourt. This pillar focuses on **automated tank gauging (ATG)**, IoT-enabled dispensers, AI-driven security surveillance, and **seamless fintech/payment solutions**.

### 3. Navigating the Destination Experience (Non-Fuels Retail)

The forecourt is now a **retail destination**. This pillar focuses on **C-store solutions**, car wash automation, **FMCG & Fresh food suppliers**, **QSR providers**, and modern tire service equipment to maximize footfall-to-profit ratios.



# WHY EXHIBIT

1



## DIRECT ACCESS TO QUALIFIED BUYERS

Meet OMCs, station owners, procurement managers, and investors sourcing solutions across East Africa.

2



## POSITION YOUR BRAND IN AFRICA'S ENERGY TRANSITION

Showcase innovations in EV charging, autogas, solar, smart payments, and convenience retail.

3



## GENERATE HIGH-VALUE B2B LEADS

Engage directly with buyers sourcing solutions and operators expanding services.

4



## ACCESS REGIONAL MARKETS THROUGH ONE PLATFORM

Connect with decision-makers from Kenya, Uganda, Tanzania, Rwanda, Ethiopia, DRC, and more.

5



## SHOWCASE INNOVATIONS IN A DEMONSTRATION ENVIRONMENT

Launch products, demonstrate equipment, and showcase technologies in a hands-on setting.

6



## BUILD STRATEGIC PARTNERSHIPS

Engage with OMCs, operators, developers, and fintechs to create partnerships and JV opportunities.

7



## BENEFIT FROM HIGH-LEVEL INDUSTRY NETWORKING

Participate in workshops, networking sessions, pre-expo breakfasts, and sundowner events.

8



## INCREASE BRAND VISIBILITY AND INDUSTRY CREDIBILITY

Strengthen market presence through exhibition exposure, sponsorship, and media coverage.

9



## ENGAGE WITH THE NON-FUEL RETAIL OPPORTUNITY

Explore growth in convenience retail, QSRs, car wash, FMCG, and customer experience tech.

10



## BENCHMARK AGAINST INDUSTRY COMPETITORS

Assess competitor positioning, monitor trends, and benchmark technologies for stronger strategy.

# NAVIGATE 2026 EXHIBITOR/ SPONSOR EVENTS

## 1 TECHNOLOGY & DIGITAL SOLUTIONS

**Scope:** POS, automation, fuel management systems, loyalty platforms, data & analytics.

**Why this matters:** Optimises operations, reduces shrinkage and unlocks data-driven revenue.

**Value Proposition:** Innovative digital solutions that improve efficiency, enhance customer experience and drive profitability.

## 2 FUELING EQUIPMENT & INFRASTRUCTURE

**Scope:** Fuel pumps, storage tanks, pipe systems, dispensers, automation, leak detection and infrastructure solutions.

**Why this matters:** Critical for safe, efficient and uninterrupted forecourt operations.

**Value Proposition:** Trusted providers of innovative infrastructure that improve efficiency, safety, reliability and customer experience.

## 3 EXPRESS AUTO SERVICE BAYS

**Scope:** Garage equipment, tyre services, diagnostics, quick lube systems.

**Why this matters:** Fast turnaround services drive higher throughput and revenue per visit.

**Value Proposition:** Access OMCs and station owners looking to increase basket size by integrating quick-service offerings.

## 4 FORECOURT RETAIL & QSR FRANCHISES

**Scope:** QSR brands, coffee, grab-and-go concepts, mini-marts and convenience retail solutions.

**Why this matters:** Non-fuel retail can contribute 30–60% of station profits.

**Value Proposition:** Secure high-footfall locations through partnerships with OMCs and station owners.

## 5 FORECOURT EXPERIENCE & VISUAL MERCHANDISING

**Scope:** Signage, digital displays, wayfinding, lighting and visual merchandising solutions.

**Why this matters:** Enhances brand recall and customer experience, driving higher conversion.

**Value Proposition:** Help OMCs and dealers create modern, engaging forecourts that increase customer loyalty and basket size.

## 6 ELECTRIC MOBILITY & EV SOLUTIONS

**Scope:** EV manufacturers, charging providers, battery tech companies, fleet electrification, smart mobility innovators.

**Why this matters:** Key to clean energy adoption, evolving mobility needs and future-ready transport.

**Value Proposition:** Partners helping OMCs diversify services, attract new customers and drive long-term growth through innovative EV & charging solutions.

## 7 FINANCIAL SERVICES & FORECOURT FINTECH

**Scope:** Banks, lenders, insurance, asset financing, BNPL, mobile payments and fintech solutions.

**Why this matters:** Stations are increasingly financial service touchpoints.

**Value Proposition:** Connect with operators needing capex financing, working capital and embedded finance solutions.

## 8 LOGISTICS, FLEET & LAST-MILE SERVICES

**Scope:** Fleet management, telematics, delivery services, e-mobility logistics solutions.

**Why this matters:** Stations are evolving into integrated mobility hubs.

**Value Proposition:** Engage fleet operators and OMCs looking to monetize high-traffic locations and expand services.

## 9 SECURITY, SAFETY & COMPLIANCE SOLUTIONS

**Scope:** CCTV, fuel loss prevention, safety systems, fire suppression and compliance solutions.

**Why this matters:** Critical for regulatory compliance and risk mitigation.

**Value Proposition:** Access decision-makers prioritizing loss prevention, safety and operational integrity.

## 10 WATER, WASTE & ENVIRONMENTAL MANAGEMENT

**Scope:** Water recycling, waste management, pollution control and environmental compliance.

**Why this matters:** Increasing ESG pressure on OMCs and forecourt operators.

**Value Proposition:** Position solutions as cost-saving and compliance enablers for sustainable operations.

## 11 PROFESSIONAL SERVICES & BUSINESS ADVISORY

**Scope:** Consulting, legal, HR, training, strategy, audit and operational advisory services.

**Why this matters:** Expertise drives efficiency, compliance and growth.

**Value Proposition:** Helping operators improve performance and sustainable growth.

## 12 REGULATORY, INDUSTRY & GOVERNMENT AGENCIES

**Scope:** Regulators, standards bodies, associations, licensing, safety and public sector institutions.

**Why this matters:** Smart design improves profitability, traffic flow and customer experience.

**Value Proposition:** Engage stakeholders to advance compliance, innovation and sector growth.

## 13 CONSTRUCTION, ENGINEERING & REAL ESTATE DEVELOPMENT

**Scope:** Construction, design firms, civil engineering, project management, architects, modular station developers, property developers.

**Why this matters:** Smart design boosts profitability, traffic flow and customer experience.

**Value Proposition:** Connect with OMCs and investors expanding forecourt networks and mobility hubs.

### CROSS-CUTTING VALUE PROPOSITION – CORE OFFER TO ALL SEGMENTS



Curated B2B matchmaking with OMC executives, dealers and large independent operators



Access to pre-qualified buyers actively investing in forecourt upgrades



Opportunity to demonstrate ROI-driven solutions to a decision-making audience



Targeted email campaigns to a comprehensive industry database

### Multi-Channel Exposure



Sponsored social media campaigns

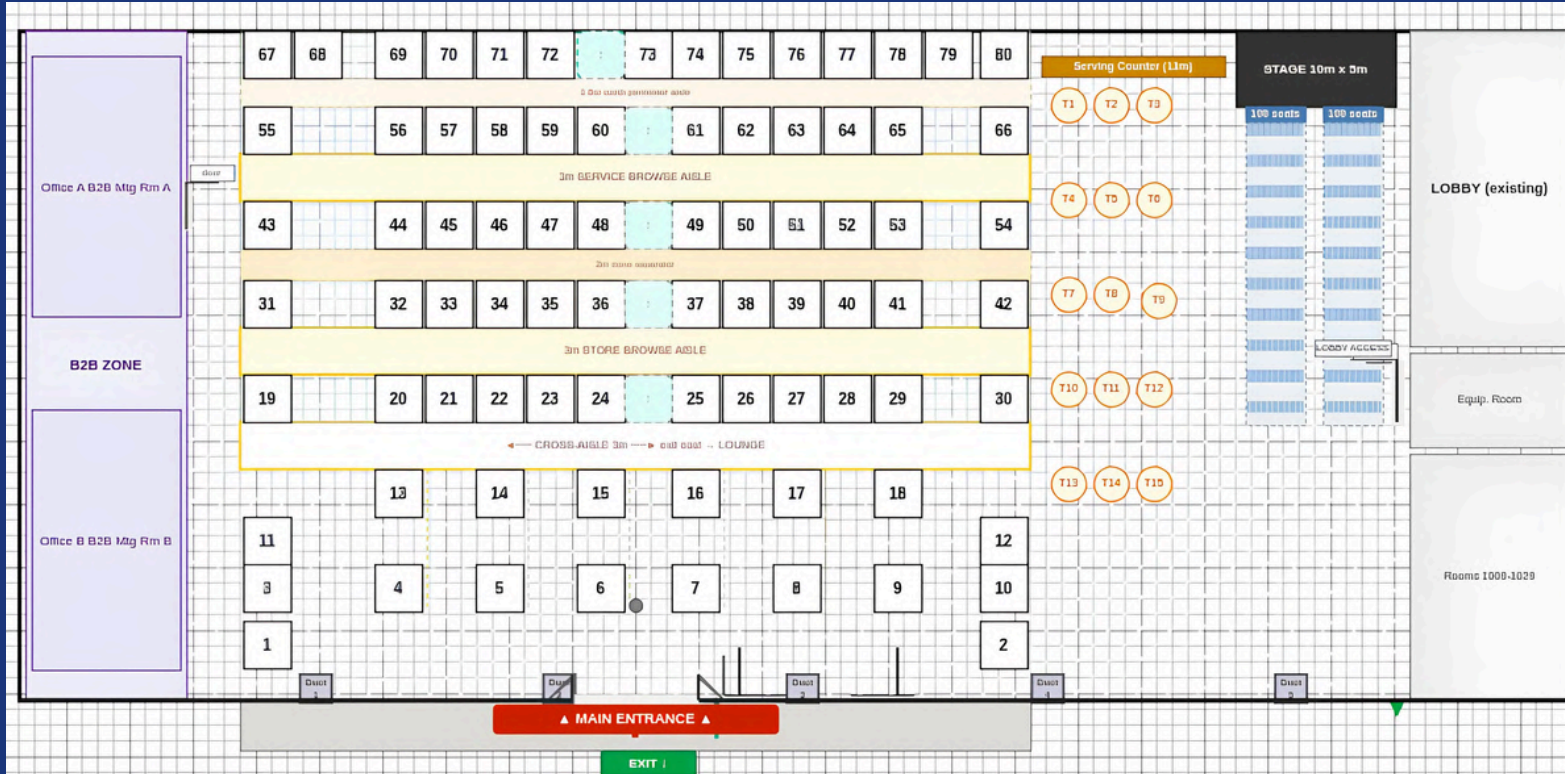


Exhibitor spotlight features (newsletter + digital)



Video marketing and pre-event audience engagement

# SECURE YOUR SPOT



The **Exhibitors Zone** within the **Tsavo Ballroom** will be designed as a **modern petrol station environment**, creating an immersive and interactive experience. Participating **brands showcase products, technologies, and services** within a realistic **forecourt** setting — helping **attendees** visualize real-world application, customer flow, and operational synergy.

# SPONSORSHIP PACKAGES



## HEADLINER SPONSOR

**USD 70,000 (EXCLUSIVE)**

- Naming rights for the Expo
- Pre-launch breakfast with government & industry leaders
- Headline branding across all platforms & merchandise
- Continuous publicity across expo campaign
- National TV, radio & online media interviews
- Billboard + venue branding
- 9m x 3m exhibition booth
- Full-page advert on Fueling Magazine cover
- Opening ceremony speaking slot

**1  
SLOT  
ONLY**



## GOLD SPONSOR

**USD 45,000 (2 SLOTS)**

- Expo publicity (traditional + online media)
- Branding across platforms & merchandise
- Continuous pre-event exposure
- National media coverage
- Billboard + venue branding
- 6m x 3m booth
- Full-page magazine advert
- Speaking opportunity



## SILVER SPONSOR

**USD 25,000 (3 SLOTS)**

- Print + online visibility
- Branding across expo platforms
- Pre-event promotion
- Billboard + venue branding
- 6m x 3m booth
- Half-page advert



## NETWORKING SPONSOR

**USD 20,000 (1 SLOT)**

- Branding of cocktail/network reception
- High-visibility engagement exposure
- Media + platform inclusion
- Billboard + venue branding
- 3m x 3m booth
- Half-page advert

## EXHIBITION PACKAGES



**9m x 3m  
USD 9,000**



**6m x 3m  
USD 6,000**



**3m x 3m  
USD 3,000**



# DAY 1: THE EFFICIENCY & INFRASTRUCTURE SUMMIT

 **FOCUS:** Operational excellence, station construction, and hardware innovation.

## EVENT PROGRAM

TIME	ACTIVITY	WHAT YOU'LL EXPERIENCE
09:00	Grand Opening	Join us for the official start of the summit with a keynote from the Ministry of Energy and a symbolic "Ribbon Cutting" using a digital nozzle.
10:30	The OMC Leadership Panel	Hear directly from CEOs of Top-tier and Mid-tier OMCs as they discuss: "What we need from service providers in 2027."
12:00	The "Hard-Hat" Walkthrough	Take part in guided tours of the exhibition floor designed exclusively for OMC Procurement & Engineering Heads.
14:00	Pitch-Fire Sessions	Experience 5-minute rapid-fire pitches from leading equipment providers showcasing pumps, tanks, canopies, and lighting solutions.
16:00	Cocktail & Matchmaking	Wrap up the day at the "AfriFueling Mixer" at the KICC Helipad and Courtyard. Network strategically using our color-coded badge system.



# DAY 2: THE DIGITAL & TRANSITION FRONTIER

 **FOCUS:** Tech, non-fuel retail (NFR), and the shift to Electric Vehicles (EV) / Autogas.

## EVENT PROGRAM

TIME	ACTIVITY	WHAT YOU'LL EXPERIENCE
09:00	<b>Future-Fuel Breakfast</b>	Explore how LPG and EV charging infrastructure can be seamlessly integrated into existing forecourts.
11:00	<b>The “Retail-Plus” Zone</b>	Discover a dedicated showcase of Point-of-Sale (POS) technologies, FMCG partnerships, and coffee franchise solutions shaping the modern station experience.
14:00	<b>Security &amp; Loss Control Workshop</b>	Experience live demonstrations of AI-powered CCTV, fuel management systems, and anti-siphoning technologies in action.
15:30	<b>The AfriFueling 2026 Awards</b>	Celebrate excellence through the recognition of the “Most Innovative Service Provider” and the “Best Sustainable Station Design.”
17:00	<b>Closing Plenary</b>	Wrap up with a summary of trade leads generated and the official announcement for 2027.



# AfriFueling EXPO 2026

NAVIGATE THE FORECOURT  
OF THE FUTURE

**1500+**  
DELEGATES

**50+**  
EXHIBITORS



**REGISTER  
NOW!**

Scan the QR code  
or visit our website  
to secure your spot.

Don't just watch the  
industry change.

**NAVIGATE IT.**



**WEBSITE**  
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