



# UPEI BUSINESS PARTNERSHIP



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**BE PART OF THE  
EUROPE-WIDE  
INDEPENDENT  
FUEL SUPPLIERS'  
NETWORK**

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## THE CHALLENGE

« THE EUROPEAN GREEN DEAL IS OUR NEW GROWTH STRATEGY. AND THIS TIME, IT IS A GROWTH STRATEGY THAT IS NOT CONSUMING – BUT IT IS A NEW GROWTH STRATEGY THAT IS MORE GIVING BACK THAN IT TAKES AWAY. IT IS A GROWTH STRATEGY THAT IS MORE CARING. COMPANIES FROM ALL ACROSS OUR CONTINENT ARE ALREADY TURNING THE GREEN TRANSITION INTO GREEN OPPORTUNITIES AND BUSINESS OPPORTUNITIES. »

**URSULA VON DER LEYEN**  
President of the European  
Commission

## OUR RESPONSE

**In the ongoing energy transition towards a low carbon economy it is increasingly important to have a strong presence in Brussels and access a wide range of expertise from within the independent energy sector as well as related sectors.**

UPEI has, therefore, developed a business partnership concept in order to include forward thinking companies who are directly or indirectly involved in the fuel supply business and who desire to shape the future. While supporting UPEI mission, companies involved in the partnership have several opportunities to learn about the latest European policy developments, join meetings with guest speakers and key players in the industry, meet their peers and extend their network.

## WHO WE ARE

**UPEI**, the voice of independent fuel suppliers, represents nearly 2,000 European importers and wholesale/retail distributors of energy for the transport and heating sectors, supplying Europe's customers, independently of the major oil companies and energy producers. A core priority is the constructive engagement in the energy transition in order to bring realistic and affordable solutions that can be embraced by the consumer. The organisation brings together national associations and suppliers from across Europe, defending the sector at European level.



# EUROPE'S ENERGY MARKET: THE CURRENT ENVIRONMENT

**Europe is in the process of transition towards a low emissions environment in order to meet its commitments under the 2015 Paris Climate Agreement. If the ambitious goals set by the EU in this context are to be reached, businesses in the energy sector will be affected and need to be involved.**

## THE TIME TO ACT IS NOW!

There is a concerted effort to achieve net 0 emissions in all sectors by 2050, and the displacement of fossil fuels is at the heart of this objective, alongside the promotion of energy efficiency.

The switch to electricity, which should primarily be produced from renewable sources, is advanced by many as the solution, but not without challenges. At the same time, a number of gaseous and liquid fuels and technologies are being promoted as alternatives to traditional fuels. Ultimately, how to maximise the share of renewables in Europe's energy consumption, in whatever form, will remain on top of the agenda. What will the place of biofuels and emerging synthetic fuels be in this context?

This rapidly changing energy landscape is having a disruptive effect. Where to invest? Which low carbon solutions to integrate? How to get consumers on board? How to remain competitive? Through the Business Partnership, UPEI provides an inclusive platform where companies can exchange information on the fast moving context and political developments and have a strategic view of the challenges that lie ahead.

« **THANKS TO UPEI BUSINESS PARTNERSHIP, WE TAKE PART IN STRATEGIC DISCUSSIONS ON THE EVOLUTION OF FUEL SUPPLY, ALLOWING US TO REMAIN WELL INFORMED ABOUT THE CHALLENGES THAT OUR SECTOR IS FACING, AND TO MAKE ENLIGHTENED DECISIONS FOR OUR OWN COMPANY.** »

**JOOP HOESTRA,**  
Director Global Business - Retail Solutions eurodata AG



# BUSINESS PARTNER TERMS



## ELIGIBLE COMPANIES

Suppliers of fuels and related equipment, technology, products and services



## DURATION

Minimum two calendar years with automatic prolongation



## BUSINESS PARTNER FEE

€ 3,000 per annum – with the first payment due on signature of the agreement



## CONTACT

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« I BELIEVE IN THE IMPORTANCE AND FUTURE OF THE INDEPENDENT FUEL BUSINESS. BECOMING A UPEI BUSINESS PARTNER HAS NOT ONLY GIVEN US UNPARALLELED ACCESS TO THE EUROPEAN INDEPENDENT FUEL SUPPLIERS COMMUNITY, BUT HAS ALSO ENABLED US TO LEARN QUICKLY ABOUT RELEVANT POLICY DEVELOPMENTS SHAPING THE FUTURE OF OUR SECTOR. »



Cécile Nourigat  
Secretary General



Matthias Plötzke  
Coordinator

Duraid El Obeid,  
CEO of BMV Berlin



# WHY JOIN THE UPEI BUSINESS PARTNERSHIP

**Policy decisions on the regulatory framework for the EU energy markets, in the vast majority, are made in Brussels. Companies active in the energy / fuel supply sector need to be on top of EU initiatives that could affect them directly or indirectly, and can support UPEI in its contribution to the definition of relevant policies.**

## **THE UPEI BUSINESS PARTNERSHIP IS THE ANSWER, OFFERING:**

- » **Participation to UPEI Commission meetings together with the UPEI membership**, depending on the most relevant topics for each company, gaining new insights and information on the legislative context.
- » **Improved mutual understanding of products / services** i.e. biofuels, chemicals and additives through the networking possibilities that the Business Partnership will bring.
- » **Timely information on the status of European policy affecting the fuel supply market**, providing business partners with an advantage for their own business and its further development, through the UPEI monthly newsletter, and full access to the Members' only area of UPEI website, with the latest news, strategic analysis of the main legislative developments and their impact on the sector, UPEI members directory & other information.
- » **Free advertisement opportunities on our monthly newsletter**, showing Business Partners' logos and including a special focus on a rotating basis, completely for free.
- » **Participation to networking events sponsored by UPEI**, providing the opportunity to hold strategic discussions with like minded companies across Europe and expand networks.
- » **The benefit of the physical presence of UPEI in Brussels** without entertaining an own (expensive) office itself.
- » **Being listed as business partner** on the UPEI website and authorised to use the UPEI logo on company communications and business letters.



# UPEI BUSINESS PARTNERSHIP

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**PARTNER WITH UPEI  
AND SHAPE  
THE FUTURE**

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## CONTACT

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