



# UPEI BUSINESS PARTNERSHIP





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

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## THE CHALLENGE


**EUROPE ALREADY HAS THE WORLD'S MOST AMBITIOUS CLIMATE AND CLEAN ENERGY POLICIES. WITH THE NEW 2030 RENEWABLES AND ENERGY EFFICIENCY TARGETS, WE WILL CUT EMISSIONS BY 45% BY 2030... BUT WITHOUT FURTHER ACTION, WE WILL ONLY REACH 60% REDUCTIONS BY 2050. THIS IS CLEARLY NOT SUFFICIENT... THE CONCLUSION OF OUR ASSESSMENT IS CLEAR: GOING CLIMATE NEUTRAL IS THE RIGHT CHOICE FOR EUROPE. IT IS THE RIGHT CHOICE FOR OUR ECONOMY. IT IS THE RIGHT CHOICE FOR OUR SOCIETY. AND IT IS THE RIGHT CHOICE FOR OUR GLOBAL IMPACT.**


**MIGUEL ARIAS CAÑETE**

EU Energy & Climate Action Commissioner

## 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. Through such business partnerships, interested parties will be able to engage with UPEI and gain insights into the context of the fuel supply business as well as participate in a **high level Business Partners Panel** – a network of like-minded companies – providing a forum for discussion on the challenges and opportunities of the emerging low-carbon era.

## WHO WE ARE

**UPEI**, the voice of Europe's independent fuel suppliers, represents European importers and wholesalers/retail distributors of refined petroleum products and their alternatives, supplying Europe's customers, independently of the major petroleum 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, product and service



## 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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 Cécile Nourigat, UPEI Secretary General  
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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. »

Duraid El Obeid,  
 CEO of BMV Berlin



Cécile Nourigat  
 Secretary General



Matthias Plötzke  
 Coordinator



# 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 initiatives and developments that could affect them directly or indirectly.**

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

- » **Participation in the annual high level Business Partners Panel** providing the opportunity to hold strategic discussions with like-minded companies active across Europe, gaining new insights and information taking account of the legislative context.
- » **The possibility to attend conferences and joint meetings** with the UPEI membership on targeted issues (e.g. the retail sector, fuel payment)
- » **Opportunities to provide input on strategy to the UPEI Board** in the form of recommendations agreed by the Business Partners Panel.
- » **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.
- » **Annual ¼ page advert in the UPEI newsletter**, distributed to all members.
- » **Participation in conferences and networking events** organised by UPEI.
- » **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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