

Press release
For direct publication

POTATO EUROPE

GERMANY 2022

“DLG Benelux to organize the NAO-Netherlands-Pavilion at PotatoEurope 2022 in Germany”

PotatoEurope 2022 will take place from 7-8 September in Rittergut Bockerode near Hanover. For this German edition of PotatoEurope, the Dutch Potato Organisation (NAO), has granted the assignment to organize the NAO-Netherlands Pavilion to DLG Benelux. The pavilion is supported by the Netherlands Ministry of Agriculture, Nature and Food Quality.

PotatoEurope is an international event exclusively dedicated to the entire chain of potatoes. This event takes place each year in one of the event’s four partner countries: Germany, Belgium, France and The Netherlands.

DLG Benelux is the organizer of the Dutch edition of PotatoEurope, which means that DLG Benelux has good contacts and an extensive network in the potato sector. Organizing the collective pavilion in Germany on behalf of the NAO is an excellent extension of this.

In addition to the practical organization of the Dutch potato pavilion, DLG Benelux is responsible for the overall sales and promotion of PotatoEurope 2022 in the Benelux.

The collaboration between the NAO and DLG Benelux creates synergy between PotatoEurope Netherlands and the editions that take place in Germany, Belgium and France, and it also enables DLG Benelux to build an even better customer relationship.

NAO is an organization that represents the interests of Dutch consumption and seed potato traders. Almost all seed potato traders are affiliated with the NAO. About 90 percent of the trade in ware potatoes is a member. In order to respond as quickly as possible to the wishes of its members, the NAO has built up an extensive network.

The NAO represents the interests of its members, for example in the field of market access files.

Exhibitions and events are an important part of potato promotion activities for the NAO.

More information about PotatoEurope 2022 can be found at www.potatoeurope.de, information about the NAO can be found at www.nao.nl

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