

Europe's Place in a Changing Potato World

A market and business-focused conference brought to you by PotatoEurope, Europatat and World Potato Markets



Conference Hall, PotatoEurope
Lelystad, the Netherlands



4 September 2025
14.30 - 15.30



Moderator:
Berta Redondo
Europatat Secretary General



Scene setting:
Cedric Porter
World Potato Markets

**SAVE
THE
DATE**

PART ONE (30 MIN)

14.30 - 15.00 How Can European Potatoes Remain Competitive?

Focus: The challenges and opportunities for the European potato industry in a changing market

Panellists:

Bianca de Winter, Seed Potato Grower, The Netherlands
Francisco Moya, Managing Director, Vitalis Group, France
Christophe Vermeulen, CEO, Belgapom, Belgium

PART TWO (30 MIN)

15.00 - 15.30 Global Potato Trade: New Players and Markets

Focus: Rise of newer players such as China and India, trade barriers, and opportunities

Panellists:

Erika den Daas, Managing Director, Meijer Potato, The Netherlands
Soundararadjane S., CEO, HyFun, India
Kristof Wallays, Chief Global Expansion, Innovation and Sustainability, Agristo, Belgium

Plenty of time for discussion among the audience for both sessions



Starting from 15.30
Networking drinks to follow