

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
2.30 pm - 3.30 pm



Moderator:

Berta Redondo
Europatat Secretary General



Scene setting:

Cedric Porter
World Potato Markets

**SAVE
THE
DATE**

PART ONE (30 MIN)

How can European potatoes remain competitive?

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

Panellists: European potato growers, traders, and influencers

PART TWO (30 MIN)

Global potato trade: new players and markets

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

Panelists: Global seed and potato processing executives



Plenty of time for discussion among the audience for both sessions
Networking drinks to follow