

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)**

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