

POTATOEUROPE 
NETHERLANDS 2025



Lelystad
Netherlands
3-4
September
2025

OPENING AND INNOVATION AWARD CEREMONY POTATOEUROPE 2025 ON 3 SEPTEMBER

**You are cordially invited to the official opening and
Innovation Award Ceremony of PotatoEurope 2025!**

Join us as we kick off this leading event in the potato industry, where cutting-edge innovations and knowledge exchange take center stage in shaping the future of potato cultivation. Be part of this inspiring start to an exciting event!

INTERNATIONAL
Exhibition • Conference • Field trials • Machinery demonstrations



Benelux



OPENING AND INNOVATION AWARD CEREMONY POTATOEUROPE 2025

AGENDA, 3 SEPTEMBER

- 09.00** Welcoming guests
- 09.25** Welcome speech DLG
- 09.30** Opening speech by Arjen Gerritsen, The King's Commissioner in Flevoland
- 09.40** Welcome speech by Janine Luten, Managing Director, Dutch Potato Organisation (NAO)
- 09.45** Welcome speech by Prof. Richard Harrison, Managing Director, Plant Science Group, Wageningen University & Research (WUR)
- 09.50** Official opening PotatoEurope 2025
- 09.55** Introduction Innovation Award by Roger de Groot, Mayor Noordoostpolder
- 10.05** Handing out of the PotatoEurope Innovation Awards
- 10.15** Conclusion of the opening and Innovation Award Ceremony, followed by a visit to the exhibition

Main Media Partner:



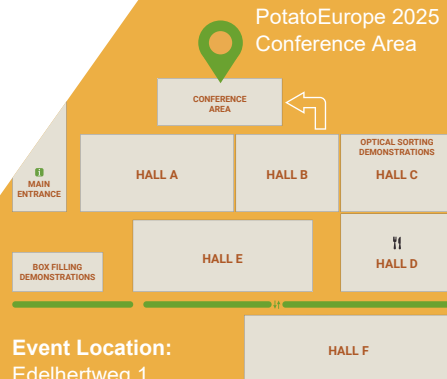
Tractor Sponsor:



Energy Sponsor:



Supporting Partners:



Event Location:
Edelhertweg 1
8219 PH Lelystad
The Netherlands

INTERNATIONAL
Exhibition • Conference • Field trials • Machinery demonstrations



Benelux