

Press release  
For direct publication

# POTATO EUROPE

NETHERLANDS 2021

International ticket sales launched for PotatoEurope 2021

**Now that the Dutch government is releasing restrictive measures step by step, the exhibition organisation is pleased to report that currently, all lights are green for PotatoEurope 2021. The ticket shop for the event is now open and ticket sales have started. Behind the scenes, everyone has been working towards this important moment.**

Preparations for the potato focused trade fair PotatoEurope, to be held on September 1-2 of this year in the Netherlands, are in full swing. Together with the team of WUR Field Crops in Lelystad, the organisation is continuously making sure that the event location is ready for the first international potato industry event in Europe since the start of the Covid pandemic.

As was the case during previous editions, in addition to facilitating meetings within the entire potato chain, sharing information, knowledge and innovations with the sector is an important goal of PotatoEurope this year. That is why there will again be room for well-known program components, such as the indoor and outdoor exhibition, harvesting demonstrations, demo fields, the Innovation Award and a scientific symposium.

*"Exhibitors can present themselves on the exhibition grounds during PotatoEurope, while visitors have the opportunity to get informed about the latest developments and innovations in the potato sector. This year, we also set up a platform for students and companies to get in touch with each other, in the form of the new Talent Scouting program. In addition, we facilitate face-to-face meetings between different companies with the b2b matchmaking event, for which registrations are also open now", Kuno Jacobs of organizer DLG Benelux looks ahead.*

With more than 220 companies that have already booked their stand or spot at the PotatoEurope exhibition grounds, which means some 85 percent of the exhibition area is already filled, Jacobs may speak of a positive run-up to the event. *"We have noticed that companies are very eager to meet their business relations and potential customers in person again. PotatoEurope is the ideal platform for this,"* he says. The reactions from within the potato sector reflect this positive attitude:

*"The Dutch potato cluster is a close-knit international network of companies with expertise in the field of breeding, cultivation, trade, logistics, processing and supply. For the Dutch Potato Organization (NAO), PotatoEurope fulfills a very important role as a meeting place that facilitates innovation and dialogue, and thus contributes to the leading role of the Netherlands with regard to potatoes in the world. The NAO therefore welcomes everyone to visit our stand during PotatoEurope 2021!"*

**Dick Hylkema, director of the Dutch Potato Organization (NAO)**

*"We are looking forward to reconnecting face-to-face with the potato sector during PotatoEurope 2021, the first sector event in a long time. For us, PotatoEurope is an important event where most of the key players come together, with whom we can then conveniently exchange knowledge and information. It is also thanks to its solid organisation*



Benelux

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*that this trade fair offers us an excellent opportunity to personally invite our customers to visit us at the exhibition and take a look at our demo fields."*

**Glenn Machielsen, Marketing Communication Manager at Bayer CropScience NL  
(PotatoEurope 2021 sponsor)**

*"As we are a wholesale trader in the field of fuels, lubricating oil, propane and installations, many of our customers are farmers. PotatoEurope 2021 offers us an excellent opportunity to physically meet face-to-face with our existing customers again and to establish new connections. Therefore, we are a proud sponsor of PotatoEurope 2021 and we are looking forward to the fair with great confidence!"*

**Jan Sipke Hulzinga, director of Bol | van Staveren  
(PotatoEurope 2021 sponsor)**

*"CASE IH has been the proud tractor sponsor of PotatoEurope for quite some time, so we are delighted to be able to present our latest innovations live at the upcoming edition of the event in September. We are looking forward to a successful PotatoEurope 2021 with our demonstrations focusing on connectivity, and we wish everyone a warm welcome!"*

**Marc Devriese, Business Director at Case IH/Steyr Benelux  
(PotatoEurope 2021 sponsor)**

*"We look forward to meeting you during PotatoEurope 2021, and in any case the coffee is always ready for you at our new head office in Waddinxveen!"*

**Boudewijn van Fraassen, Director Agricultural Packaging at LC Packaging  
(PotatoEurope 2021 sponsor)**

PotatoEurope is an international event exclusively dedicated to the entire potato industry chain. The event takes place each year, in one of the event's four partner countries: Germany, Belgium, France, the Netherlands. The next edition will be held on September 1 and 2 at the location of Wageningen University & Research (WUR), Field crops in Lelystad, the Netherlands.

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**Would you like to visit international potato event PotatoEurope on 1-2 September?**

Order your ticket in the ticket shop now: <https://www.messe-ticket.de/PE/PotatoEurope2021/Shop>

**Do you want to participate in the face-to-face meetings between different companies?**

Register for the b2b matchmaking event here: <https://potato-europe-2021.b2match.io/home>

Photo caption:

*Together with the team of WUR Field Crops in Lelystad, the PotatoEurope organisation is continuously making sure that the event location is ready for the first international potato industry event in Europe since the start of the Covid pandemic.*

17-06-2021



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