

Press release
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POTATO EUROPE

NETHERLANDS 2021

Comprehensive theme ensures great exhibitor demand for PotatoEurope trade exhibition

With the event theme “What’s Now, What’s New and What’s the Future”, PotatoEurope 2021 promises to provide insight into current developments in the potato industry as well as a look at the future of the sector. The large interest of not just recurring but also new participants, to book a stand for the trade fair to be held at the location of Wageningen University & Research (WUR) Field crops in Lelystad on September 1-2, shows that this theme resonates strongly with the industry.

As preparations are in full swing, organiser DLG lifts a corner of the veil on the content of the event and the implementation of the event theme throughout the program. “What’s Now” represents everything the potato sector currently has to offer, which will be on display through the broad variety of companies that already has booked a stand to take part in the PotatoEurope 2021 trade fair. This makes the event an ideal occasion for representatives from the full potato value chain to present themselves and show visitor’s exactly “What’s Now” in their area of expertise. The great exhibitor demand of recurring and new participants shows this part of the event theme is catching on in the industry.

“The high rate of exhibitors that are new to PotatoEurope especially shows that companies are ready for a face-to-face event and that the event theme is a hit. PotatoEurope is a well-known event in the sector and we can always be sure of a large percentage of recurring bookings. For this edition a large number of companies that are new to us is also finding the way to PotatoEurope in Lelystad. These ‘first timers’ currently account for about 22 percent of the total amount of bookings that have been made so far. We notice a renewed interest from suppliers to the potato processing industry, such as processing and packaging or industrial hygiene businesses, but also from mechanisation companies. It looks like companies linked to all parts of the potato chain are committed to tap into the opportunities this first in person event in a long time has to offer”, said Kuno Jacobs of organiser DLG Benelux.

The event theme’s “What’s New” gives way to participating companies to put the spotlight on their new products and services. PotatoEurope 2021 offers them several platforms to do so, for example in the inside and outside exhibition areas, via dynamic live demonstrations, and during the part of the program organised by regional development agency Horizon Flevoland: ‘Innovation in the potato chain from Dutch soil’. Additional attention for the novelties from exhibitors comes in the shape of the PotatoEurope 2021 Innovation Award. Open to companies who are exhibiting at PotatoEurope 2021, innovative products and services have the opportunity to win one of three Innovation Awards presented by the professional jury (Gold, Silver or Bronze) and an Audience Award.

In its turn, the scientific symposium “The Potato in a changing World”, organised by Wageningen University & Research (WUR) after the official opening of the industry event on September 1, will shine a light on answers to the question “What’s the Future”. “The future of potato cultivation and the potato in a changing world will certainly be discussed”, expects WUR Business Manager Field crops Chris de Visser, looking forward to the high-quality scientific congress.

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. On September 1 and 2 the organisation expects to welcome more than 275 exhibitors and over 16.000 visitors.

An up-to-date exhibitors list can be found here: <https://potatoeurope.nl/exhibitors-list>

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Benelux

For more information please contact DLG Benelux B.V.
Postbus 257 | 3740 AG Baarn | The Netherlands
Tel.: +31 85 401 73 97 | info@dlg-benelux.com