World Potato Conference 2021
Liam Glennon

Past World Potato Congresses
• 1993 Charlottetown, Canada
• 1994 Harrogate, United Kingdom
• 1997 Durban, South Africa
• 2000 Amsterdam, The Netherlands
• 2004 Kunming, China
• 2006 Boise, Idaho, USA
• 2009 Christchurch, New Zealand
• 2012 Edinburgh, Scotland
• 2015 Yanqing, China
• 2018 Cusco, Peru

Official Host Body
• Irish Potato Federation - 1973
• To promote sale and consumption of potatoes
• 10 members
• Growers, traders, packers, seed companies.

Europatat
• Founded 1952
• 62 members, 20 countries
• 16 National Associations
• 40 Potato Companies

WPC 2021 Local Organising Committee
• Fresh, processed, seed potato sectors
• State Agencies: DAFM, Bord Bia, Fáilte Ireland, Teagasc
• Producers: IFA
• Northern Ireland Representation

WPC Inc., Canada
• Own the event ‘World Potato Congress’
• President: Mr. Romain Cools (Belgium)
• Directors: Canada, USA, UK
• International Advisors: Argentina, South Africa, Ethiopia, India, China
Potatoes – The Food of the Future
National Potato Conference & Trade Show 2020

About WPC Inc.

VISION
To be the premier global, potato, networking organisation

MISSION
To create a value chain network to lead sustainable growth and development

For Ireland?

• Event itself worth €1.6m
• Promote Ireland and Irish Food
• Global business platform
• Buyers, sellers, business, research
• Trade Exhibition

Key Message

• Healthy
• Wholesome
• Nutritious
• Sustainable

Sample Topics……..

• Opportunities
• Where is the business going world-wide?
• Where is growth
• The Green Consumer
• Innovation – Smart Farming

Legacy…..

• Best WPC ever
• Increase in Business
• New Ideas
• New Contacts Made
• Good impression of the Island of Ireland

11th World Potato Congress 2021

Save the Date: 31 May – 3 June 2021
Go to www.wpc2021.com to sign up for regular e-updates about the World Potato Congress 2021
Follow us on Twitter @wpc2021Ireland