Brussels, 23 April 2014

Europatat Congress 2014 – 22-23 May 2014

Dear ladies and gentlemen,

We are glad to invite you to the forthcoming Europatat Congress which will take place from 22 to 23 May in Brussels, Belgium. As we are in the capital of Europe during the EU election week, the congress will focus under the slogan "Heading towards 2020" on the challenges ahead for the potato trade. Friday's plenary session will feature well-known experts including Joeri Van den Bergh (Insites Consulting) on branding to Generation Y and Virginie Pernin (GIRA Foodservice) on trends in the European Foodservice Market as well as Ladislav Miko, Deputy-Director General for the food chain at the EU Commission DG SANCO.

On Thursday participants will have the chance to review the different activities of Europatat during 2 parallel meeting sessions of the various Europatat Commissions (seed potatoes, ware potatoes, early potatoes & packers and technical & regulatory issues). These sessions will also feature different guest speakers. Confirmed speakers include Kate Cox, Marketing Manager Potato Council, who will talk on the industry's communication actions undertaken in the United Kingdom and Dick Zelhorst, Chief Purchase Officer Aviko, on the trends in the processing industry. Henk van de Haar from the Dutch General Inspection Service for Agricultural Seed and Seed Potatoes and Torsten Spill, Managing Director Solana, will discuss the implications of the future EU quality standards for seed potatoes.

The congress will bring together the whole European potato sector, providing fresh ideas for the industry and a unique networking opportunity. Besides the professional part of the congress, there are also several social events organised to reinforce the networking and contact among the European potato community. On Thursday evening there will be a cocktail dinner in the exceptional atmosphere of Château Sainte-Anne.

The congress fee for the full programme is 400 EURO, while 150 EURO for Friday's programme only.
Further details are available on www.europatatcongress.eu, where you can also register online.

We look forward to welcoming you to Brussels.

Yours sincerely,

Frédéric Rosseneu
Secretary General

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