



WPC2021IRELAND

31 MAY - 3 JUNE 2021
WWW.WPC2021.COM

WORLD POTATO
CONGRESS

Join us in Ireland for the
11th World Potato Congress
31 May - 3 June 2021, Dublin, Ireland
www.wpc2021.com



Are you a potato scientist who wants to bring your research to a wider audience?

Would you like to gain insights into how your research will be deployed in the future?

The Irish Potato Federation (IPF) and co-host World Potato Congress (WPC) Inc., cordially invite you to attend the 11th World Potato Congress in Dublin, Ireland, 31st May-3rd June, 2021. <http://www.wpc2021.com>

The World Potato Congress is one of the world's leading events for potato professionals, and offers a unique opportunity for delegates to interact with their peers while gaining insights into the future of the potato across all important disciplines and topics. The event will provide researchers with a great opportunity to communicate their research effectively to the wider potato industry. Over 1,000 delegates are expected to attend representing key stakeholders in the industry, including business leaders, potato researchers, producers and agronomists, technology providers, environmental groups, processors, government and policy makers. Internationally recognised plenary speakers will deliver highly stimulating presentations on the major potato topics of the day. A major international trade exhibition will be held adjacent to the Congress hall offering delegates the opportunity to see the latest in innovative technology and machinery.

The theme of the Congress is '*The Changing World of the Potato*'. The major topics will include, sustainability, market trends, the potato in developing countries, mechanisation and automation, new breeding technologies, health and nutrition, disruptive technologies, promotion campaigns, added value products, agronomy, storage and pathology, and latest potato developments in the world's largest potato producing country, China.

Whatever your involvement with the potato, you can't afford to miss the 11th World Potato Congress in Ireland. When you come, you will be guaranteed a *Céad Mile Fáilte* – 100,000 welcomes.

Check out wpc2021.com to keep abreast of developments.

Liam Glennon, Chairperson, Local Organising Committee





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The location

Ireland is regarded as a highly popular and interesting destination, renowned for hospitality and scenic beauty. Dublin, a lively capital cosmopolitan city that's yet as intimate and laidback as a village, is an adventure in itself. With its seamless blend of classic visitor sights, including Trinity College, the Guinness Storehouse and bustling social scene it is an ideal venue for a global congress.

The chosen venue for the World Potato Congress is The Royal Dublin Society's (RDS) Conference Village. Founded in 1731, the RDS is an iconic, accessible and flexible venue located on a beautiful 42 acre site, close to Dublin City Centre. It is regarded as Ireland's premier venue for exhibitions, conferences, meetings and entertainment events.

The organisation continues to promote science, the arts, agriculture, business and equestrianism in Ireland. Under the auspices of the RDS the National Botanic Gardens were founded in 1795 - the first location in Ireland where the infection responsible for the Great Irish Potato Famine was identified. Because of our history and tradition, Ireland has a unique relationship with the potato - it is part of what we are. Firmly intertwined with our history, culture and diet, it is the reason why the Irish Diaspora has spread to, and is resident in, so many parts of the world.



About the Irish Potato Federation



Founded in 1973, the Irish Potato Federation was originally set up to promote the interests of the wholesale potato trade in Ireland and to promote potato consumption. IPF has been an active member of Europatat, the European Potato Trade Association, for over forty years and for the first time ever, a World Potato Congress and a Europatat Congress will be held concurrently thereby making it a truly unique international potato event.

About the local organising committee

The IPF is strongly supported on the local organising committee by representatives from the Irish State Agencies, Teagasc, Bord Bia, The Department of Agriculture, Food and the Marine (DAFM) and the Irish NGO, Vita, each of which bring a unique perspective on Business, Science, Policy and Development.

<http://www.Teagasc.ie/>

<http://www.Agriculture.gov.ie>

<http://www.Bordbia.ie>

<http://www.Vita.ie/>



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