

Brussels, 29 April 2019

Europatat Congress 2019 – Main speakers confirmed!

On 13 June 2019, under the slogan “*The timeless potato: A dynamic and innovative food*”, the Europatat Congress will explore the potential for innovation within the sector now and into the future as well as Norway’s special trade relations with the EU.

The organisers, the Norwegian Association of Fruit and Vegetable Wholesalers (NFGF) and Europatat, the European Potato Trade Association, are now delighted to announce that the opening session of the Congress will feature notable guest speakers such as **Marianne Borgen**, Mayor of Oslo, and **Arne Ivar Sletnes**, Head of International Affairs of *Norsk Landbrukssamvirke*, the Norwegian Agricultural Cooperatives. Also in the morning session, **Ingeborg Flones**, CEO of HOFF SA, the largest potato processing company in Norway, and **Åsmund Bjertnæs**, CEO of Bjertnæs & Hoel, a family company that won the *Norwegian enterprise development award for agriculture* in 2017, will take part in the discussions.

Later in the afternoon, the Europatat Congress will count with the keynote speech of **Anita Krohn Traaseth**, writer, business executive and former CEO of Innovation Norway, the Norwegian Government’s most important instrument for innovation and development. Among other several prizes, she received in 2012 the award for *Best Female Leader in the ICT Industry in Norway* and she was included in the *Top 50 of Most Inspiring Women in European Tech* in 2016.



The organisers are very excited to have these wonderful speakers come and share their insights. Raquel Izquierdo de Santiago, Secretary General of Europatat, states: “This year we are looking at a very exotic edition of our Congress in Norway, a unique market for potatoes, that will provide a lot of insights for colleagues around Europe and beyond”.

Don’t miss the opportunity to join the entire European potato sector in this unique event in Oslo. Please, visit www.europatatcongress.eu for more information and registrations.

Note to the Editors: Europatat is the European Potato Trade Association, representing the interests of the seed, early and ware potato traders in Europe. Europatat currently has almost 60 members, including both private companies and national associations. For more information, contact the association at secretariat@europatat.eu or visit the association website www.europatat.eu.

