



Brussels, 1 March 2021

## SAVE THE DATE: Europatat Congress 2021 virtual edition

Europatat, the European Potato Trade Association, is excited to announce that the 2021 edition of its annual Congress will be held on Thursday, 10<sup>th</sup> of June in a virtual format. Under the title “*Stay connected – new strategies for the potato sector*”, this special edition of the Europatat Congress will explore how the potato sector can benefit the most from **digitalisation**.

As one of the consequences of the covid-19 pandemic, more and more companies are performing their internal operations digitally, and this trend is seen along the whole food supply chain, from farm to fork. Potato traders and businesses from other segments of the sector are also adapting to the new times and switching to the digital world. Digitalisation is thus not only a business buzzword. Digital technologies have the potential to help tackle important economic, social, climate and environmental challenges facing the EU's agri-food sector, while offering a huge advantage for companies of all sizes, including those in the potato sector.



Europatat is now delighted to announce the names of the confirmed speakers, among which the International Consultant and Digital Expert **Ömer Atiker** will be giving a keynote speech. A charming entertainer, Ömer builds bridges between people and technology. With a M.Sc. in Business Engineering, he founded one of the very first Internet agencies in the Netherlands, back in 1996. He later moved into digital marketing with his own agency, which he still owns and runs. Ever curious, he became an international keynote speaker, he offers both consulting and coaching as a trusted advisor, has recorded a dozen online courses in both English and German and is a lecturer in several universities.

Other confirmed speakers include **Anthony Atlas**, Head of Product and Growth of ClimateAi, **Lilian Escalon**, Director HZPC Europe, and **Felipe Medina**, Technical Secretary General of ASEDAS and member of the European Economic and Social Committee. Finally, **Liam Glennon**, Chairperson of the Local Organising Committee of the [World Potato Congress](#) in Dublin, will give an overview of the programme and activities planned for this unique potato event that will take place in Dublin (Ireland) from 30 May to 2 June 2022.

The organisers are honoured to have these wonderful speakers come and share their insights. Berta Redondo Benito, Secretary General of Europatat, states: “*This year we are looking at a very special edition of our Congress. For the first time ever, this event will be organised in a virtual format that will provide an excellent opportunity for all partners of the potato supply chain from around Europe and beyond to meet and discuss how to make the most of digitalisation in their businesses. Don't miss it!*”

Visit [www.europatatcongress.eu](http://www.europatatcongress.eu) for more information. Registrations will open soon.

