



**I** INTERNATIONAL  
SYMPOSIUM  
— OF —  
**POTATO**  
— MADRID —

*5<sup>th</sup> October 2026*

ORGANISED BY:



IN PARTNERSHIP WITH:

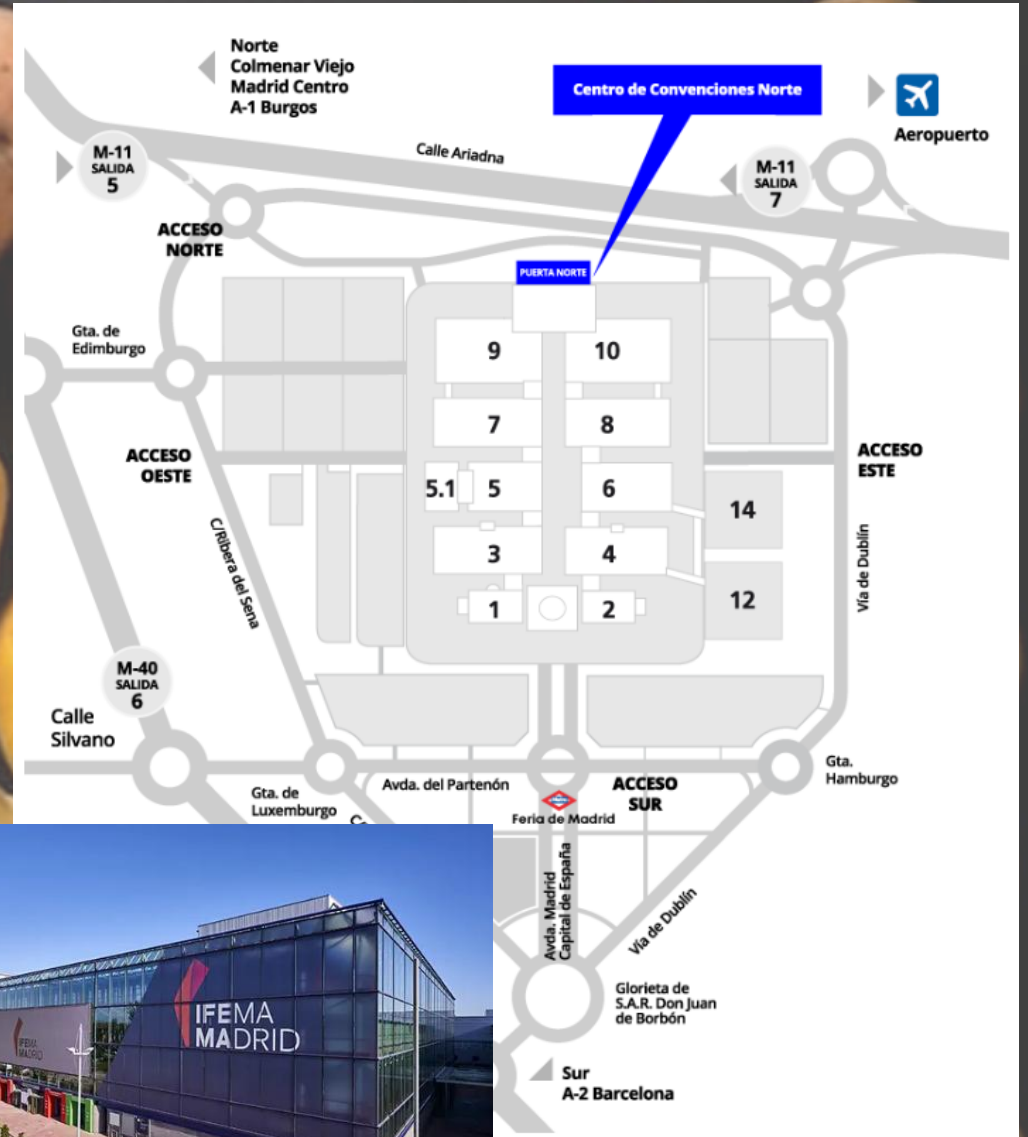




*5<sup>TH</sup> OCTOBER 2026*

*16:00h -18:00h Symposium*  
*18:00 – 19:30 h Networking*

**IFEMA MADRID | North  
Convention Center**



# BACKGROUND



- The potato is the **third most widely grown food crop in the world** (behind only rice and wheat). It is a **staple food** in the diets of billions of people and contributes to **global food security**, thanks to its **ease of cultivation, high nutritional value** and **culinary versatility**.
- In Spain, it is grown throughout the country, particularly in regions such as Castile and León, Galicia and Andalusia. However, the area under potato cultivation has fallen sharply since 1990, turning Spain into a **net importer**, with imports exceeding 1,277,000 tonnes in 2025 (mainly from France). Exports reached 350,000 tonnes in 2025, with Portugal being the main destination.
- Furthermore, it forms an **essential** part of **European diets**, featuring prominently in traditional dishes such as the spanish omelette, gratin dauphinois and numerous stews.
- At **European Union** level, the potato is also of great economic and food-related importance. The EU is **one of the world's leading potato producers**, with countries such as Germany, France, the Netherlands, Belgium and Poland leading the way in production. Furthermore, it is also significant in **intra-EU trade** and the **European food industry**, ranging from fresh consumption to processed products such as chips or frozen potatoes.



# BACKGROUND



Overall, the potato is not only a **staple food** in Spain, but also a strategic crop within the European Union, both for its **economic value** and for its role in food security and the sustainability of rural areas.

For this reason, the holding of the **1st International Symposium of Potato**, as part of the potato's designation as the **Star Product of Fruit Attraction 2026**, aims to highlight the value of this essential product and revitalise the potato sector.



# I INTERNATIONAL SYMPOSIUM OF POTATO



- ✓ This symposium will be a **technical, scientific and professional** event bringing together experts, growers, researchers, businesses and institutional representatives from the sector to analyse the current situation and future challenges facing potato cultivation.
- ✓ This event will promote the **exchange of knowledge, innovation and collaboration** at national and international level, addressing key aspects such as sustainable production, genetic improvement, plant health, marketing and the role of the potato in the agri-food chain. It also aims to highlight the **economic, social and nutritional importance** of this crop, both in Spain and within the European and global context.
- ✓ More than **400 professionals from the potato sector**, both national and international, will gather at **IFEMA MADRID** on the eve of the **18th edition of Fruit Attraction**, on 5 October from 4.00 pm.

The symposium is intended to serve as a key forum for debate, the generation of ideas and the promotion of development within the potato sector

# SPONSORSHIP PACKAGES



## Platinum sponsors

**These companies or organisations will make a contribution of 15,000€ plus VAT.**

- ❖ They will be able to give a 5-minute speech at the opening of the Congress / They will be able to screen a 2–3-minute promotional video during the event's breaks / They will be recognised as sponsors of the cocktail reception.
- ❖ They will be able to give a 10-minute presentation\*.
- ❖ They will be entitled to feature prominently in the Symposium's promotional materials as Main Sponsors.
- ❖ They may set up a stand with promotional material at the entrance to the Symposium
- ❖ They may include material in the documentation handed out to attendees

\* Subject to suitability in the programme and subject to approval by the organising committee



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# SPONSORSHIP PACKAGES



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- ❖ They may include material in the documentation provided to attendees



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# SPONSORSHIP PACKAGES

## PACKAGE INCLUDES

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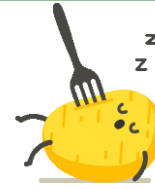
**PARTNER**  
2.000€+VAT

Option 1: Take part in the symposium: short presentation or screening of a promotional video



Option 2: You will be recognised as sponsors of the cocktail reception

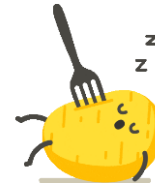
10-minute presentation (subject to suitability in the programme and prior approval by the organising committee)



To have a stand with promotional material at the entrance to the Symposium



Include material in the documentation provided to attendees



Logo on the symposium's promotional materials

