

Let's reconnect the potato chain!

PRESS RELEASE – Kortrijk, 13 October 2021

After more than 2 years, the first major international meeting platform for the potato chain will finally see the light of day: on Sunday 28, Monday 29 and Tuesday 30 November 2021, INTERPOM will be opening its doors in Kortrijk Xpo. At last, the potato professionals will be able to meet each other again!

Let's reconnect the potato chain

INTERPOM is the most specialised indoor trade fair in Europe for the entire potato chain, from cultivation to processing and marketing. Under the theme 'Let's reconnect the potato chain', 315 exhibitors from 15 countries will present their latest machines, products, services, digital technologies and sustainable solutions live. Every market segment will again be well represented, with a noticeable increase in the number of machine manufacturers for the potato processing industry, more suppliers providing solutions for the storage of potatoes, and a widening range of new digital technologies. It will be an exceptional edition! This year, our exhibitors are very much looking forward to welcoming their customers and business contacts to their stands as loyal partners of the potato professionals.

Christophe Vermeulen (CEO of Belgapom): *"We really missed each other. After one and a half years of using Zoom and Teams to communicate, INTERPOM offers us the perfect opportunity to meet each other in person again. Physical contact is extremely important in our sector. The range of participants and the programme are quite impressive, and the first reactions confirm that people are really looking forward to this event. It was about time, too, because the current challenges are considerable. Exceptional weather conditions, the consequences of the CIPC ban, the Green Deal... At INTERPOM, there will certainly be enough to talk about. I therefore expect a first-class edition!"*

Innovation champions from the entire potato chain

In the fast growing potato sector, innovations are the common thread that enables efficient, competitive and sustainable growth. **An independent group of experts has carefully selected the most relevant innovations in the chain**, which offer significant added value to you as a user and to the further sustainability and professionalisation of the potato sector. These must-see innovations will be highlighted at the fair in a special tour - the INNOVATION TOUR - and through digital communication.

Seminars: Hot topics & exciting innovative projects

This year's seminar programme is truly impressive! INTERPOM is committed to sharing knowledge by means of a continuous programme covering both hot topics and exciting innovative projects. Here is a sample of the programme put together by Belgapom: germination inhibition in a post-CIPC era (Inagro), Europe's ambitions in the Farm to Fork strategy: what does it mean for the potato sector? (ILVO), the impact of the pandemic on the global potato trade (World Potato Markets), a green vaccine to combat potato blight (UGent), sales channels for potato flows (ILVO & VLAIO), detecting *Alternaria* faster thanks to sensors, drones and AI (ILVO), how to combat diseases and pests in potatoes (ILVO), a new warning model for *Alternaria* (PCA & CARAH), the results of 3 years of trials with resistant organic potatoes (CRA-W), Residual soil (tare) returned to the field free from contaminants - research into suitable heat treatment processes (Flanders Food), etc. The full programme can be found on www.interpom.be.

Romain Cools, Belgapom Advisor, will be in charge of coordinating and moderating this seminar programme in Dutch, French and English. INTERPOM 2021 will thus definitely provide a new impetus for a strong, dynamic and sustainable Belgian & European potato chain. All seminars will be streamed and will also be available on the website after the trade fair.

Online visitor registration and ticket sales have started

In order to be able to purchase their entry ticket (10 EUR/pp for a dayticket), visitors must register online first. Those with a code for a 50% discount or free ticket must also register in advance using the code mentioned on the invitation. Visitors will only receive their entry tickets after registration (and payment, if applicable). Tickets can be purchased online now at www.interpom.be.

Plan a safe visit to INTERPOM thanks to the Covid Safe Ticket

INTERPOM will take place in its usual form, in a completely safe environment, using the Covid Safe Ticket system. As with most fairs in Belgium and abroad, you will therefore need to be in possession of a valid Covid Safe Ticket (QR code in the CovidSafeBE app) at the entrance of Kortrijk Xpo to be granted access to INTERPOM. So make sure you are well prepared and have a test, recovery or vaccination certificate with QR code at hand. At the trade fair, you will **not** be required to wear a face mask, there will be no fixed walking directions and no restrictions on the number of visitors. This means you will be able to visit the trade fair safely with your partners and colleagues. For the latest information, please visit www.interpom.be.

Keep up to date with the full programme by following INTERPOM on [LinkedIn](#), [Twitter](#) or [Facebook](#).

INTERPOM is an initiative of Belgapom, the recognised professional association for the Belgian potato trade and processing industry. All practical and organisational matters are handled by Kortrijk Xpo.

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