

CHINA POTATO EXPO 2022

THE FIRST OUTDOOR
POTATO EXHIBITION
IN ASIA

13-15
May 2022

Tengzhou,
Shandong, China

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www.china-potato-expo.com

Exhibition Brochure

Presented by

Official Hosts



Official Co-Hosts



International



This years' focus:

TECHNOLOGICAL INNOVATION

For a Sustainable Potato Industry



China Potato Expo 2022 is the first outdoor exhibition for potato cultivation and machinery in Asia. In its 2022 edition, China Potato Expo will partner with the German Agricultural Society (DLG) and utilise their unique experience to establish a specialized international outdoor event for potato professionals.

Hosted by the Agricultural Industry Sub-Council of the Agricultural Trade Promotion Center, Ministry of Agriculture and Rural Affairs, China Potato Expo will be held from 13-15 May 2022. The event will take place in Tengzhou, Shandong Province – the home of potato in China. Across 6 hectares, participants can expect trial plots, live demonstrations of harvesting machinery in the fields as well as a large product exhibition. All of this will be accompanied by a comprehensive conference program and the opportunity for business networking.

EVENT STATISTICS



50,000+
attendees on-site
and online



200+
exhibitors from
10 countries



40+
trial plots with seed
potato varieties



10
live harvesting
demonstrations



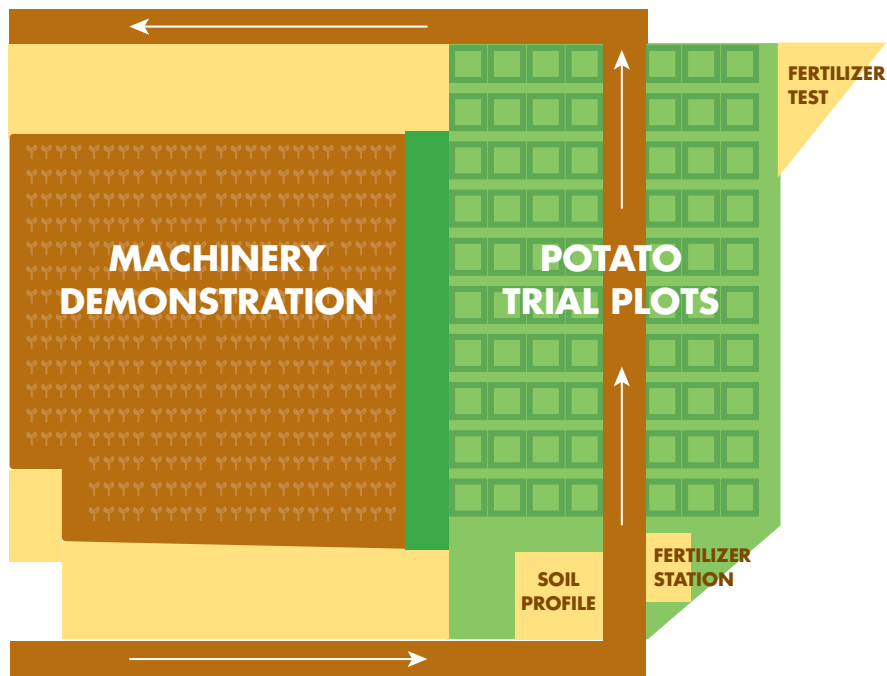
8
seminars, workshops
and conferences



150+
leading potato farm
managers to be hosted

	TRIAL PLOTS Hands on demonstration of potato varieties
	OUTDOOR AND INDOOR EXHIBITION Large display of exhibits
	MACHINERY DEMONSTRATION Live harvesting in the field
	CONFERENCE PROGRAM Knowledge and innovation exchange

SITE PLAN



GOOD REASONS FOR POTATO PROFESSIONALS TO PARTICIPATE

<p>1</p>  <p>PIONEERING The very first outdoor potato exhibition in Asia</p>	<p>2</p>  <p>PLACE TO BE Tengzhou is the distribution & export center of potato in China</p>	<p>3</p>  <p>HANDS-ON DEMONSTRATION Trial plots and live machinery demonstration on 4ha organized by DLG with its unique expertise</p>	
	<p>4</p>  <p>NETWORKING Meeting place for potato professionals and supported by government bodies</p>	<p>5</p>  <p>EASY TRAVEL high-speed railway and hotel of international standard nearby</p>	

HIGHLIGHTS OF THE TECHNICAL PROGRAM



POTATO PLANT PROTECTION FORUM



POTATO MECHANIZATION FORUM (UNMANNED FARM)



TRAINING COURSE FOR POTATO GROWER



China Potato Expo 2022 will be launched with a brand new event format including live machinery demonstration on the fields, to integrated production technology demonstration of agricultural machinery and agronomy and a display of various potato products; all in cooperation with the world-renowned PotatoEurope organiser DLG. Targeted at professional farmers as well as the various stakeholders in potato production and its value chain, we hope that China Potato Expo 2022, the largest Potato Expo in Asia, will facilitate great improvements in the potato industry from production to consumption. We would like to invite professionals from the industry worldwide to this innovative and international event, with the common goal of continuing to improve professionalism in potato production in the region.

*Ms. Hongtao Ma, Director-General,
Agricultural Trade Promotion Center, Ministry of Agriculture and Rural Affairs*



“For many years, PotatoEurope has been the meeting place for all potato professionals in Europe and beyond. Being responsible for PotatoEurope in the Netherlands I sincerely welcome China Potato Expo to our network of events. I am convinced that with the know-how, experience, and expertise of DLG, China Potato Expo will create a synergy between the events and added value to our exhibitors and visitors. I wish our colleagues in China a great start!”

*Mr. Kuno Jacobs,
Managing Director, DLG Benelux*

TENGZHOU – THE DISTRIBUTION & EXPORT CENTER OF POTATO IN CHINA



THE PERFECT COMBINATION OF INTENSIVE CULTIVATION AND AGRICULTURAL MECHANIZATION



Shandong is recognized as one of the most intensively cultivated areas of potatoes in China, with the highest average yield in the country. The planting technology is mature and the market demand for agricultural machinery continues to grow.

ACCELERATING SEED POTATO BREEDING BASES



The utilization rate of virus-free seed potato in Shandong has reached more than 90%, ranking first in China. Besides, Shandong is the distribution center of seed potatoes, which drives the potato trade in the surrounding areas such as Henan, Anhui and Hebei. The local government advocates introducing excellent potato varieties and improving the breeding system.

GREAT POTENTIAL FOR IN-DEPTH DEVELOPMENT OF POTATO INDUSTRY



The Shandong government is actively promoting the development of potato industrialization, building a potato industry development system integrating planting, production, deep processing and marketing, effectively extending the industrial chain and increasing the added value of potatoes.

BOOMING EXPORT MARKET FOR FRESH POTATOES



Shandong potato exports are mainly fresh potatoes with an annual export volume of about 300,000 tonnes, accounting for 70-75% of China's total potato exports, ranking first in China.

INNER MONGOLIA

BEIJING

TENGZHOU

SHANGHI




PRODUCT INDEX



**STANDARDIZED
PLANTING MODEL**



**PRODUCTION
MATERIALS
AND INPUTS**



**EQUIPMENT AND
MACHINERY**



**POTATOES AND
ITS PROCESSED
PRODUCTS**



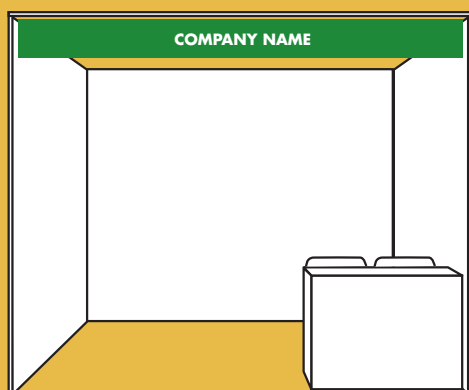
**CONSULTING
SERVICES**



**COUNTRY AND
REGION DISPLAY**

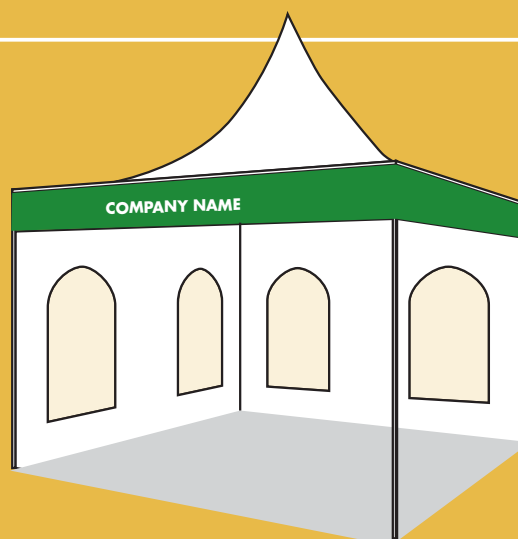
PARTICIPATION OPTIONS

STAND TYPE



BOOTH IN BIG TENT

9m² (3X3): 8000 RMB/pc



OUTDOOR INDIVIDUAL TENT

16m² (4X4): 10000 RMB/pc

32m² (4X8): 15000 RMB/pc

OUTDOOR MACHINERY DISPLAY



BELOW 9m² : 2000 RMB/per machine

ABOVE 9m² : 6000 RMB/per machine

Would you like to demonstrate your machinery in the field or book a trial plot?
As packages are limited, please contact us directly.



EASY REACH, CONVENIENT STAY



AIRPORT:

High-speed railway: Tengzhou High-speed Railway Station: 2.5 hrs from Beijing; 3 hrs from Shanghai

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ORGANIZERS AND SUPPORTERS

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CO-ORGANIZERS



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OVERSEAS SUPPORTERS

