



# **India International Potato E-Conclave**

**15-16 June 2021**

**Production I Procurement I Processing I Marketing I Exports**

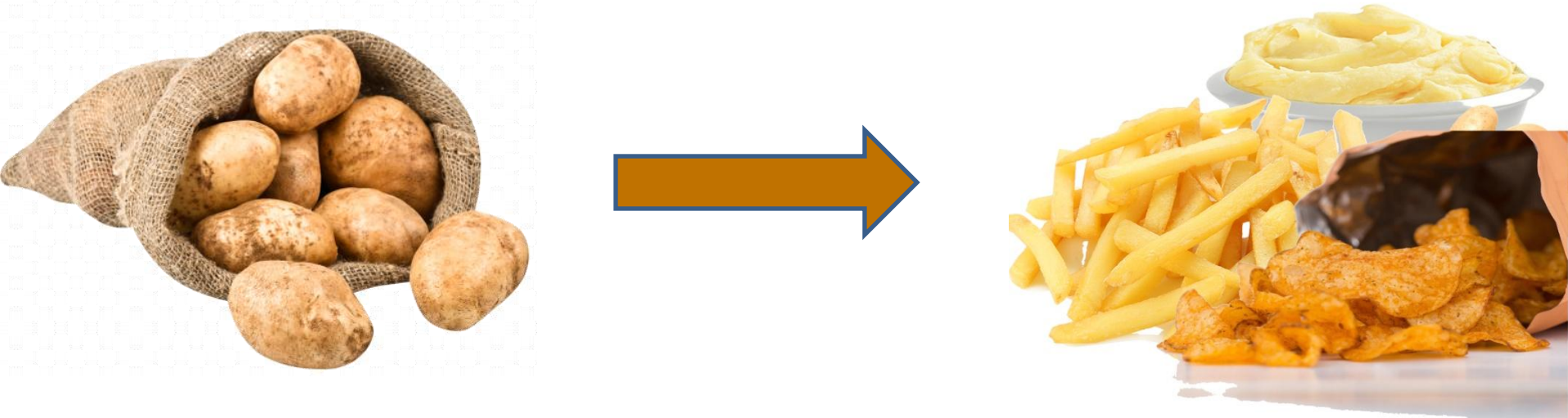
## ***Overview:***

The potato market is projected to record a CAGR of 1.0% during the forecast period, 2021-2026. The COVID-19 pandemic has driven the demand for fresh potatoes in supermarkets and grocery stores across the globe, as people stock up on inexpensive food due to panic buying. The lockdown has also increased the demand for fresh potatoes in developing countries.

In the processed food industry, where processed products constitute the bulk of potato consumption, the demand for fresh potatoes has skyrocketed across the globe. The other applications of potatoes include feed to livestock, industrial starch production, and seed tubers for growing the next season's potato crops.

## **Increased Demand from the Processing Industry**

Fresh potatoes are baked, boiled, or fried and used in a staggering range of recipes such as mashed potatoes, potato pancakes, potato dumplings, twice-baked potatoes, potato soup, and potato salad. However, the global consumption of potatoes as food is shifting from fresh potatoes to value-added, processed food products. One of the main items in that category is frozen potatoes. Dehydrated potato flakes are used in retail mashed potato products, as ingredients in snacks & even as food aid.



## ***The Agenda:***

Keeping in view the prospects and international demand for the Fresh & Frozen Potato and Value added Potato products, **Indian Chamber of Commerce is organising India International Potato E-Conclave** to promote the available varieties of Potato and Potato Products, Latest Technologies, Trends, opportunities for Farm Input & Technologies, Potato Processing, Packaging, Cold Store and Logistics companies and connect with the relevant stakeholders from Policy makers to Farmers, FPOs, Traders, Buyers and Exporters.

**Production:** Need for increasing the production of potato seeds and disease free varieties of potato across the country. Awareness about use of high yield farm inputs to increase the per hectare output of the crop and use of micro irrigation and water management technologies at much greater extent including smart farm technologies.

**Procurement:** Creating infrastructure and storage facilities at farm level for primary cleaning, grading, sorting and storing of the products for longer term to help farmers stock and generate better price as per market demand. Also reducing the cost for existing cold storage to reduce the cost burden on both farmers and cold store owners for storing the additional yield beyond market demand

**Processing:** Establishment/Expansion/renovation of Potato Processing Units and Setting up more Explore value added products that can be made out of Potato as the demand in Domestic and International Markets and adaptation of low cost modern technologies for high quality and quantity production.

**Marketing & Exports:** Cost effective and environment friendly packaging process, promote village level processing units, Promotion of potato processing machinery companies along with cold store technology companies. Setting up proper standard MSP for reducing loss and cost burden of Farmers. Forward & backward market linkage & demand based production, buy back and processing model. Exploring more export opportunities for Export of such products.

## ***Event Highlights***

- **Two day Virtual Conclave** - focusing on various aspects of Potato – Production Processing & Exports

## ***Opportunities in Potato Industry***

- Potato Seed Production & Production of disease free potato varieties.
- Farm Input, Farm Technology and Micro Irrigation techniques.
- Water, Nutrient and Soil management.
- Untapped potential in potato based value added products.
- Farm gate infrastructure and cold chain systems.
- Investment in Production, Processing, Storing and Marketing sector of the Potato industry.
- Opportunities in R&D of High Yield Potato varieties and value added products .

## ***Focus Areas of Conclave***

- Increase the production of High Yield Potato Seed varieties and disease free varieties across the country and region specific based on the local soil, climate and water availability.
- Opportunity for Farm Input, Farm Technology and Micro Irrigation companies to promote their high yield oriented products.
- Strengthening the FPOs and collaborating with them for creating small primary processing grading, sorting, packing and cold store units as farm or village level .
- Exploring more opportunities in value added products having increasing demand in Domestic and International Market.
- Exploring Opportunities for Investment in Production, Processing, Storing, Marketing and Exports sector of the Potato industry.
- Encouraging adoption of Smart technologies at Farm Level, Production Level, Processing Level, Climate Change, Disease control, Supply Chain and Market Linkage.

## ***Speaker Profile***

- Senior State Government officials from Department of Agriculture & Horticulture.
- International and National Agencies promoting Potato Production like CIP, CPRI, ICAR, & FAO
- Research & Technology institutes working in potato production and processing.
- Processing, Packaging and allied Technology manufacturing companies.
- Representatives from NABARD, APEDA, NHB and others.
- Cold Chain Management and Distribution and Logistics.
- Smart Farming Ag-Tech Companies and Representatives from major FPOs

## ***Sponsor Profile***

- State Governments and Departments
- Government Agencies like NHB NABARD APEDA and others
- Potato Research and International Agencies like CIP, CPRI, ICAR, FAO
- Corporates engaged in Business of Potato Seeds, Farm Inputs, Farm Technology, Micro Irrigation Technology, Processing, Packaging, Warehousing & Cold Storage and related technologies, Valued Added Products

## ***Delegate Profile***

- Senior Government Officials
- Farmers, Growers and FPOs
- International Technology Experts and research Scholars
- Potato Processing Companies, traders, retailers, retail chain, logistics services providers
- Exporters and Buyers of Potato and Potato Products
- All other relevant stakeholder from Potato and allied businesses from across the country

## ***Participation Options***

### **Sponsor @ Rs. 75000/-**

Deliverables:

- Logo visibility in all online promotions.
- Logo Presence in all event branding.
- Company video to be played during the event.
- Speaking Slot with presentation
- List of Participants

## ***Benefits of Participation***

- Raise brand awareness
- Promote products & Services in online
- Interactive platform between Policy makers, Farmers, Corporates, Traders, Exporters
- Achieve measurable results
- Accumulate a high-quality list of new sales contact
- Explore new business possibilities, investment opportunities and international market connectivity

### **Co-Sponsor @ Rs. 50000/-**

Deliverables:

- Logo visibility in all online promotions.
- Logo Presence in event Brandings
- Speaking Slot with presentation
- List of Participants

### **Associate Sponsor @ Rs. 35000/-**

Deliverables:

- Logo visibility in all online promotions
- Logo presence in Thank you sponsors
- Speaking Slot

### **For Sponsorship details contact:**

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