

## POTATO EUROPE - 2014



Over 10,000 potato professionals from more than 60 countries, gathered in early September for 2 days of exhibitions, demonstrations and discussion near Hannover, Germany. 200 exhibitors from 13 countries filled several pavilions and outdoor areas, in glorious sunshine, to show off their latest products and discuss the current season.



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Pommies Ltd organised a stand in an excellent location which was busy over both days. Visitors from across the globe including India, China, Mongolia, Thailand, Egypt and Australia came to discuss business opportunities or to catch up with old acquaintances. As ever, new varieties was a talking point and our crisper Olympus and ware variety Safiyah attracted a lot of attention with many requests for additional information and sales enquiries.



Business was also done to confirm seed sales to several export destinations. With one in three of all visitors being international, the event is likely to remain popular when it is next held in Belgium in September 2015.

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