Imagine a world

without hope,

without progress,

without enough food,

without solutions for the future,

and without the comfort of one of the most

popular ingredients on the planet.

What has the potato meant for you?

The time has come for the potato sector to come together

and remind the world that the potato is a treasure of humanity.

Imagine the impossible.

Imagine a world without potatoes.

Join us in a campaign to build a better future for all.

IMAGINE A WORLD WITHOUT POTATOES LAUNCHING EVENT

Program (Final)

9:40 am Coffee Break at Hotel El Libertador-Qoricancha Conference Room.

10:00 am – 11:30 Program

* Welcome and Introduction by Pietro Turilli, CIP-Director for Resource Mobilization -5’
* Joaquim Lozano, IFAD-Director Latin America & the Caribbean-10’
* Marie Haga, Executive Director Global Crop Diversity Trust-10’
* Importance of Conservation of Biodiversity and Science in Potatoes - David Ellis (Head of the CIP Genebank- recently awarded Crop Trust Legacy Award)-15’
* The Role of the Private Sector- Maarten de Voogd- YARA Global Crop Manager Potato- 15’
* World Potato Markets- Cedric Porter- Managing Editor World Potato Markets Bulletin- 10’
* The Campaign – Marc de Beaufort- CIP Marketing team-10’
* Closing words by Romain Cools-President of the WPC Inc. -10’

11:30 - 12:00 Networking