



INDIA - A Land of Opportunities

GLOBAL ^{2nd} Edition POTATO SUMMIT 2026

16

17

DECEMBER 2026

Mahatma Mandir Convention
& Exhibition Centre
Gandhinagar, Gujarat, India

Exhibition | Conference |
Farm & Factory Visits | Awards



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Embark on a Journey to the WORLD's 2ND LARGEST POTATO, F&V AND FOOD RETAIL MARKET.....INDIA



INDIA: A POWERHOUSE IN THE GLOBAL POTATO ECONOMY

India, the world's second-largest potato producer, represents one of the most dynamic and promising markets for the global potato industry. Backed by diverse agro-climatic conditions, a resilient agricultural base, and a rapidly expanding food processing sector, India is uniquely positioned to drive sustained growth across potato production, value addition, and exports.

Rising urbanization, a growing middle class, and evolving food habits have accelerated demand for both fresh and processed potato products, particularly in the snacks and convenience food segments. However, challenges such as post-harvest losses, supply chain inefficiencies, technology gaps, and sustainability concerns highlight the need for a unified global platform connecting stakeholders across the potato value chain.

Global Potato Summit: A Dedicated Farm To Fork Platform

Building on the success of its inaugural edition, Media Today Group presents the 2nd Edition of the Global Potato Summit (GPS 2026)—a focused international platform uniting the global potato ecosystem.

GPS 2026 brings together growers, processors, chips and snack manufacturers, exporters, technology providers, policymakers, researchers, investors, and global buyers to exchange knowledge, explore partnerships, and unlock business opportunities.

Potato Agriculture & Primary Production

At its core, the Global Potato Summit is a comprehensive agri-industry platform that begins at the farm and extends to processing, trade, and consumption. Sustainable growth of the global potato industry is impossible without strong foundations in seed quality, farm productivity, climate resilience, and efficient post-harvest management.

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The Summit serves as a focused knowledge and business platform connecting seed companies, agri-input and machinery providers, researchers, extension agencies, farmers, processors, exporters, policymakers, and technology providers.

Potato Chips & Snack Processing Industry

The potato chips industry is the fastest-growing and most commercially impactful segment in India and the Asia Pacific, forming the backbone of organised potato processing and contributing significantly to FMCG growth. Chips are a high value-adding product with consistent demand across all markets, driven by seed quality, farming practices, storage, and processing, along with innovations in flavors, formats, healthier variants, and packaging. They account for nearly 30% of India's organised snack market, supported by QSRs, modern retail, e-commerce, and quick commerce. Asia Pacific, led by India, China, and South Asia, is expected to drive 57% of global potato market growth, fueled by potatoes' role as a staple and convenience food ingredient.

Indian Frozen & Processed Potato Outlook

The Indian frozen and processed potato products market was valued at USD 1.77 billion in 2023 and is projected to grow at a CAGR of 17%, reaching USD 7.23 billion by 2032, driven by the rapid expansion of QSR chains, rising demand for fries, chips, wedges, flakes, and snacks, increased use of dehydrated potato products, and the growing preference for longer shelf life, consistent quality, and convenient food options.

GUJARAT INDIA'S POTATO HUB

Gujarat stands out as one of India's most progressive states for Potato value added products manufacturing and food processing, making it the ideal location for 2nd edition of the Global Potato Summit 2026.

- Major potato chips and snack manufacturing hub
- Availability of processing-grade, high dry matter, low sugar potato varieties
- Strong MSME and startup ecosystem
- One of India's strongest cold storage and logistics network
- Strategic export gateway with excellent port connectivity
- Investor-friendly policies, food parks, and ease of doing business

EXPLORE BEYOND THE SUMMIT

GPS 2026 offers curated Live Farm and Factory Visits for delegates.

Live Farm Visits

- Progressive potato farms and innovative growers
- Cultivation practices aligned with processable potato varieties
- Mechanisation, irrigation efficiency, and sustainability models

Factory Visits

- Potato chips, french fries & snacks manufacturing units
- Advance frying, seasoning, and packaging technologies
- Insights into quality control, food safety, and supply chain integration





EXHIBITOR / VISITOR PROFILE

- Potato & Vegetable Growers
- Agri Exporters & Importers
- Organic Produces
- Retailers & Aggregators
- Greenhouse & Hydroponics Consultants
- Agri Biotechnology
- Precision farming products suppliers
- Central & States Government Departments
- Potato & Vegetables Seeds & Seedlings
- Financial Institution / Banks
- Process & Packaging Technologies
- Grading & Sorting Machinery
- Cold-chain Equipment, Machinery & Services
- Value Addition Equipment and Food Processing
- Perishable Cargo Solutions & Cold Storage
- Agricultural machinery for Potato & Vegetable
- Equipment for primary processing
- Equipment for industrial processing
- Support Services



GPS 2025 GLIMPSES

PRESENCE IN SHOW

- | | | |
|------------------------|-------------------------------|------------------------------------|
| • Growers | • Logistics | • Govt. Authorities |
| • Importers | • Wholesalers | • R&D Professionals |
| • Processors | • Retailers | • Food Technologists |
| • Grower Organizations | • Agri Startups | • Nutritionists & Wellness Experts |
| • Food Manufacturers | • Cold chain Companies | • Chefs |
| • Distributors | • Packaging Companies | • Bankers |
| • Exporters | • E-commerce Companies | • Venture Capitalists |
| • FPOs & SHGs | • Agri Solution Providers | • Diplomats |
| | • Certification Professionals | • Regulatory Bodies |
| | • Consultants | |



GPS 2026 HIGHLIGHTS

- ✓ Global Potato Summit 2026 – Second Landmark Edition
- ✓ Participation from 15+ countries
- ✓ Expected attendance of over 15,000 delegates and trade visitors
- ✓ Strong spotlight on India's emerging potential and investment opportunities in the potato sector
- ✓ Three days of high-impact engagement, learning, innovation, and business



PROPOSED TOPICS & DISCUSSION

- Global Potato Production, Trade Dynamics, Policy Frameworks, and Regulatory Environment
- Potato Value Chain Development, Industry Integration, and Market Linkages
- Potato Variety Development and Advanced Seed Production Systems
- Disease and Pest Management, Post-Harvest Handling, Processing, Value Addition, and Quality Standards
- Cold Chain Infrastructure, Storage Technologies, Logistics, and Investment Opportunities
- Potato Technologies, Innovations, Mechanization, Climate-Smart Practices, and Big Data Utilization
- Consumer Trends, Changing Food Preferences, Product Innovation, and Market Demand
- Future Strategies for Sustainable Growth of the Potato Sector
- Contribution of Potatoes to Food and Nutrition Security, with Inclusive Models for Women, Young Farmers, and MSMEs
- Global Potato Partnerships, Private Sector Investments, and International Collaborations

REASONS TO JOIN THE CONFERENCE

- Stay Updated on Market Dynamics and Trends
- Learn About Cutting-Edge Products and Global Supply Chains
- Anticipate Future Trends and Embrace Innovations
- Explore Opportunities in Global Markets: Key Areas and Prospects
- Navigate Business Fluctuations in the Potato Value chain
- Discover Growth Avenues in Emerging Domestic and Export Markets
- Gain Insights into Domestic Production and Consumption Patterns
- Engage with Decision Makers in Government Departments
- Forge Personal Connections with Industry Leaders
- Unlock Extensive Networking Opportunities with Global Influencers

ABOUT US

Media Today Pvt. Ltd. is a leading Indian trade media and exhibition company specialising in agriculture, food processing, dairy, grains, horticulture and allied sectors. With over three decades of experience, the company has built a strong reputation for organising high-impact industry exhibitions, conferences and knowledge platforms in collaboration with government bodies, industry associations and global stakeholders.

Its flagship exhibitions include India Foodex, GrainTech India, DairyTech India, BakeryTech India, Agritech India, Fresh India Show, Flora Expo, Landscape & Gardening Expo, and the Global Potato Summit. Alongside events, Media Today also publishes specialised industry magazines and directories. Through its integrated media and events ecosystem, the company continues to connect markets, showcase innovation and support sustainable sectoral growth.



For Partnership opportunities, Stall booking and other details, please contact:



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STALL RESERVATION FORM

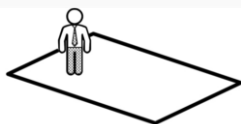
(Applicable GST 18%)

SHELL SCHEME PER SQUARE METER

Shell Scheme includes: floor rental, back and side walls, fascia board with company name, one table, two chairs (per 9 sqm.), 3 spot lights, registration fee, electric point (300 watts single power socket per booth), carpet and company entry in the official show catalogue.



Min. 9 sq. Mtr.	1 side open	Rs. 10,500/- per sqmt.	Euro 170 per sqmt.
Min. 18 sq. Mtr.	2 sides open	Rs. 11,500/- per sqmt.	Euro 185 per sqmt.
Min. 36 sq. Mtr.	3 sides open	Rs. 11,900/- per sqmt.	Euro 190 per sqmt.
Min. 45 sq. Mtr.	4 sides open	Rs. 12,500/- per sqmt.	Euro 195 per sqmt.



1 SIDE OPEN STALL	
9 sq. Mtr.	Rs. 94,500/- + 18% GST
12 sq. Mtr.	Rs. 1,26,000/- + 18% GST
15 sq. Mtr.	Rs. 1,57,500/- + 18% GST
18 sq. Mtr.	Rs. 1,89,000/- + 18% GST

2 SIDES OPEN STALL	
18 sq. Mtr.	Rs. 2,07,000/- + 18% GST
24 sq. Mtr.	Rs. 2,76,000/- + 18% GST
3 SIDES OPEN STALL	
45 sq. Mtr.	Rs. 5,35,500/- + 18% GST

RAW (BARE) SPACE (INSIDE HALL) PER SQ. MT.

Bare Space includes: floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.

Min. 18 sq. Mtr.	1 side open	Rs. 10,000/- per sqmt.	Euro 165 per sqmt.
Min. 27 sq. Mtr.	2 sides open	Rs. 11,000/- per sqmt.	Euro 180 per sqmt.
Min. 36 sq. Mtr.	3 sides open	Rs. 11,500/- per sqmt.	Euro 185 per sqmt.

1 SIDE OPEN STALL		2 SIDES OPEN STALL	
18 sq. Mtr.	Rs. 1,80,000/- + 18% GST	18 sq. Mtr.	Rs. 1,98,000/- + 18% GST
21 sq. Mtr.	Rs. 2,10,000/- + 18% GST	36 sq. Mtr.	Rs. 3,96,000/- + 18% GST
24 sq. Mtr.	Rs. 2,40,000/- + 18% GST	3 SIDES OPEN STALL	
36 sq. Mtr.	Rs. 3,60,000/- + 18% GST	45 sq. Mtr.	Rs. 5,17,500/- + 18% GST

Note:

- Extra Power Charges Rs. 2500/- (Euro 45) per KW (if required).
- Stall booking on first come first serve basis.
- Stall booking is subject to receive 100% payment in advance.
- Stall area can be booked in multiples of 3 meter like 9, 12, 15, 18 and so on.

Yes, I agreed to book stall at "Global Potato Summit 2026". Please reserve space ofSq.m. under Shell Scheme / Raw Space (inside hall) Raw Space Scheme at expo. We agree to all terms and conditions (mentioned on our website) applicable for participation in the Global Potato Summit 2026. Our details are as follows:

Name:.....Designation:.....Company / Organization Name.....

Address:.....City:.....Pin/Zip:.....

State:.....Country:.....Mobile:.....E-mail:.....Date.....

We are enclosing a Cheque/DD of Rs/ Euro/ USD.....No. Dated Drawn in favour of

MEDIA TODAY PVT. LTD., payable at Delhi, India or Sending money through Bank Transfer No.....dated.....Bank Name.....

Office Use only:

Hall No. Stall No. Remark

Signature and Seal