



# GLOBAL POTATO SUMMIT 2025

**11-13** DECEMBER 2025  
IEML, Greater Noida,  
Delhi NCR, India

| Exhibition | Conference | Farm Demonstrations | Awards |



## INDIA - A LAND OF OPPORTUNITIES

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



India, as the second-largest potato producer in the world, presents a vibrant and promising market for the potato industry. With its diverse agro-climatic conditions, robust agricultural sector, and increasing domestic demand, India is uniquely positioned to drive substantial growth in potato production and processing. The country's expanding population and rising urbanization have fueled a surge in consumption of both raw and processed potato products. However, to fully harness this potential and address challenges such as supply chain inefficiencies, technological gaps, and sustainability concerns, a cohesive platform for industry stakeholders is essential.

We, Media Today Group are delighted to unveil the **Global Potato Summit 2025**, an Intl. exhibition, conference, farm demonstrations and awards. It will be a dedicated platform to cater potato value chain, 'farm to fork', marking yet another milestone in serving the Agri & Food Industry. It's our pleasure to extend a heartfelt invitation for you to join us in this global exposition, scheduled to be held in Delhi, National Capital Region, India from **December 11th to 13th, 2025**.

**Seizing Opportunities in the Booming Asia Pacific market**

The Global Potato Summit 2025 highlights South Asia's pivotal role in the potato industry, prompting stakeholders to tap into the thriving Asian market. With the Asia-Pacific region projected to drive 57% of global market growth, countries like China, India, and Bangladesh lead in production. The APAC market dynamics are further influenced by the consumption patterns in the region. This crop is one of the most widely consumed foods in many Asian countries, such as India, Pakistan, Bangladesh, Nepal, Thailand, China, Myanmar and MENA Region etc.

Many multinational companies have made significant inroads into the area by taking advantage of the rising demand for processed products. In response to shifting customer preferences, local businesses are also profiting from the popularity of the crop by launching of value added potato products. Thus, such factors will propel the growth of potato production and consumption in South Asian and neighboring markets.



**INDIA FROZEN POTATO  
PRODUCTS MARKET OUTLOOK**

The India frozen potato products market attained a value of USD 1.77 billion in 2023. The market is further expected to grow in the forecast period of 2024-2032 at a CAGR of 17% to reach USD 7.23 billion by 2032. Potatoes in globalized economy, are one of the most consumed vegetables in India and neighbouring countries, enjoy their presence in the most famous cuisines. Frozen potatoes are preserved in their natural form without the use of additional preservatives. As per the trade sources, Indian fast food sector is growing at 25-30 % annually due to rapid growth of fast food chain both Indian and international. Out of the total snacks, potato-based products like French fries, wedges, potato flakes and other Indian snacks have about 30 % share in fast food industry.

French fries, potato bites, smileys are among the highest saleable potato products. This is the most abundant processed potato and can be found in many varieties such as lattice cut, wedges, curly, batter dipped, seasoned, or straight –cut including French Fries on menu is one of the easiest ways to increase sales and profits for the companies. Besides, dehydrated potato products like flakes, granules and powder are also used in larger quantities in preparation of many products as the substitute of fresh potatoes in products like Bhujia, Tikki, thickener, fabricated chips, patties and in preparation of premixes used for other products.

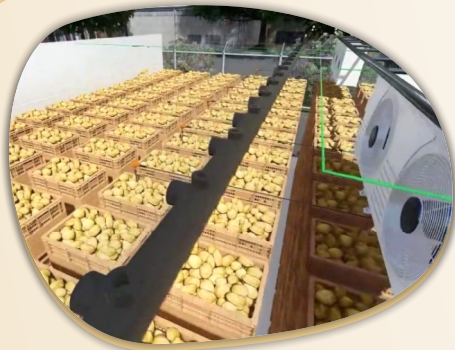
Frozen potatoes provide the same benefits and taste like a fresh one and have a greater shelf-life, consequently aiding the market growth. Furthermore, snacks such as french fries and wedges have become increasingly popular in India, especially among the children and the youth, and are catalysing the industry growth for frozen potatoes.



**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





## PROPOSED TOPICS & DISCUSSION

- Global Potato Produce Trade - Envisioning 2030
- Indian Government's Exciting Moves in Overseas Markets
- Understanding What's Trending in the Indian Market
- New Potato varieties on the Rise and Growing Demand
- Aggregators & AgStartups: Key Players in Value chain
- Boosting Supply Chain, Storage and Food Infrastructure
- Retail Formats, Comparative Models and Consumer Trends
- The Boom of Ready-to-Eat Convenience Potato products
- Exploring Frozen Potato Production and Export Trends
- Innovative Tech for Potato Farmers & Food manufacturers
- Inspiring Stories and Proven Models to Follow
- Trade Promotions and their Impact on Global Potato sector



## EXHIBITOR / VISITOR PROFILE

- Potato & Vegetable Growers
- Agri Exporters & Importers
- Organic Produce
- 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



## LEARN INTERACT SHARE



## PRESENCE IN SHOW

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

Embrace the opportunity to join us in this vibrant sector event and become an integral part of our exhilarating journey!



## EVENT GLIMPSES





## KEY HIGHLIGHTS OF GPS 2025

This year's congress will delve into critical areas shaping the future of the potato industry, offering a comprehensive platform for knowledge exchange and collaboration.

**Live Field Demonstration:** One of the main attractions of GPS 2025 includes live demonstrations of groundbreaking technologies that are shaping the landscape of the potato manufacturing industry. Witness the latest advancements in automation, precision agriculture, and innovative processing techniques that are revolutionizing the way potatoes are grown, harvested, and transformed into a variety of products.

► **Showcasing Innovation** : Discover the latest in agricultural technology,

including precision farming tools, advanced irrigation systems, and sustainable pest management solutions that enhance productivity and reduce environmental impact.

► **Global Collaboration:** Explore how collaborative efforts between countries and institutions are driving significant advancements in potato science, from genetic research to soil health studies.

► **Adapting to Change:** In the face of global challenges, GPS 2025 will address the crucial need for adaptability in the potato industry. Discussions will focus on: Sustainability Practices, Climate Resilience, Cultural and Population Dynamics.



STALL TARIFF (per sqmt.) + 18% GST

**INR - 10,500/-**

(One side open stall)

**INR - 11,500/-**

(Two sides open stall)

**Euro - 170**

(One side open stall)

**Euro - 185**

(Two sides open stall)



DELEGATE FEE (per person) + 18% GST

**INR - 13,500/-**

**Euro - 450**

(multiple delegate package is available)



## ABOUT US

Since 1996, Media Today Group leads India's agro trade with exhibitions, publications, and collaborations with entities like Ministry of Agriculture and Farmers Welfare, departments like NHB, APEDA, NAFED, MIDH, apart from other trade association and promotion bodies. We organize events,

publish industry materials, and engage globally, ensuring impactful outreach. With seasoned professionals, our publications and events foster growth and knowledge dissemination. We stand as a beacon for collaboration and innovation in agro trade, domestically and globally.



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



A proud member of:



Coordinator: +91 6203338458, Delhi Office: +91 9899380104, +91 9319608806 +91-9811152139,

E-mail: [globalpotatosummit@gmail.com](mailto:globalpotatosummit@gmail.com),