

Programme

10h00 – 11h00

Welcome coffee & registration of participants

11h00 – 13h00

Session 1

- **Welcome speech by Gilles Fontaine**, *Europatat President*
- **Welcome speech by Espen Gultvedt**, *Chairman of NFGF*
- **Opening remarks by Marianne Borgen**, *Mayor of Oslo*
- **The Norwegian Trade system by Arne Ivar Sletnes**, *Head of International Affairs of the Norwegian Agricultural Cooperatives*
- **Innovation in the Norwegian potato sector by**
 - **Ingeborg Flones**, *CEO HOFF SA*
 - **Åsmund Bjertnæs**, *CEO Bjertnaes & Hoel*

13h00 – 14h30

Networking lunch

14h30 – 16h00

Session 2

- **Keynote speech by Anita Krohn**, *Norwegian business executive & former CEO of Innovation Norway*
- **A world without potatoes by Borghild Glorvigen**, *Project Manager of the Norwegian Potato Forum*
- **Closing speech by Raquel Izquierdo de Santiago**, *Europatat Managing Director*



Scandic_Easy (open)

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Congress 2019

The timeless potato

A dynamic and innovative food

13 June

Holmenkollen Hotel, Oslo

#EuropatatCongress



Europatat

Congress 2019

Keynote speaker



Anita Krohn

Norwegian business executive & former CEO Innovation Norway

Anita Krohn Traaseth is a Norwegian business executive and former CEO of Innovation Norway (from 2014-2019), the Norwegian Government's most important instrument for innovation and development of Norwegian enterprises and industry.

Krohn Traaseth has received several awards, including Best Female Leader in the ICT Industry in Norway 2012 and Social Media Personality of the Year in 2013.

Other speakers



Marianne Borgen

Mayor of Oslo

Marianne Borgen was elected Mayor by the City Council in October 2015. She has a degree in sociology from the University of Oslo with a specialization in social policies and medical sociology. She has worked with children's rights on both national and international level for more than 25 years.



Gilles Fontaine

Europatat President

Gilles Fontaine is the Chief Executive Officer of Desmazieres SA (Agrico Group) since 2005 and President of Europatat since 2018. He is also an Administrator Member and former President of FEDEPOM, the French Federation of potato traders.



Espen Gultvedt

Chairman NFGF - Norwegian Association of fruit & vegetable wholesalers

Espen grew up in a family farm with potato production. He has worked for 35 years in the fruit and vegetable industry, and today he is responsible for all domestically produced fruit, vegetables and potatoes in the Bama Group.



Arne Ivar Sletnes

Head of International Affairs Norwegian Agricultural Cooperatives

Arne Ivar Sletnes is an expert in trade policies and international agriculture trade. He has more than 15 years of experience in agriculture and forestry policy and international negotiations from the Norwegian Ministry of Agriculture.



Ingeborg Flønes

CEO HOFF SA

Ingeborg Flønes is CEO at HOFF SA, the largest potato processing company in Norway. Ingeborg is a graduated Civil engineer on Industrial Economics from the Trondheim Ingeniør Høgskole (TIH) and the Norwegian University of Technology (NTH).



Åsmund Bjertnæs

CEO Bjertnaes & Hoel

Bjertnæs & Hoel won the Norwegian enterprise development award for agriculture in 2017. Five years ago they started producing and packaging baby potatoes with their own farm brand.



Borghild Glorvigen

Project Manager Norwegian Potato Forum

Borghild Glorvigen works as the potato coordinator in the Norwegian Agricultural Extension Service, and as a project manager of the Norwegian Potato Forum.