



WPC 2026
KENYA



WORLD POTATO
CONGRESS

13TH WORLD POTATO CONGRESS
KENYA : 26-30 OCTOBER 2026

Join Us in Naivasha for
WPC 2026 Kenya!

HOSTED BY:



TECHNICAL PARTNERS:



Thank you for attending the webinar

Please submit questions in the Q/A tab

The recorded version of this webinar will be available at the
World Potato Congress website (potatocongress.org)



WORLD POTATO CONGRESS



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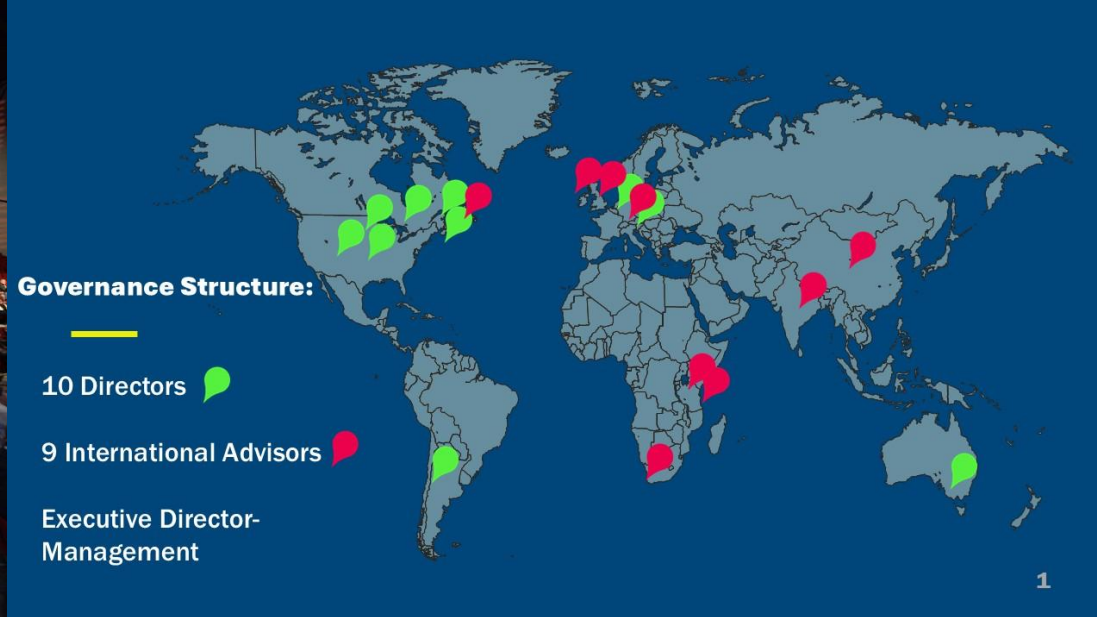
Christopher Gasperi
CEO, Freshcrop Ltd



Dr. Dinah J. Borus
National Potato Council Kenya



Daire McCafferty
Keynote PCO



World Potato Congress

- **Leading global gathering for the potato sector**
Held every two years
- **Global Reach:** 1,000+ delegates from 60+ countries
- **5 Days of Learning & Networking**
Keynotes, technical talks, high-level forums, business insights, practical farming demonstrations, and innovation showcases

Who Attends?

- Farmers & Producer Groups
- Seed Companies & Input Suppliers
- Processors, Retailers & Exporters
- Scientists, Researchers & Breeders
- Government & Development Agencies
- Investors & Tech Innovators

THE HUMBLE TUBER'S WORLD TOUR ARRIVES IN SSA IN 2026 AS THE 13TH WPC



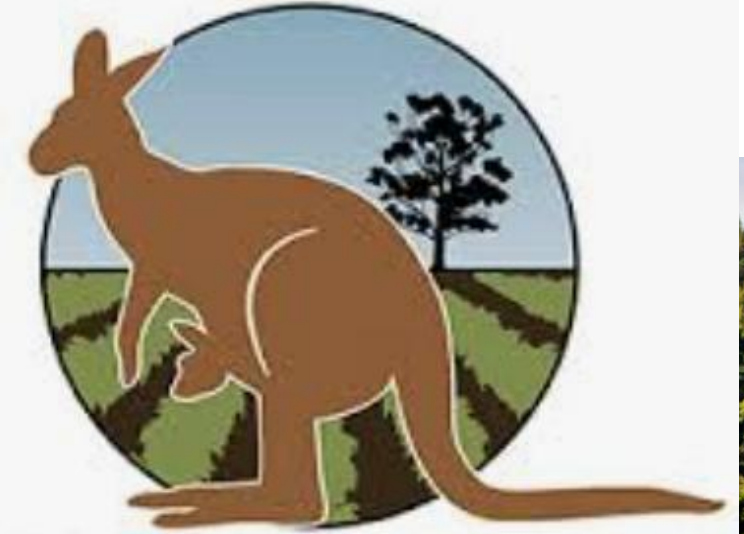
10th World | XXVIII



WPC2021 IRELAND
24-27 MAY 2021
WWW.WPC2021.COM



WORLD POTATO CONGRESS



WPC 2024

3-26 June 2024
elaide, Australia



WPC 2026 KENYA



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WORLD POTATO CONGRESS



WPC 2026
KENYA



Previous Congress Locations

1993

Prince Edward Island
Canada



1994

Harrogate, England
UK



1997

Durban
South Africa



2000

Amsterdam
Netherlands



2004

Kunming
China



2006

Boise, Idaho
USA



2009

Christchurch
New Zealand



2012

Edinburgh, Scotland
UK



2015

Yanqing
China



2018

Cusco
Peru



2022

Dublin
Ireland



2024

Adelaide
Australia



UPCOMING - 2026

Naivasha
Kenya





WPC 2026
KENYA



WHY KENYA?

Strategic Agricultural Hub

- Leading potato producer in Sub-Saharan Africa
- Annual production exceeding: 2.7 million tonnes
- Backbone crop for food security & rural livelihoods

Thriving Research & Innovation Ecosystem

- Over 15 active research institutions and agritech startups
- Focus on seed systems, storage, and climate resilience

Access to Regional Markets

- Gateway to East & Central African agri-economies
- Home to over 800,000 potato farmers
- Well-developed transport and trade infrastructure

Rich Cultural & Natural Heritage

- Unique opportunity to blend professional exchange with tourism
- World-class wildlife, landscapes, and hospitality





**WPC 2026
KENYA**



WPC 2026 ORGANIZERS

Hosted By:



**Ministry of Agriculture and
Livestock Development**



FreshCrop



NAKURU COUNTY
COUNTY OF UNLIMITED OPPORTUNITIES



Technical Partners:



CIP
INTERNATIONAL
POTATO CENTER



CGIAR



AFA
Our Crops, Our Wealth



KALRO
Kenya Agricultural & Livestock
Research Organization



ORGANIZING COMMITTEE



Wachira Kaguongo
CEO NPCK
WPC 2026 Chair



Chris Gasperi
Founder & MD FreshCrop Ltd
WPC 2026 Vice-Chair



Calistus Kundu
AFA
Food Crops Directorate
WPC 2026 Finance



Dinah Borus, Ph.D.
Senior Assoc. Scientist
NPCK
WPC 2026 Program Chair



Ashley Gasperi
Marketing Director
FreshCrop Ltd
WPC 2026 Marketing



Mary Mwendu
Communication and Events
Officer, National Potato
Council of Kenya



Dr. Alice Murage
Deputy Director General,
Crops Research, KALRO



Dr. Wilson Songa
Chairman Kaizen Top Mark
WPC 2026
Program Committee



Francis Karanja
Sales Manager-ESCA
Corteva Agriscience



Brendan Ireland
Chief Operations Officer
FreshCrop Limited



Esther Kaguora
Kenya, National Coordinator
Comesa East Africa Horticulture
Accelerator (CEHA) Initiative



Emeritus Kasee Musya
Keviaan Kenya Ltd



Kasia Mahony
Partnership Manager
WPC 2026 Kenya



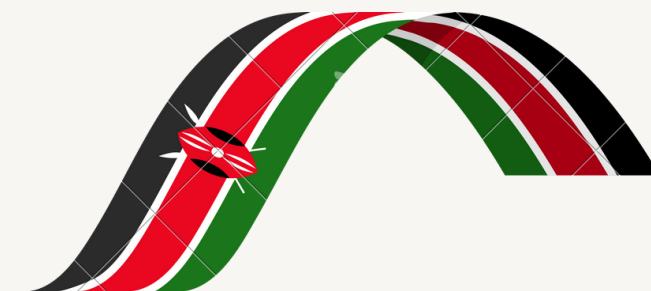
Severino Manene
State Dept. For
Agriculture, MoALD



WPC 2026
KENYA



Arriving in Kenya



- On arrival in Jomo Kenyatta Airport in Nairobi, look out for the official WPC 2026 Kenya desk, in the arrivals hall.
- Staff here will assist you with any queries and offer advice on how to reach your hotel in Nairobi, if staying there first overnight, or advice on how to reach Naivasha direct from the airport.
- There will be an official transfer departing from Nairobi on Sunday 25th October & Monday 26th October, this is complimentary for all congress delegates.



WPC 2026
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VENUE: Sawela Lodges in Naivasha

Official Venue of WPC 2026

- Scenic location on southern shores of Lake Naivasha, 90mins from Nairobi
- Stunning Great Rift Valley backdrop

What to Expect at Sawela Lodges:

Modern Conference Facilities

- Equipped spaces for sessions, workshops & discussions

Elegant Accommodation

- Spacious rooms with private balconies and garden views

Exceptional Dining

- Locally inspired & international cuisine in open-air settings

Leisure & Wellness Amenities

- Swimming pool, spa, fitness center, and nature trails

Proximity to Attractions

- Near Hell's Gate, Crescent Island & Lake Naivasha boat rides

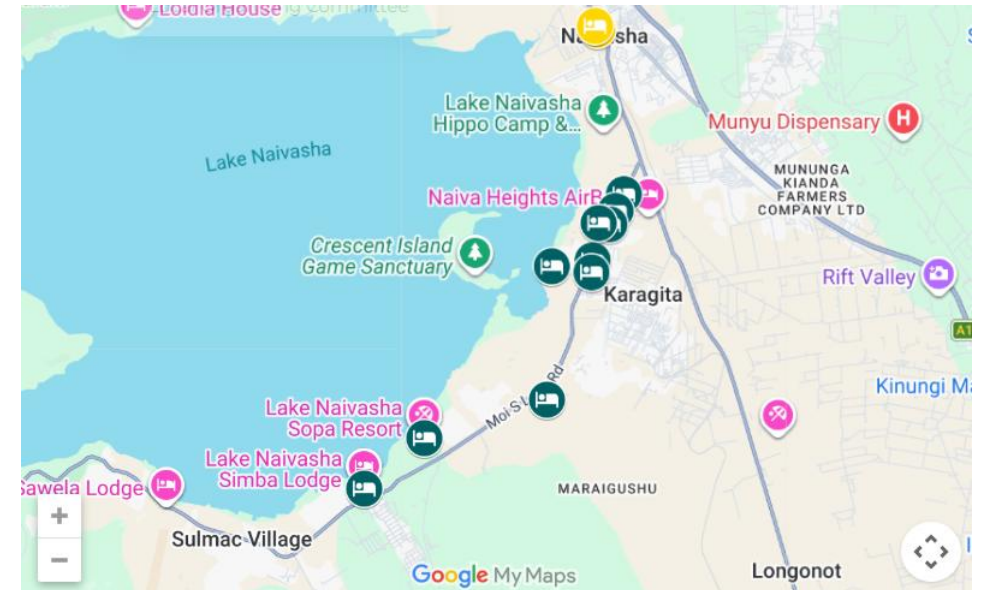




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Hotel Name	Distance From Venue
Avian Court Hotel, Naivasha	7 minutes
Lake Naivasha Simba Lodge	7 minutes
Lake Naivasha Sopa Lodge	9 minutes
Eseriani Resort	11 minutes
Enashipai Resort & Spa	12 minutes
Burch's Resort Naivasha	13 minutes
Lake Naivasha Resort	14 minutes
The Nest Boutique Hotel	14 minutes
Lake Naivasha Country Club	14 minutes
Blooming Suites Naivasha	15 minutes





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Partner Program

Crescent Island Excursion – Lake Naivasha, Kenya

Enjoy a relaxing escape to the beautiful Crescent Island Game Sanctuary, one of Kenya's most unique wildlife destinations.

- Scenic boat cruise on Lake Naivasha
- Guided walking safari on Crescent Island
- Close encounters with giraffes, zebras, and antelope
- Hippo and birdwatching opportunities
- Spectacular Great Rift Valley scenery
- Excellent photography opportunities
- Relaxed, safe, and family-friendly experience
- A memorable Kenyan wildlife adventure



For further details visit www.wpc2026kenya.com

or contact: registration@wpc2026kenya.com



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KENYA



WPC 2026 CONGRESS THEME

Join the Global Conversation

WPC 2026 invites researchers, policymakers, farmers, agri-tech innovators, and private sector actors to contribute insights and solutions across the main congress topics under:

***Global Potato Partnership for Enhanced Food Systems,
Nutrition Security and Trade***



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WPC 2026 MAIN CONGRESS TOPICS



Global Potato Production and Trade, Policy and Regulation



Potato Variety Development and Seed Production Systems



Climate-Smart Solutions for Sustainable and Resilient Potato Production



Potato Technologies, Innovations, Mechanization, Climate-Smart Approaches and Big Data Utilization



Disease and Pest Management, Post-Harvest Management and Value Addition



Potato Contribution to Food and Nutrition Security: Inclusive Models for Women, Youth and MSMEs



**WPC 2026
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**WORLD POTATO
CONGRESS**

PLENARY SPEAKERS



Prof. Hamadi Boga
*Vice President: Programs
Delivery, AGRA*

**Role of AGRA in supporting
food security through the
potato value chain**



Dr. Nigel Crump
General Manager and
Principal Plant
Pathologist, AuSPICA

**International potato
partnership for research on
challenges faced globally**



Dr. Simon Heck
Director General:
International Potato
Center

Potatoes for the Globe



Jamey Higham
President & CEO: Idaho
Potato Commission

Branding and Marketing



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PLENARY SPEAKERS



Dr. Chad Hutchinson

Global Director: Potato Research and Market Support, TriCal Group

Soil health improvement and management



Cedric Porter

Editor and Owner: World Potato Markets

The changing world of potato trade and production



Dr. Máximo Torero

Chief Economist: Food and Agriculture Organization of the UN

Native Potatoes: Leveraging Biodiversity and Tradition for Opportunity



Dr. Peter VanderZaag

President: World Potato Inc

The new WPC impacts change through partnerships and collaboration



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NAIROBI		NAIVASHA							TECHNICAL SITES				
Sunday, 25 October		Monday, 26 October			Tuesday, 27 October			Wednesday, 28 October			Thursday, 29 October	Friday, 30 October	
Airport Arrivals in Nairobi (Saturday & Sunday) with Sunday afternoon transfers to Naivasha		Registration Opens			Registration & Exhibition Opens			Registration & Exhibition Opens			Sustaining Partners Breakfast (Wednesday Morning)	Technical Program and Tours including Farmers Field Day at FreshCrop	Technical Program and Tours
		International Marketing Workshop	Rooted Apical Cuttings (RAC) Workshop	Diploid / Hybrid TPS	Plenary Session			Plenary Session					
					Exhibition / Posters / Tea Coffee Refreshments			Exhibition / Posters / Tea Coffee Refreshments					
					Potato Genetics	Water Management	Expansion of Processed Potato Products in the Global South	Post Harvest Management	Sustainability Pressures from Processors and Food Retailers	Potato Cyst Nematodes			
					Panel Discussion	Panel Discussion	Panel Discussion						
		Lunch & Networking			Lunch / Exhibition / Networking			Lunch / Exhibition / Networking					
International Potato Research Collaborative Framework (IPRCF)	Aeroponics Workshop	Global Potato Sustainability Workshop	Seed systems	Research Collaborative Work in Africa	Pests and Diseases	Women and Youth in Potato VC	Advancing Technologies in Potato						
			Panel Discussion	Panel Discussion	Panel Discussion			Exhibition / Posters / Tea Coffee Refreshments					
WPC 2026 Exhibition Opens			Exhibition / Posters / Tea Coffee Refreshments			Plenary Session & Closing Ceremony							
WPC 2026 Congress Opening			Plenary Session										
Welcome Reception Exhibition Hall			Free Evening / Optional Evening Events			WPC 2026 Gala Dinner							

Potato Industry & Wildlife Excursions – Kenya

Experience key potato industry visits paired with opportunities to explore Kenya’s iconic landscapes and wildlife. Tours are tailored to maximise learning, networking and enjoyment across both single-day and multi-day options.

TECHNICAL TOUR 2

Processor & Research Sites - Nairobi

- KALRO Potato Research Centre
- KEPHIS Maguga Lab
- Urban Bites Crisp Processor
- Krackles Crisp Processor
- Hanna Rose / Kevian Seed Potato Technologies Biotech Lab

Optional Overnight Safari

- Nairobi National Park

TECHNICAL TOUR 3

Genetics & Imports - Nakuru

- Farmers Field Day at FreshCrop
- Sereni Fries
- Stokman Rozen
- Sustainable Agriculture Foundation
- FreshChips Factory
- Black Solder Fly Waste Facility
- Minituber Production

Overnight Safari

- Nakuru National Park





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Maximize Real-World Impact - Connect Directly with Farmers on the Ground

Showcase your organization's commitment to transforming potato production at the Farmers Field Day, hosted by FreshCrop - the heart of the potato industry during WPC 2026.

- The Farmers Field Day will bring together 1,000+ farmers supported through WPC 2026 bursary program alongside a wide range of potato value chain stakeholders from across East Africa.
- Participating organizations can engage directly with growers through hands-on demonstrations, training sessions, and practical showcases, highlighting the value of innovative technologies, improved resilience, and higher productivity.
- A unique opportunity to build strong farmer relationships, strengthen brand visibility, and demonstrate your organization's commitment to supporting growers with high-quality solutions and future-fit technologies





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Farmers Field Day hosted at FreshCrop



Demonstrate your machinery, tools, inputs, or services in action on a working potato farm in Kenya:

- **Planting Partners**
- **Technology Partners**
- **Vendors Village**

Packages include demonstration tents, speaking opportunities, and extensive signage and branding throughout the Field Day.

Important Deadlines



**WPC 2026
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SILVER SPONSOR



BRONZE SPONSORS



SUPPORTERS





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FARMERS FIELD DAY – PLANTING PARTNERS



www.TriCalGroup.com



EXHIBITORS



www.TriCalGroup.com



**WPC 2026
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SPONSORSHIP & EXHIBITION OPPORTUNITIES

WWW.WPC2026KENYA.COM



**13th
World Potato
Congress**

26 - 30 October 2026

**SPONSORSHIP & EXHIBITION
OPPORTUNITIES**

Showcase your brand, innovations, and solutions to thousands of industry leaders, researchers, investors, and agribusiness professionals from around the world.

Don't miss this opportunity to grow your network and influence the future of food, nutrition, and trade. [Click here](#) to download the full Prospectus

Contact: Kasia Mahony, Sponsorship Manager

E: partners@wpc2026kenya.com | +353 1 4003648

Secure Your Place Today!



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SPONSORSHIP TIERS & BENEFITS – PROMOTIONAL BENEFITS

- Acknowledgment at the Opening and Closing Ceremony
- Use of the official congress brand/sponsorship status title
- Advertisement within the congress program
- Listing within the sponsors section of the website & digital platforms
- Designated company profile within the congress app
- Push notification to be sent during WPC2026 via the congress app
- Company logo on official sponsor signage and materials onsite
- Company logo included in pre-event marketing emails
- Logo positioned on the home page of the WPC2026 website
- Company logo on the WPC2026 newsletter
- Inclusion in dedicated Pre-congress e-newsletter
- Additional promotion at regular events organized by the WPC2026 Organisers
- Discount on other sponsorship elements

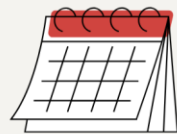


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KENYA



IMPORTANT DEADLINES

Add To Your Calendar



INDUSTRY AWARDS

Tuesday 30th June

EARLY REGISTRATION

Wednesday 1st July

Industry Awards

Make your nomination on the WPC Inc. website

<https://potatocongress.org/awards/>

Early Bird Registration

Register at the early bird rate and save money on the official WPC 2026

Kenya website

<https://wpc2026kenya.com/registration/>



**WPC 2026
KENYA**



WPC 2026 KENYA – REGISTRATION EARLY DEADLINE APPROACHING!

Registration Category	Early Rate Until 1st July 2026	Standard Rate From 2nd July 2026
Full Delegate	€685 (~USD\$ 797)(~KSh 102,976)	€785 (~USD\$ 914) (~KSh 118,009)
Developing Countries	€495 (~USD\$ 576) (~KSh 74,418)	€595 (~USD\$ 693) (~KSh 89,416)
Student	€375 (~USD\$ 437) (~KSh 56,378)	€450 (~USD\$ 524) (~KSh 67,626)
Accompanying Person	€300 (~USD\$ 349) (~KSh 45,099)	€400 (~USD\$ 466) (~KSh 60,160)

Be part of the conversations shaping the future of the global potato sector.

Register now and start planning your WPC 2026 experience.



Visit: www.wpc2026kenya.com/registration for further details



**WPC 2026
KENYA**



Registering for WPC 2026 Kenya

When registering, you will be asked to confirm:

- Registration Category
- Personal Details
- Optional Extras
 - Thematic Workshops
 - Social Events
 - Technical Tours

- You can find information on all these aspects of the congress on our official website

[Welcome](#) [Attendee Information](#) [Additional Options](#) [Additional Attendees](#) [Payment](#) [Registration Record](#)

Welcome to the online registration form for the 13th World Potato Congress Kenya 2026

This is a multi-step process that brings you through the various options available to book online.

During registration you will be required to submit the following information:

- Full Name & Contact Details
- Social Events and Excursions Participation
- Workshop Participation

Please click "New Registration" below to start the process.

If you have already registered and wish to edit or view your booking, click on the Modify Registration button below.

[New Registration](#) [Modify Registration](#)

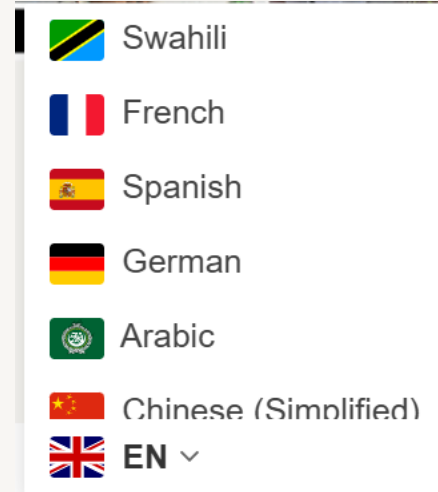
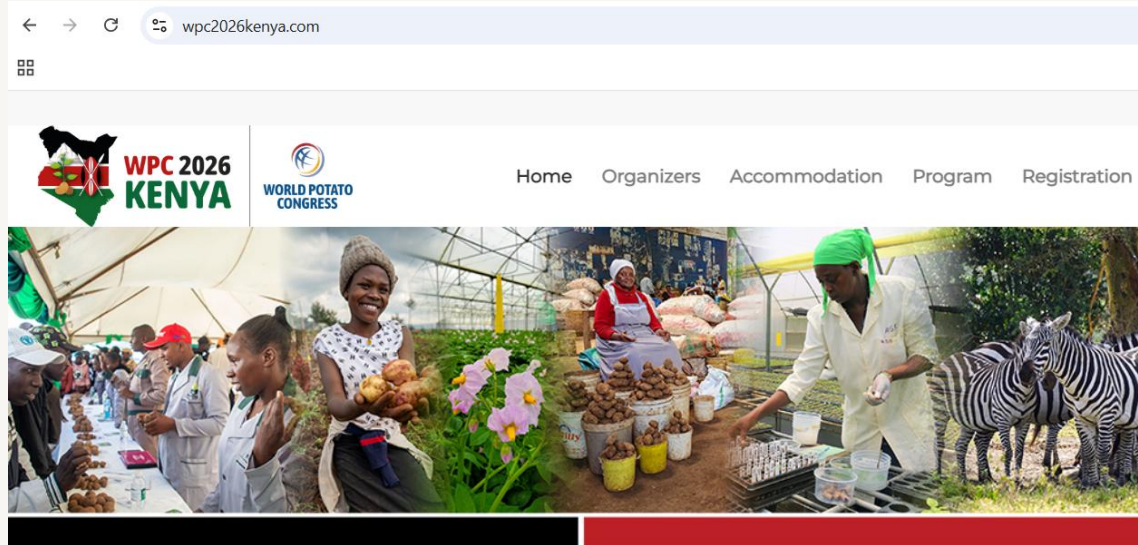
For further assistance contact Keynote PCO
Tel: +353 1 400 3611 Email: registration@wpc2026kenya.com
WPC 2026 c/o Keynote PCO
Suite 26, Anglesea House, Carysfort Avenue, Blackrock, Co Dublin, A94 FF63, Ireland
[WPC 2026 Website Privacy Policy](#)



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Website Accessibility – www.wpckkenya.com



- Website can be translated into 12 different languages.
- When on the website, click the icon on the bottom left.
- Scroll through and click on the language you want the website text to be translated to.



**WPC 2026
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**13TH WORLD
KENYA : 26**

Early Registration Deadline: 1st July 2026





13TH WORLD POTATO CONGRESS

KENYA : 26-30 OCTOBER 2026

Notice

The WPC Inc. and the Kenya WPC 2026 Local Committee are fielding inquiries regarding the current Ebola outbreak in the Democratic Republic of Congo. Africa is a large continent made up of many countries and historically, no Ebola cases have ever been found in the country of Kenya. Given the nature of this disease's transmission, we are currently confident that it will not affect the 2026 Congress.

The health, safety and wellbeing of all participants remain our highest priority, and we will continue to monitor developments closely and provide updates should any official travel or health guidance change.



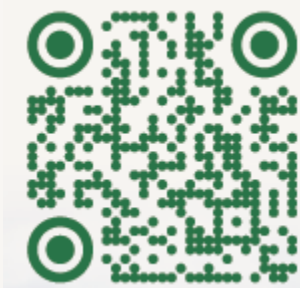
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13th World Potato Congress

26-30 October 2026 | Kenya

Join us in Kenya in 2026 and be part of shaping the future of the global potato industry in one of Africa's most inspiring destinations!



VISIT THE WPC 2026 WEBSITE TO LEARN MORE

www.wpc2026kenya.com