



WORLD POTATO CONGRESS

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Guide to Completing the Expression of Interest (EOI) to Host the 2030 or 2032 World Potato Congress

Due to the overwhelming interest in hosting the 2030 and 2032 World Potato Congresses, the EOI has been established to mitigate the need for considerable resources often invested in the development of official proposals by interested parties to host our Congress. These EOI submissions will be reviewed, and the submissions scoring the highest will be requested to submit a professional written proposal to the WPC Board of Directors with more detailed information/an official proposal.

Important: Eligible submissions:

EOI's will only be considered if they are supported by a potato industry affiliated organization. Bids coming directly from professional conference organizers (PCOs) who have not linked to the potato sector in their region are normally not given consideration.

Timelines

EOI Questionnaire period: **October 2025-June 30, 2026**

Decision on shortlist of those moving to RFP stage: **July-August 2026**

Deadline for RFP: **November 15, 2026**

RFP shortlist decision: **December 2026**

Site Visits to evaluate top 6-8 shortlisted: **anticipated - February-May 2027**

Board decision: **anticipated - July 2027 (winner of the 15th Congress bid to attend pass the flag ceremony in Gent, Belgium November 2028). (winner of the 16th Congress bid to attend the 15th Congress ceremony).**

A Brief History

In 1993 the first edition of the World Potato Congress was held in Charlottetown, Prince Edward Island, Canada. This initiative, to gather potato professionals from all over the world, was a success from the start illustrating that all links of the global potato chain felt the need to meet and share ideas and knowledge promoting the potato. The World Potato Congress continued as a triennial congress, and has since moved to a biennial Congress, marking its 30th anniversary in 2023.

Since its first congress, World Potato Congress Inc. has continued to develop, becoming “more than just a Congress”, the main global potato organization, and a major driver in promoting the potato crop and consumption in global south countries. The UN International Year of the Potato in 2008, spearheaded by WPC Inc. highlighted the potential of this wonderful, healthy and versatile staple

food. In subsequent years, the WPC Inc. took the lead to lobby countries and work with the UN and the FAO in launching the first International Day of the Potato (IDP) in 2024.

In 2023, the WPC Inc. adopted the “Declaration of Dublin”, a call to action in addressing food security globally: <https://potatocongress.org/wp-content/uploads/2023/05/Dublin-Declaration-Formal-document.pdf>

The World Potato Congress has travelled through all potato growing continents with past events listed here:

July 1993 – Charlottetown, PEI, Canada – 500 Delegates
September 1994 – Harrogate, United Kingdom – 600 Delegates
March 1997 – Durban, South Africa – 500 Delegates
September 2000 – Amsterdam, The Netherlands – 700 Delegates
March 2004 – Kunming, China, – 1100 Delegates
August 2006 – Boise, Idaho, USA – 804 Delegates
March 2009 – Christchurch, New Zealand – 550 Delegates
Mary 2012 – Edinburgh, Scotland – 755 Delegates
July 2015 – Yanqing, China – 900 Delegates
May 2018 – Cusco, Peru – 716 Delegates
May 2022 – Dublin, Ireland – 900 delegates
June 2024 – Adelaide, Australia – 927 delegates (13th Congress awarded to Naivasha, Kenya for October 2026 and 14th Congress awarded to Gent, Belgium for November 2028).

Congress Format:

The Congress format has traditionally been held as follows but there is room for discussion on this format:

Sunday: Arrivals of Directors for Directors meeting followed by Director’s dinner. Pre-Congress tours may be offered if so desired on Sunday including golf tournaments, local walking tours etc.

Monday: 6-10 Thematic Workshops held in the morning, and afternoon followed by opening networking reception.

Tuesday: Opening ceremonies, sessions, panels with breaks and lunch held in exhibition hall (which also houses posters)

Wednesday: Full day of sessions and panels with breaks held in exhibition hall (which also houses posters) followed by closing Gala Dinner and Awards ceremony.

PRE AND POST CONFERENCE TOUR

The host or its designated conference organizer/travel agency may organize pre- or post-conference tours or activities in the region of the host city. These are not part of the conference proper, are paid for by a separate fee by delegates and should include:

Thursday: Technical Potato Field Day and or technical potato related tours (potentially mixed with local tourism stops enroute).

Friday (and extended to weekend if so desired): Additional tours.

Partner program activities offered, as a minimum, on Monday and Tuesday for partners and spouses.

Guide to Google Form Questions – Submission Deadline June 30, 2026

Please note the limitations for answers are in “characters” and not “words”

Question 1: Organizations

Completed Expressions of Interest (EOI) to host a World Potato Congress **must** be submitted by a legally representative entity with authority to sign a contractual agreement with WPC Inc., based upon the laws of Prince Edward Island, Canada, the home base of the WPC. The signed contract is legally binding and will provide for certain obligations and conditions.

Organizations should include the Potato Organization to be affiliated with the Congress event. There is room in the google form for listing of multiple organizations/co-organizers.

Question 2: Professional Conference Organizer (PCO)

The WPC Inc. is currently exploring the use of a “core” PCO to ensure continuity between Congresses. While still in the discussion stages for 2030 and 2032, this may affect which PCO may be used by the host. The WPC Inc. will consider the use of joint PCO’s including a local organizer as the decision process gets closer.

Question 3: Hosting WPC Inc. Evaluators

As a bidder, should your organization’s EOI make the shortlist to move on the RFP stage, and subsequently rank high with your RFP submission, the last step will be an onsite evaluation. The top scoring proposals will receive a visit, the final stage in the decision process. The findings from the site visits will be presented to the Board of Directors for a final vote on the winning location. All travel and accommodation for three WPC Inc. Directors to visit and evaluate your location and facilities is only required if you make the final stages of the RFP process in late 2026. Should you win the right to host the 15th or 16th World Potato Congress, you agree to host 2-3 Directors in a period approximately 6 months prior to the Congress for an additional site evaluation to review the progress of the planning.

Question 4: Proposed Location and Dates

Please share your proposed dates and location for the Congress to be held. Keep in mind that a lower score may be attached to the scoring process should Congress dates suggested be the same dates as other major global potato industry shows (ie PotatoEurope, USA Potato Expo, European variety days, etc.). It is up for consideration to hold events in conjunction with other events however, it is recommended to get permission from those organizers before recommending this to the WPC in your proposal. (as examples: the 2028 Congress will be held a few days prior to Interpom, the 2022 Congress was held in Dublin in concert with the Europatat annual meeting and the 2018 Congress in Peru was held in concert with the ALAP Potato meetings).

Question 5: Transportation Logistics

Provide details on the ease of transportation of delegates from the closest international airport to the venue. Description of available local transportation such as transportation to and from hotel accommodations from the airport to the congress venue, congress venue to hotels, etc.

Question 6: Venue and Capacity

FACILITIES

The facilities that must be provided for the conference include, but may not limited to, the following:

- A lecture hall for the Plenary sessions capable of comfortably accommodating all delegates with a capacity of 1000. This hall should be equipped with in-room technical assistance, PC with PowerPoint and projector, podium (and/or tables), microphone for speakers and roaming microphones for audience questions.
- Sufficient number of lecture rooms to hold a minimum of three to five parallel sessions. These rooms should hold from 100–500 people. Each room should be equipped with in-room technical assistance, PC with PowerPoint, and projector, podium and microphones for the speakers and roaming microphones for audience questions.
- A large room/area with facilities for the trade fair/exhibition.
- Space (within exhibition area preferred) and facilities for the display of posters (100 maximum) as close as possible to the lecture rooms. Refreshment breaks to be served in trade fair area so as to connect delegates and exhibitors during breaks and lunch.

Briefly describe the venue's capacity: Can it accommodate the typical number of 1000 delegates for keynotes, 3-6 breakout sessions, and social events? Is there capacity for an exhibition area for exhibitors and posters?

Question 7: Accommodations

Accommodation overview: Briefly describe the range of accommodation options (e.g., hotels,), prices available and their proximity to the venue.

Question 8: Organization Experience

Briefly describe your organization's experience hosting similar-sized events. Confirm that there is a potato organization(s) leading the supports for this bid and that an organizing committee can be formed.

Question 9: Financial Capacity

The host organization will have complete financial responsibility for all aspects of the Congress organization, managed in part by an independent PCO with budget guidance from WPC Inc. The

WPC Inc. does not provide any funds for this purpose. Although budgeting arrangements will differ from one host to another, it has been customary that one-third of the Congress expenses is met by registration fees for individual participants, one-third by the fees paid by commercial exhibitors, and one-third by sponsorship founded by the host.

The host, with support of the PCO, and limited financial support from the WPC, will be expected to attract funds from sponsoring organizations to support the attendance at the Congress of a significant number of participants from developing countries. (20-50 approx. but not limited).

Financial viability: Confirm your organization's financial capacity to manage the event. The Bid fee is \$135,000 USD for 2030 and \$145, 000 USD for 2032 to be paid in two early payments of \$15,000 USD to hold the contract, \$15,000 USD one year following the contract signing with the remainder to be paid in monthly increments from the collection of Congress registrations from the Professional Conference Organizer beginning the first month the Congress registration opens, paid monthly until total balance is paid. A percentage of profits to be discussed but is not likely to exceed USD\$45,000. **In addition, accommodation percentage and host city/country incentives to be made transparent to the WPC Inc. with revenue splitting to be determined.**

Question 10: References

The WPC Inc. endeavors to protect its international reputation and that of its Sustaining Partners. Please provide letters from one domestic and 2 international potato industry organizations who can vouch for your organizations reputation/recognition. (ie state or national government, CIP, WPC Inc. Sustaining Partners, etc.). (Minimum 3 references, maximum 5) pdf format

Question 11: Unique Features

Unique selling points: In one or two sentences, state the most compelling reason the congress should be hosted in your proposed city and with your organization. (Tourism, Partner programs, post congress opportunities, field days etc.).

Question 12: Legacy

At the World Potato Congress Inc, we are more than a Congress. Our commitment is evident in the multifaceted approach we take to provide networking supports, and connections to drive food secure opportunities.

Central to our legacy-building efforts are two impactful programs:

1. Bursary Programs: The WPC Inc. works to fostering connections with the potential delegates from global south countries who are developing their potato programs for food secure initiatives in their communities. In collaboration with the local Congress host, we look to find funding to aid and support flight and hotel accommodation to these participants.
2. Local Supports/Charity: In our pursuit of a lasting legacy, the WPC Inc. recognizes the importance of collaboration and local partnerships. To truly maximize our impact, we seek your support in connecting with local initiatives whereby WPC Inc. may be able to provide an opportunity to support a local cause through the Congress event.

Your support is fundamental to the realization of our vision of leaving a legacy that resonates with the local community and with global south countries, jointly creating a ripple effect for years to come.

Question 13: Benefits of Directors and Sustaining Partners of the World Potato Congress.

I understand that Sustaining Partners of the World Potato Congress will have the right to register for the Congress at no charge, with reimbursement paid to the host from WPC Inc. of approximately Cdn\$500 per registered Sustaining Partner to help assist the host in the costs. (approximately 60 seats but may change as Partners join over the years before the Congress).

In addition, WPC Inc. Diamond Sustaining Partners receive a free booth space. WPC Directors, International Advisors and **Thematic Workshop Chairs are not charged to attend (approximately 25 complimentary registrations).**

Thank you for your interest in hosting and we look forward to your EOI.