

POTATO EUROPE



2011

Potato Europe 2011

This year's event will take place at Tournai (Kain) in Belgium on 7-8 September 2011. An international exhibition for the potato industry with trial fields and machine demonstrations. The Potato Council is organising and coordinating the British presence at this major event, an unmissable opportunity for seed growers & exporters.

UK Trade and Investment Grants (Tradeshow Access Programme)

UK Trade & Investment (UKTI) support has been confirmed for this event through the AEA www.aea.uk.com

- A limited number of grants (£1,400) will be available for SMEs (see criteria below)
- Applications for grant are subject to approval by the Regional International Trade Teams
- The deadline for submission of grant applications to the AEA will be Monday 18th July 2011

Exhibitor Grant Application Forms available from:

Debbie Dale

AEA, Samuelson House, 62 Forder Way, Hampton, Peterborough PE7 8JB

Tel: 0845 6448748 Fax: 01733 314767

Email: export@aea.uk.com

To be eligible for grant, participants must meet the following criteria:-

- A participant must be a UK based business or organisation that is either actively investigating export opportunities or is already involved in exporting from the UK
- A participant must be a small to medium sized enterprise or a UK university or UK Government funded centre of higher or further learning, or a UK Government funded research organisation
- A participant must be a new exporter or have exported for no more than 10 years (the requirement to be a new exporter for less than 10 years will be waived where the applicant has not attended the previous edition of the event - i.e. Potato Europe 2010)

For further information please read the attached Terms and Conditions for Exhibitors 2011-12

