

The international marketing magazine for fresh produce buyers in Europe



By Mike Knowles

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GTC2019: full programme confirmed

Expert speakers from across the fresh tomato value chain set to take part in Global Tomato Congress in Rotterdam



Speakers set to take part in Global Tomato Congress 2019 include (clockwise from top): Stephan Weist, Rewe Group; Arend Schot, Syngenta; Andreas Allenspach, Coop Switzerland; Perry Dekkers, Prominent; Clive Garrett, ZZ2; Antonio Domene, Casi; Dean Taylor, Mastronardi; Emma Burke, APS Salads

We are delighted to confirm the full programme for Global Tomato Congress, which takes place at the Beurs-WTC in Rotterdam on 26 November.

[Click here to book your place at Global Tomato Congress 2019.](#)

By taking our popular global congress format and applying it to the fresh tomato category, we want to celebrate all that is new and interesting about this particular part of the produce business.

We've got some fantastic speakers lined up from all parts of the fresh tomato value chain, including:

- In-depth category and market analysis from **Kantar** and **AMI**
- German retailer **Stephan Weist** of **Rewe Group** and **Andreas Allenspach** of **Coop Switzerland**
- **Dean Taylor** of **Sunset brand owner Mastronardi** on the role of branding

- **Arend Schot** of **Syngenta** on the future of the category
- **Jan Doldersum** of **Rijk Zwaan** looks at retailing trends in China
- **Emma Burke** of UK group **APS Salads** on building healthy, sustainable production
- **Antonio Domene** of Spain's largest tomato supplier **Casi** considers future challenges
- **Clive Garrett** of **ZZ2**, the Southern Hemisphere's biggest tomato producer
- Panel discussion on new varieties, featuring four of the world's leading tomato seed breeders
- Ideas and inspiration in packaging, robotics, lighting, crop protection, sourcing, merchandising and marketing
- Expert contributions from **Hoogstraten, Prominent, Looiye, Bjertnæs & Hoel**

, **Enza Zaden**, **Axia Vegetable Seeds**, **Freshstrategy**, **Royal Brinkman** and more

With the Global Tomato Congress, we are aiming to repeat the success of our annual Global Berry Congress, delivering useful information and excellent networking via a high-energy, interactive multimedia show that's positively brimming with ideas.

With informative and entertaining multimedia content available on three different stages located within a single networking and expo area, this is an event that's designed to be fun, not just fruitful.

As a delegate, you're free to come and go as you please: take a seat at our **Headline Hub** main stage, where you can get a clear idea of what's happening in the international market and the trends likely to shape the tomato business in future; wander over to the **Fresh Ideas** stage, where experts from different areas

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of the business will focus on a range of more specialist topics; or grab a spot at the **Launchpad** stage, where our speakers' invention and ingenuity will keep you up to date on the industry's latest technological developments.

Global Tomato Congress is your event and we want you to get the very best out of it.

To book your place at Global Tomato Congress 2019, [click here to visit the official website.](#)

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