

expoSE & expoDirekt | 19 to 20 November 2025 | Messe Karlsruhe (Germany)

The trade fair duo for asparagus and berry production with direct marketing expects over 400 exhibitors from 16 countries

Bruchsal, 25 September 2025. Over 400 exhibitors from 16 countries are expected at the expoSE & expoDirekt trade fair duo from 19 to 20 November 2025 at the Messe Karlsruhe (Karlsruhe Exhibition Centre). Covering an area of around 25,000 square metres, the 29th expoSE – Europe's leading trade fair for asparagus and berry production – and the 14th expoDirekt – Germany's largest trade fair for direct agricultural marketing – will present numerous innovations and proven products. The range of products on offer covers the entire production chain for asparagus and berries, from cultivation to marketing. Products for outdoor vegetable and stone fruit cultivation will also be on display. The trade fairs are organised by the Association of South German Asparagus and Strawberry Growers (VSSE – Verband Süddeutscher Spargel- und Erdbeeranbauer e.V.).

"The asparagus and berry season has gone well overall this year. In view of rising production costs, this is an ideal prerequisite for upcoming investments. From 2026, the minimum wage will also rise again. This requires businesses to further optimise their processes with the help of innovative systems and products in order to produce asparagus and berries of consistently high quality and to maintain their position in the market," explains Simon Schumacher, VSSE board spokesman and organiser of the trade fair duo.

Innovations for production and direct agricultural marketing

Among the approximately 50 first-time exhibitors at expoSE are the following companies: AZ Landtechnik, Bogaerts Greenhouse Logistics, Ela Container, EURO GREEN TECH, EXA Computing, ILIP, Looije Agro Technics, Metzger Deutschland, Optimum Sorting and Progress Tunnels. expoDirekt welcomes Hafergut Görlich, Mostviertler Biokürbischof, NNZ, PETZINGER planen-beraten-gestalten, Pro X Services, Sossenkönig and Smurfit Westrock, among others, for the first time.

Innovations aimed at reducing production costs will be on display, particularly in the areas of mechanisation, automation and digitalisation. Asparagus harvesting robots and harvesting aids will be an important topic at expoSE. In addition, new machines and optimisations for soil cultivation and efficient weed control will be presented. New tunnel films, innovative technology for berry cultivation in substrate, more efficient application of beneficial insects and new biological pesticides will also be on display. Furthermore, many innovations and creative solutions relating to efficiency, sustainability and cost savings can be found at expoSE.

At expoDirekt, innovative purchasing and payment systems, vending machines for farm shops and direct marketers, farm shop equipment and sustainable packaging will be on display. In addition, attractive additional products for farm shops, such as a range of vinegars and oils, spice mixes, hollandaise sauce, mustard specialities, chutneys, BBQ sauces, fruit spreads and honey specialities, fine snacks and new beverage creations, can be sampled at the trade fair.

Supporting programme: Stone Fruit Forum, Asparagus Day, Berry Technology Forum and Direct Marketers Forum

Specialist presentations at Asparagus Day, the Berry Technology Forum, the Stone Fruit Forum and the Direct Marketers Forum round off the extensive programme.



On the first day of the trade fair, the **2nd Stone Fruit Forum Varieties | Trends | Technology** will offer specialist presentations on cherry cultivation systems, comparing their advantages and disadvantages, on the drape system with its limitations and possibilities, and on frost protection with an overview of the most interesting current applications.

Programme and further information at: www.expo-se.de/steinobst-forum/



The **36th Asparagus Day** on the first day of the fair will feature specialist presentations on the topics of test results comparing ten varieties of green asparagus in Germany, a comparison of different methods of soil testing in asparagus cultivation, electronic data collection of plant protection measures in 2026, asparagus cultivation in Scandinavia, variety trials with white and green asparagus in Italy, and results from the interlaboratory test on cover crop mixtures in asparagus cultivation (2 years – 17 locations – 3 countries).

Programme and further information at www.expo-se.de/spargeltag/



The **3rd Berry Technology Forum** will take place on the 2nd the following topics: choosing the right growing medium for successful berry production, hydroponic cultivation, the right greenhouse for optimal crop management, the effect of sunlight on plants as a production factor in polytunnels and greenhouses, AI-controlled drainage monitoring, sustainable energy supply and simultaneous increase in berry size.

Programme and further information at: www.expo-se.de/beerentechnik-forum/



In cooperation with the VSSE e.V., the trade journal HOFdirekt is organising the **Direct Marketers Forum** at the HOFdirekt stand in Hall 1, F03 on both days of the trade fair. This year, the focus is on "**Innovative and smart selling**". Practitioners will report on how they are using smart solutions to innovate their marketing and the importance of store design in this context. The respective providers will present their concepts in an industry discussion.

Another topic is artificial intelligence, which can relieve businesses of a lot of work in sales and marketing.

Programme and further information at: www.expo-se.de/direktvermarkter-forum/

Travel, tickets and opening hours



The Messe Karlsruhe (Karlsruhe Exhibition Centre) is easily accessible by car and train. A free exhibition shuttle (Messe-Express) runs between Karlsruhe Central Station (forecourt) and the Messe Karlsruhe (Karlsruhe Exhibition Centre).



A regular day ticket costs 16 euros, a season ticket 30 euros. The price includes the trade fair catalogue and the supporting programme (Asparagus Day, Berry Technology Forum, Stone Fruit Forum, Direct Marketers Forum). Tickets are already available online in advance. Click here to go to the ticket shop: https://www.messe-ticket.de/KMK_SHOP/expoSE-expoDirekt

The trade fair duo will be open on Wednesday, 19 November 2025, from 9 a.m. to 6 p.m. and on Thursday, 20 November 2025, from 9 a.m. to 5 p.m. Further information is available at www.expo-se.de.