



expoSE & expoDirekt | 18–19 November 2026 | Messe Karlsruhe (Germany)

## **Asparagus and berry industry celebrates double anniversary in 2026: 30th expoSE & 15th expoDirekt**

**Bruchsal, 4 March 2026.** In just over eight months, the trade fair duo will celebrate its double anniversary at the Messe Karlsruhe (Karlsruhe Trade Fair Centre, Germany): the 30th expoSE – Europe's leading trade fair for asparagus and berry production with stone fruit cultivation and outdoor vegetables – and the 15th expoDirekt – Germany's largest trade fair for direct agricultural marketing. From 18 to 19 November 2026, the Association of South German Asparagus and Strawberry Growers (VSSE), organiser of the trade fair duo, expects around 430 exhibitors from 16 countries and around 5,300 trade visitors from over 30 nations.

"We have been committed to the asparagus and berry industry for 30 years. When the association was founded, our former board members established expoSE and later expoDirekt. We are delighted that the European industry meeting place has developed so well. This year, we will be redesigning our VSSE stand with a lecture forum so that specialist forums such as the Stone Fruit Forum, the Berry Technology Forum and, for the first time, the Shrub Berry Forum can take place in Hall 2," explains VSSE board spokesman Simon Schumacher.

Companies that register for expoSE & expoDirekt by 30 April 2026 will receive an early bird discount of 5% on stand space.

### **Applications for the expoSE & expoDirekt Innovation Award can be submitted until 30 September 2026**

Exhibitors at expoSE and expoDirekt can apply for the Innovation Award with their new products until 30 September 2026. An independent jury of experts will review the submissions and award the prizes. The award ceremony will take place on the first day of the trade fair.

### **Professional exchange at expoSE & expoDirekt**

This year, specialist forums such as the 37th Asparagus Day (in German and English), the 4th Berry Technology Forum (in German and English), the 3rd Stone Fruit Forum, the 1st Shrub Berry Forum and the Direct Marketers Forum will once again provide additional knowledge transfer, exchange and networking opportunities.

Following its great popularity last year, the Direct Marketers Forum will once again take place in Hall 1 at the stand of the direct marketing trade journal HOF direkt.

Further information is available at [www.expo-se.de](http://www.expo-se.de)

## **The Association of South German Asparagus and Strawberry Growers (VSSE)**

The Association of South German Asparagus and Strawberry Growers (VSSE) is Germany's largest association of asparagus and strawberry growers with around 630 members. Since 1996, the VSSE has been the organiser of expoSE – Europe's leading trade fair for asparagus and berry cultivation – and since 2011 it has also been the organiser of Germany's largest agricultural direct marketing trade fair, expoDirekt.

Further information can be found at [www.vsse.de](http://www.vsse.de)

### **Contacts:**

Verband Süddeutscher Spargel- und Erdbeeranbauer e.V. (VSSE) / Association of South German Asparagus and Strawberry Growers

Werner-von-Siemens-Str. 2-6 / Building 5161

D-76646 Bruchsal

Simon Schumacher, Managing Director / Spokesperson for the Board

Tel.: +49 (0)7251 3032080

[schumacher@vsse.de](mailto:schumacher@vsse.de)

Isabelle Bohnert, Press and Public Relations Officer

Tel.: +49 (0)7251 3032184

[bohnert@vsse.de](mailto:bohnert@vsse.de)