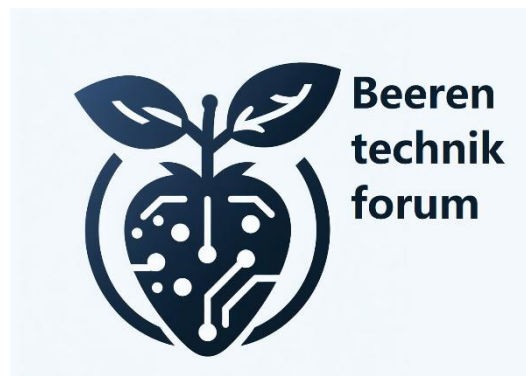


expoSE & expoDirekt trade fair duo from 19 to 20 November 2025 at Messe Karlsruhe (the Karlsruhe Exhibition Centre in Germany)

## Third Berry Technology Forum as part of expoSE – Europe's leading trade fair for asparagus and berry production



**Bruchsal, 29 September 2025.** The third edition of the Berry Technology Forum will take place on Thursday, 20 November 2025, from 9:45 a.m. to approximately 1:30 p.m. as part of expoSE in the conference hall of the Karlsruhe Exhibition Centre. The event is organised by Marco Joseph and the Association of South German Asparagus and Strawberry Growers (VSSE e.V. – Verband Süddeutscher Spargel- und Erdbeeranbauer).

Topics covered by the Berry Technology Forum include

choosing the right growing medium for successful berry production, AI-controlled drain monitoring, the right greenhouse for optimal crop management, the effect of sunlight on plants as a production factor in polytunnels and greenhouses, sustainable energy supply and simultaneous increase in berry size, and the transition from outdoor to hydroponic cultivation.

### **Jiffy: "Choosing the right growing medium for successful berry production"**

Berry crops are sensitive to changing conditions, so it is extremely important to understand the water-air ratio in their root zone. With the available irrigation control tools and the expertise of Jiffy, a manufacturer of growing media, maximum yields can be achieved more easily. During the presentation, Arjan van Leest, Jiffy, will discuss the right choice of stable organic components in combination with some promising renewable alternatives.

### **Wolky Tolky: "How AI-driven drain monitoring brings data to life"**

Climate, irrigation, nutrients and plants in a cycle: monitoring reveals when the plant is really growing. This knowledge allows growers to specifically influence the entire cycle and development of the plants – from water management to yield. Yannick Smedts, WolkyTolky, presents ways to better understand plants.

### **Richel Group: "It is not the crop that must fit the greenhouse, but the greenhouse that must fit the crop."**

In their presentation, Micheal Liethen and Matthieu Lerch, Richel, will compare plastic greenhouses and Venlo construction and discuss the differences between the two types of construction. They will give a brief overview of which type of construction they believe creates the best conditions. The right conditions make it possible to optimise crop management, plant health, yield and quality.

### **Lumiforte: "Sunlight & heat under control – optimal yields in greenhouses and polytunnels"**

The solar spectrum consists of three main components – UV, PAR and IR:

- UV strengthens the plant, can reduce fungal spores and influences leaf area, colour and elongation.
- PAR comprises light-active colours that together drive photosynthesis and individually trigger reactions such as compactness or fruit formation.

- IR brings heat – too much of it causes stress, closes stomata and can lead to damage such as burnt leaves or poor fruit quality.

Coatings on glass and film surfaces are an important tool: they influence the light before it reaches the plant. The aim is to achieve a high PAR and low IR content. Balance is crucial – with the right strategy, the plant remains productive for longer, produces heavier fruit and improves shelf life.

**Voltiris: "A single solution that supplies greenhouses with sustainable energy while increasing berry size."**

Alja van der Schuren, Voltiris, presents an innovative solar filter technology. Developed in collaboration with 3M, Voltiris modules use a special filter that allows the light necessary for plant growth to pass through while converting unwanted heat into clean, renewable electricity. This means up to 5 °C cooler plants and larger berries – while generating renewable energy directly in the greenhouse. The system can be seamlessly retrofitted into existing greenhouses.

**Priva: "What will be your next step in berry cultivation? – From outdoor cultivation to hydroponics to LED lighting"**

A changing world brings new opportunities and challenges. Climate, water, personnel, quality or planning: the demands on berry growers are becoming ever greater. There is a technical solution for almost every situation. But this places a lot of pressure on berry growers. Is it feasible? What options are available? What is important in hydroponics? Everyone has a new step to take. In this presentation, Dennis de Wit, Priva Horticulture, aims to inspire for tomorrow and the future.

**expoSE & expoDirekt 2025**

Over 400 exhibitors from 16 countries will be providing information on asparagus and berry production and direct agricultural marketing at the expoSE & expoDirekt trade fair duo from 19 to 20 November 2025 at the Karlsruhe Exhibition Centre. The organiser of 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 – is the Association of South German Asparagus and Strawberry Growers (VSSE), Germany's largest association for asparagus and strawberry growers with around 630 members.

**Travel, tickets and opening hours**

The Karlsruhe Exhibition Centre is easily accessible by train (ICE and TGV stops, special offers from Deutsche Bahn: <https://www.expo-se.de/en/anreise-uebernachtung/>), car and plane. A free exhibition shuttle ([Messe-Express](#)) runs between Karlsruhe Central Station (forecourt) and the Karlsruhe Exhibition Centre.

A regular day ticket costs €16, a season ticket €30. The price includes the trade fair catalogue and the supporting programme (Stone Fruit Forum, Asparagus Day, Direct Marketers Forum, Berry Technology Forum). Tickets are already available online in advance. Parking tickets cost €9 online and €10 at the ticket office on site. Click here to visit the ticket shop: [https://www.messe-ticket.de/KMK\\_SHOP/expoSE-expoDirekt](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. <https://www.expo-se.de/en/>

Images can be found here: <https://www.expo-se.de/en/press-photos-videos/>

[The Beerentechnik Forum logo can be found here.](#)

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