

expoSE & expoDirekt | 19 - 20 November 2025 | Messe Karlsruhe (Karlsruhe Trade Fair Centre), Germany

Trade fair duo already registers over 240 exhibitors from 14 countries

Bruchsal, 19 May 2025. 29th expoSE – Europe's leading trade fair for asparagus and berry production – and 14th expoDirekt – Germany's largest trade fair for agricultural direct marketing – will take place at Messe Karlsruhe in six months' time. From 19 to 20 November 2025, 440 exhibitors from 14 countries and over 5,000 trade visitors are expected to attend. 244 companies from 14 countries have already registered. The organiser of the trade fair duo is the Verband Süddeutscher Spargel- und Erdbeeranbauer e.V. (VSSE - Association of Asparagus and Strawberry Growers Southern Germany e.V.).

Good asparagus and strawberry season in Germany so far

The first half of the asparagus season is already well underway, and the strawberry harvest is in full season with strong demand for the delicious regional fruit. "May brings with it ideal asparagus and strawberry weather, and we expect the season to continue to progress well. Exhibitor acquisition for our trade fair duo is also going as well as last year, so we are optimistic about this year," explains VSSE Board Spokesman Simon Schumacher.

Need for investment in view of extreme weather conditions and increases in production costs

The industry continues to face numerous challenges. Extreme weather, rising production costs, staff shortages, excessive bureaucracy and stringent regulations are leading to further automation and demand for more innovative solutions that save staff, time and other resources.

Applications for the expoSE & expoDirekt Innovation Award possible by 30 September 2025

Exhibitors at expoSE and expoDirekt can submit their innovations for the Innovation Award until 30 September 2025. 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 within the framework of expoSE & expoDirekt

Once again, this year, specialist forums such as the 36th Asparagus Day (in German and English), the 3rd Berry Technology Forum (in German and English), the 2nd Stone Fruit Forum and the Direct Marketers Forum will provide additional knowledge transfer, exchange and networking opportunities.

The great response to the 1st Stone Fruit Forum in 2024 means that this area will also be represented even more strongly at the trade fair.

Following last year's great response, the Direct Marketer Forum will once again take place in Hall 1 at the stand of the direct marketer trade magazine HOF direkt.

Further information is available at www.expo-se.de.

The Association of Asparagus and Strawberry Growers Southern Germany (VSSE)

The Verband Süddeutscher Spargel- und Erdbeeranbauer e. V. (VSSE) is Germany's largest association of asparagus and strawberry growers with around 620 members. Since 1996, the VSSE has been the organiser of expoSE – Europe's leading trade fair for asparagus and berry production – and since 2011 has also been the organiser of Germany's largest agricultural direct marketing trade fair, expoDirekt.

Further information can be found at www.vsse.de

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