

Positive response to the expoSE & expoDirekt trade fair duo with 426 exhibitors from 16 countries and almost 5,300 trade visitors from 32 countries

Bruchsal, 21 November 2025. With a well-attended first day and a somewhat quieter second day, the expoSE & expoDirekt trade fair duo was a solid success. 426 exhibitors from 16 countries presented their latest innovations and tried-and-tested products and services at the 29th expoSE – Europe's leading trade fair for asparagus and berry production – and at the 14th expoDirekt – Germany's largest trade fair for direct agricultural marketing. From 19 to 20 November 2025, around 5,300 trade visitors from 32 countries came to the Messe Karlsruhe (Karlsruhe Exhibition Centre). In addition to the diverse range of exhibits, the 2nd Stone Fruit Forum, the 36th Asparagus Day, the 3rd Berry Technology Forum and the Direct Marketers Forum offered presentations on current specialist knowledge and future developments, which were received with great interest by the audience.

Solid trade fair duo with stable exhibitor and visitor numbers

Around 15 per cent of exhibitors were attending the trade fair duo for the first time. 85 per cent of exhibitors are convinced of the trade fair duo and are returning for another year. Over 29 per cent of exhibitors, almost 4 per cent more than last year, and around 22 per cent of the trade visitors who registered online travelled from abroad. Most of the trade visitors who registered online came from Germany, Belgium, France, Italy, the Netherlands, Austria and Switzerland.

Positive mood at Europe's industry gathering despite major challenges

The mood at the trade fair duo was even more confident than a year ago, and most of the exhibitors surveyed at random stated that they had had very good discussions and were satisfied to very satisfied with how the fair had gone. Most exhibitors were satisfied to very satisfied with the level of prior knowledge of trade visitors, their purchasing interest and their orders or prospects for project realisation.

"The trade fair duo went very well for us. On the exhibitor side, we had a lot of innovations at the fair, which the trade visitors were also very interested in learning about. On the visitor side, despite the concentration in the industry, we were able to maintain the previous year's numbers with a slight increase. The mood at the fair was positive and the willingness to invest was higher than a year ago, as the season was good. Challenges such as rising production costs and staff shortages remain and require quick solutions. We had many very interesting and inspiring discussions and are already looking forward to implementing the new ideas," sums up Simon Schumacher, Managing Director of the Association of South German Asparagus and Strawberry Growers (VSSE – Verband Süddeutscher Spargel- und Erdbeeranbauer e.V.) and organiser of the expoSE and expoDirekt trade fairs.

Innovation awards for innovations in plant protection and solar technology in greenhouses, as well as digital and autonomous support for direct agricultural marketing

On the first day of the trade fair, Simon Schumacher (VSSE e.V.) presented three innovation awards in the expoSE section and two innovation awards in the expoDirekt section. A total of 37 entries, 28 for expoSE and 9 for expoDirekt, were submitted and evaluated by an independent jury.

The expoSE innovation awards went to Ant Robotics from Stelle for Valera Cube (autonomous tunnel sprayer for professional use), Bioline AgroSciences from the United Kingdom for Sprayvent (precision sprayer for the application of beneficial insects without scattering or trickling losses) and Voltiris from Switzerland for solar modules in greenhouses.

The expoDirekt Innovation Awards went to Frachtpilot from Münster in cooperation with FlexFleet Solutions for the digital control centre for harvest & sales stands, and to NonStop Shop from Meppen for the calibrated scales in vending machines for gram-accurate billing.

Outlook for expoSE & expoDirekt 2026: triple anniversary in sight

The next expoSE & expoDirekt trade fair duo will take place from 18 to 19 November 2026 at the Messe Karlsruhe. This will mark a triple anniversary for the Association of South German Asparagus and Strawberry Growers (VSSE), founded in 1996: 30 years of the association, 30 years of expoSE and 15 years of expoDirekt.

The Association of South German Asparagus and Strawberry Growers (VSSE) will continue the technical supporting programme with its cooperation partners: 3rd Stone Fruit Forum – Varieties | Trends | Technology with co-organisier Herbert Knuppen, the 4th Berry Technology Forum with organiser Marco Joseph, the 37th Asparagus Day together with the Karlsruhe District Office and the Karlsruhe Regional Council, and the Direct Marketers Forum with the trade magazine HOFdirekt.

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

Images and video material from the Innovation Award ceremony, as well as images from the expoSE & expoDirekt 2025 trade fair duo, are available here: <https://www.expo-se.de/en/press-photos-videos/> Here you can find photos of the expoSE and expoDirekt Innovation Award winners:

expoSE Innovation Award winners:

Ant Robotics: Simon Schumacher, VSSE e.V., and Ruth Giese, Ant Robotics

https://www.expo-se.de/wp-content/uploads/2025/11/V SSE_2025_JuergenRoesner_0012.jpg

Bioline AgroSciences:

Ant Robotics: Simon Schumacher, VSSE e.V., and Ansgar Bergau, Bioline AgroSciences

https://www.expo-se.de/wp-content/uploads/2025/11/V SSE_2025_JuergenRoesner_0005.jpg

Voltiris:

Simon Schumacher, VSSE (left), Alja van der Schuren, Voltiris (centre) and David-Joël Nicot, Voltiris (right)

https://www.expo-se.de/wp-content/uploads/2025/11/V SSE_2025_JuergenRoesner_0009.jpg

expoDirekt Innovation Award winner:

FrachtPilot:

Dr Sebastian Terlunen, FrachtPilot, and Simon Schumacher, VSSE e.V.

https://www.expo-se.de/wp-content/uploads/2025/11/V SSE_2025_JuergenRoesner_0017.jpg

NonStop Shop:

Simon Schumacher, VSSE e.V., and Sabine Bruns, NonStop Shop

https://www.expo-se.de/wp-content/uploads/2025/11/V SSE_2025_JuergenRoesner_0023.jpg

Here you can find the first trade fair photos for direct download in a zip file:

https://download.vsse.de/Presse/2025/expoSE_expoDirekt_2025.zip

Please use the following as the image credit for the trade fair photos: VSSE e.V. / Jürgen Rösner

Information on the innovation award and further details can be found here: [Press kit 2025](#)

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