

expoSE & expoDirekt 2024 | 20 to 21 November 2024 | Messe Karlsruhe (Karlsruhe Trade Fair Centre), Germany

Trade fair duo already records over 50% exhibitor registrations and offers the Stone Fruit Forum for the first time

Bruchsal, 15 May 2024. 246 companies from ten countries have already registered for expoSE - Europe's leading trade fair for asparagus and berry production – and expoDirekt – Germany's largest trade fair for direct agricultural marketing. Over 430 exhibitors from 12 countries are expected at the expoSE & expoDirekt trade fair duo from 20 to 21 November 2024 at Messe Karlsruhe. The 28th expoSE and the 13th expoDirekt will present innovations on around 25,000 square metres. The trade fairs are organised by the Verband Süddeutscher Spargel- und Erdbeeranbauer e. V. (VSSE).

"We are extremely satisfied with the response to the trade fair duo so far. We are currently in the process of planning the programme. For the first time, we will be organising the Stone Fruit Forum on Day 1 as part of expoSE, as more and more of our members are also growing stone fruit to extend the season. Since this year, we also have Dominic Ell, a board member of the VSSE, who grows stone fruit as well as berries and therefore brings his expertise in this area to the association," explains Simon Schumacher, VSSE board spokesman and organiser of the trade fair duo.

New: Steinobst-Forum Sorten | Trends | Technik (Stone fruit forum Varieties | Trends | Technology) on Wednesday, 20 November 2024

For the first time, the VSSE is organising the Steinobst-Forum Sorten | Trends | Technik as part of expoSE on Wednesday, 20 November 2024, from 10 a.m. to 12.30 p.m. in conference room 4/5 at Messe Karlsruhe. The recognised stone fruit experts Peter Hilsendegen, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinland-Pfalz, and Thorsten Espey, Staatliche Lehr- und Versuchsanstalt für Wein- und Obstbau (LVWO) Weinsberg, will give specialist lectures on the topics of cherries and plums and present and explain new trends in varieties, cultivation management and cultivation technology.

Breeders will then present their new varieties. Growers who are interested in presenting their new varieties free of charge can contact Herbert Knuppen, co-organiser of the Steinobst-Forum (Stone Fruit Forum), on +49 172 82 88 671 or by e-mail at knutu@live.de. Participation in the Stone Fruit Forum is included in the trade fair ticket. Further information is available here: Stone fruit forum flyer

Other specialist forums: Asparagus Day, Berry Technology Forum, Direct Marketer Forum

Specialist presentations at the 35th Spargeltag (Asparagus Day in German and English) on the first day of the fair, the 2nd Beerentechnik-Forum (Berry Technology Forum in German and English) on the second day of the fair and the Direktvermarkter-Forum (Direct Marketer Forum in German) round off the extensive programme.

This year, the Direct Marketer Forum will not be held on the conference floor, but at the stand of the trade magazine HOF direkt. There will be specialist presentations on different topics on both days. On the first day of the trade fair, the focus will be on smart shopping - digital store solutions without staff. Several presentations will focus on how to operate smart and digital farm shops or stands in order to offer customers the most flexible opening hours possible in direct marketing, even when there is a shortage of staff.

Innovation Award of expoSE and expoDirekt

Exhibitors at expoSE and expoDirekt can submit their innovations for the Innovation Award by 30 September 2024. 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.

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

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

The Verband Süddeutscher Spargel- und Erdbeeranbauer e. V. (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 growing – 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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