



## Final report 2023

### **Good response to the trade fair duo expoSE & expoDirekt with 430 exhibitors from twelve nations and over 5,500 trade visitors from 37 countries**

**Bruchsal, 24 November 2023.** expoSE & expoDirekt were a success with a very well-attended first day and a somewhat quieter following day. 430 exhibitors from twelve nations presented their innovations and proven products and services at the 27th expoSE - Europe's leading trade fair for asparagus and berry production - and the 12th expoDirekt - Germany's largest trade fair for direct agricultural marketing. Over 5,500 trade visitors from 37 countries came to Messe Karlsruhe from 22 to 23 November 2023. This means that 15 per cent of the trade visitors came from abroad.

"With 430 exhibitors from twelve countries, our expectations were exceeded on the exhibitor side. A very well-attended first day of the trade fair was followed by a somewhat subdued second day. With a total of over 5,500 trade visitors from 37 countries on both days, the slight decline in visitor numbers reflects the concentration of the industry. The mood at the trade fair was good. We are satisfied with the results of the trade fair," 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.

Most exhibitors were satisfied to very satisfied with the highly interested public, the specific enquiries and orders. Exhibitors were also pleased with the uncomplicated set-up conditions, the standardised stand construction concept, which can be booked in addition, and the good trade fair organisation.

"The first day of the fair was great, the second day was also good. After this year's good season, the mood is more positive than last year. Things are moving forward." – Frank Engels from Engels Innovatietechnik, leading supplier of harvesting aids for asparagus cultivation

"The trade fair was good as usual. There was serious interest in everything that saves on labour costs. Companies are asking themselves what they can do to continue production even under difficult conditions and increasing regulations." – Ulrich Schulze Heuling from Heuling Maschinenbau, manufacturer of specialised machinery for strawberry cultivation

"expoSE is our trade fair. We show almost our entire production portfolio here. We had good discussions." - Tobias Ladwig from 4Disc, which is known for specialised machines in strawberry cultivation.

"The trade fair went well for us. I am surprised at how many creative ideas were discussed here. We will be back next year with a larger stand." – Lars Brandenburge from b-concepts, supplier of stretch tent canopies

"This was our first time at expoDirekt and we were very surprised at how well it went. We are very satisfied and would like to come again. The trade fair has already paid off for us." – Miles Klebbé from Tramark, supplier of stylish presentation trolleys

"We had good discussions with existing customers and, especially on the second day of the fair, many new customers with great interest in our cheeses at the stand. The quality of the visitors was right, even if there were slightly fewer visitors overall." – Annette Wellie from the Wellie cheese dairy

### **Well-attended supporting programme: 34th Asparagus Day, 1st Berry Technology Forum and Direct Marketer Forum**

The well-attended 34th Spargeltag (Asparagus Day) focussed on cultivation topics such as optimal irrigation, minimum wage in a European comparison and employee retention. Another topic was the comparison of the yield potential of soil-pressed pot plants and crown plants in asparagus cultivation. For the first time, the Alsatian asparagus association Asperge d'Alsace presented asparagus production and, above all, marketing at the Asparagus Day.

With up to 80 trade visitors per presentation, the 1st Beerentechnikforum (Berry Technology Forum) had a successful premiere. "Speakers and visitors alike were satisfied with the Berry Technology Forum. There were many questions and discussions about the possible applications of the various techniques and their advantages and disadvantages," explains Marco Joseph, organiser and co-organiser of the Berry Technology Forum.

At the Direktvermarkterforum (Direct Marketer Forum), organised by the trade magazine HOFdirekt, the specialist presentations on product presentation and labelling of goods were particularly popular with around 60 visitors each.

Information on the innovation awards are available here: [https://www.expo-se.de/fileadmin/media/Dokumente/Presse\\_2023/PM\\_Innovation\\_Awards\\_2023.pdf](https://www.expo-se.de/fileadmin/media/Dokumente/Presse_2023/PM_Innovation_Awards_2023.pdf)

Image material is available here: <https://www.expo-se.de/report-interview/pictures-video/?L=2>

You can also find a selection of photos as a zip file here:

[https://download.vsse.de/expoSE\\_expoDirekt/2023/expoSE\\_expoDirekt23\\_fotos.zip](https://download.vsse.de/expoSE_expoDirekt/2023/expoSE_expoDirekt23_fotos.zip)

### **The next expoSE & expoDirekt trade fair duo will take place from 20 to 21 November 2024 at Messe Karlsruhe.**

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

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