



Europe's leading trade fair for asparagus and berry production with agricultural direct marketing

2 expos
1 single date

Become an exhibitor at the industry's no. 1 trade fair.

Gain customers, maintain networks, and present new products!

Register now at www.expo-se.de/for-exhibitors/



6/2024

Wednesday/Thursday

Nov. 20- 21, 2024 MESSE KARLSRUHE



Impressive facts:

- **430 exhibitors** from **12 countries**
- Over **5,500 international sector specialist visitors** from **37 countries** = 5,500 decision makers ready to make purchases and check out innovations
- **Two exhibitions - one date:** Agriculture and direct marketing closely integrated
- **Ideal date** at a **central location**
- **High returns** for **low booth rental prices**
- **Comprehensive supporting program**

An innovative industry:

Asparagus producers are a leading force in the German vegetable sector, and the same is true of strawberry cultivators in the ever-growing berry sector. Few agricultural fields are seeing as much innovation as producers and marketers of asparagus and strawberries:

- Round about **24,000 hectares** of cultivated acreage for asparagus
- Over **14,000 hectares** of cultivated acreage for strawberries
- Over **1.4 billion EUR** revenues in Germany alone

Direct marketing pays off!

The trend towards regional shopping is unbroken. This is reflected in a **high value** added to the direct marketing. In order to optimally position themselves against the competition, direct marketers have a **high investment requirement**. Use this potential, present your company at **expoDirekt** and benefit from **first-class know-how** and **new contacts**!

expoSE and expoDirekt - Europe-wide No. 1 in the industry for exhibitors and professional attendees



expoSE und expoDirekt

The perfect market place for your products and services

Production
Seedlings
New varieties
Earliness
Irrigation
Fertilization
Plant Protection

Technology
Machinery
Specialist Tractors
Resources
Preparation
Software
Staff
Workwear
GPS applications

Service
Advice
Services
Journals
Associations

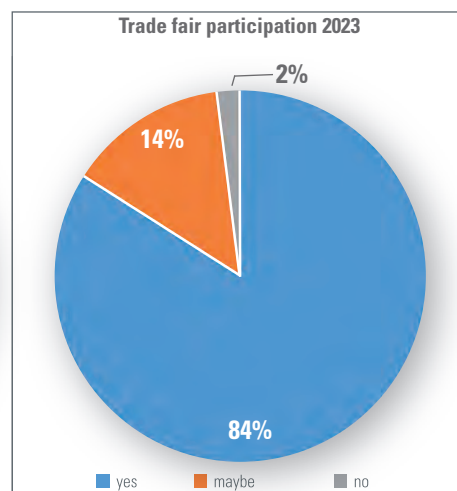
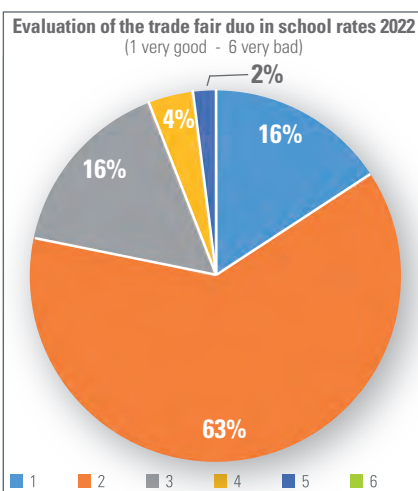
Marketing
Packaging
Storage
Farm shop equipment
Sales Promotion
Advertising
Range Supplements



expoSE and expoDirekt - the decision-maker platform for Europe

High exhibitor quality and a consistent focus on professional attendees (99% trade visitors) have made the dual trade fairs what they are today: the absolute hot-spot for production and direct marketing in the asparagus and berry sectors.

High quality that pays - developments at the dual trade fairs over the last nine years:



An ideal date, perfect exhibition location and inexpensive prices

- At the end of November, growers have time to find out more about new products and services and to invest for the coming season.
- Thanks to its central location in Europe, the Messe Karlsruhe is easy to access.
- With inexpensive booth rental prices starting at 48 euros per square meter and low additional costs, we make the decision to present at our trade fair duo easily.

An example of your favorable trade fair presentation:

Surface for corner stand (12 sqm)	€ 624,-
Entry in list of exhibitors	€ 40,-
Total:	€ 664,-

Optional:

Rear and side walls (7 walls x € 48,-)	€ 336,-
Power connection: 230 V/ 3 kW and flat-rate power consumption	€ 166,-

The organisation behind it all

The Verband Süddeutscher Spargel- und Erdbeeranbauer e.V. (VSSE) (Association of asparagus- and strawberrygrowers Southern Germany) has put on the events since their inception. **expoSE** (since 1996) and **expoDirekt** (since 2011). As a nationwide representative of asparagus and berry growers in southern Germany, the association currently has roughly 630 members. The VSSE is an expert insider in all areas and on all levels of the industry.



NEW: Stone Fruit Forum

Focus: Varieties on November 20, 2024

For the first time, there will be the Kernobstforum - Sorten | Trends | Technik at the **expoSE**. The stone fruit experts Peter Hilsendegen, DLR Rheinpfalz, and Thorsten Espey, LVVO Weinsberg, will give lectures on the topics of cherries and plums and present and explain new trends in varieties, culture management and cultivation technology. Furthermore, breeders will present their new varieties in short presentations.

Your contact partners for all questions around expoSE and expoDirekt:



Registration/ Expo organisation

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