



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](http://www.expo-se.de)

**5%** Early bird discount,  
if you register by April 30, 2025

1/2025

**Wednesday/Thursday**

## Nov. 19- 20, 2025 MESSE KARLSRUHE, GERMANY



### Impressive facts:

- **440 exhibitors** from **13 countries**
- Over **5,200 international sector specialist visitors** from **33 countries** = Over 5,200 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 in Europe**
- **High returns** for **low stand area prices** (starting at € 49 per sqm)
- The **expoSE** has been on the market for **28 years** and the **expoDirekt** for **13 years**

### expoSE & expoDirekt innovation awards

If you are planning to present an innovation at the trade fair duo, you can apply for the **expoSE** or **expoDirekt** innovation award and thus attract even more attention.



### An example of your favorable trade fair presentation:

Surface for row stand (12 sqm)	€ 588,-
Entry in list of exhibitors	€ 50,-
<b>Total:</b>	<b>€ 638,-</b>
Optional:	
Rear and side walls (10 walls x € 48,-)	€ 480,-
Power connection: 230 V / 3 kW and flat-rate power consumption	€ 180,-



### 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 615 members. The VSSE is an expert insider in all areas and on all levels of the industry.



### Specialist supporting programme

Lectures by recognised experts ensure knowledge transfer and networking in specialist forums and complement the range of exhibits:

- The 36th Asparagus Day
- The 2nd Stone Fruit Forum
- The 3rd Berry Technology Forum
- The Direct Marketers Forum

Register now at [www.expo-se.de](http://www.expo-se.de)



# expoSE and expoDirekt - the perfect market place for your products and services

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.



**expoSE & expoDirekt:**  
Europe-wide Nr. 1 in the  
industry for exhibitors and  
professional attendees!

Production	Technology	Service	Marketing
Seedlings	Machinery	Advice	Packaging
New varieties	Specialist Tractors	Services	Storage
Earliness	Resources	Journals	Farm shop equipment
Irrigation	Preparation	Associations	Sales Promotion
Fertilization	Software		Advertising
Plant Protection	Staff		Range Supplements
	Workwear		
	GPS applications		

## Your contact partners for all questions around expoSE and expoDirekt:



**Registration/  
Hall layout planning  
External Trade fair officer**

**Andreas Lenhardt**

Tel. +49 (0) 61 55 / 77 98 9  
E-Mail: lenhardt@expo-se.de



**Registration/  
Expo organisation**

**Marliese Weber**

Zeiligstraße 6  
D - 76694 Forst  
Tel. +49 (0) 72 51 / 98 93 43  
Fax +49 (0) 72 51 / 30 18 88  
E-Mail: weber@expo-se.de



**Spokesman/  
Manager**

**Simon Schumacher**

Werner-von-Siemens-Str. 2 - 4  
Gebäude 5161  
D - 76646 Bruchsal  
Tel. +49 (0) 72 51 / 303 - 20 80  
Fax +49 (0) 72 51 / 303 - 20 95  
E-Mail: kontakt@expo-se.de

Foto: Bernadette Lütke-Hockenbeck/HÖRDIK



**Press and Public Relations  
Officer**

**Isabelle Bohnert**

Tel. +49 (0) 72 51 / 303 - 21 84  
Fax +49 (0) 72 51 / 303 - 20 95  
E-Mail: bohnert@expo-se.de

**Register now at  
[www.expo-se.de](http://www.expo-se.de)**

