



30th

15th

expoSE 
expoDirekt

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

5% Early Bird Discount
by April 30, 2026

Wednesday/Thursday

18 - 19 November 2026 MESSE KARLSRUHE

Organiser:

Verband Süddeutscher Spargel- und Erdbeeranbauer e.V.

Win customers. Present new products!

Become an exhibitor at the industry's No. 1 trade fair in 2026.

Convincing facts:

- Around 430 exhibitors from 16 countries
- Around 5,300 international trade visitors from 32 countries = around 5,300 decision makers with purchasing power and a willingness to innovate
- Ideal date in a central location in Europe
- High returns for low stand area prices (starting at € 49.50 per sqm)
- Specialist supporting programme:
37th Asparagus Day, 4th Berry Technology Forum, 3rd Stone Fruit Forum and Direct Marketers Forum



This is where the Industry meets

Every year in November, over 5,000 producers of asparagus, berries, stone fruit and outdoor vegetables, as well as direct marketers, come to Karlsruhe to find out about the latest developments in the industry.

Meet an expert audience that knows its stuff and is ready to invest in production and marketing.



An example of your favorable trade fair presentation:

Surface for row stand (12 sqm)	€ 594,-
Entry in list of exhibitors	€ 50,-
Total:	€ 644,-
Optional:	
Rear and side walls (10 walls x € 50,50)	€ 505,-
Power connection: 230 V / 3 kW and flat-rate power consumption	€ 185,-



We stand behind it

The Association of South German Asparagus and Strawberry Growers (Verband Süddeutscher Spargel- und Erdbeeranbauer e.V. - VSSE) has been the organiser of expoSE (since 1996) and expoDirekt (since 2011) since the beginning. As the supra-regional representative of asparagus and strawberry growers in southern Germany, the association currently has over 630 members. As a competent insider, the VSSE is active in all areas and at all levels of the industry.



Win the Innovation Award

If you are presenting an innovation at the trade fair duo, you can apply for the expoSE or expoDirekt Innovation Award and thereby attract even more attention.

Register now at 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:



Trade fair Organisation/
external
Andreas Lenhardt
E-Mail: lenhardt@expo-se.de



CEO
Simon Schumacher
Tel. +49 (0) 72 51 / 303 - 20 80
E-Mail: kontakt@expo-se.de



PR
Isabelle Bohnert
Tel. +49 (0) 72 51 / 303 - 21 84
E-Mail: bohnert@expo-se.de

Register
here:



or at
www.expo-se.de