



Fruchtwelt Bodensee is a hub for emerging trends and solutions to problems in fruit cultivation

- **A broad product range, a high-quality lecture program, and international networking opportunities generate momentum**
- **Willingness to invest despite a challenging industry situation**

Friedrichshafen, Germany – From February 20 to 22, 2026, Fruchtwelt Bodensee served as a forum for professional exchange, international networking and as a driver of investment among decision-makers from the spheres of production, trade, services, and science. The international trade fair concluded with a final tally of 13,630 visitors from 27 countries (2024: 13,250) and 350 exhibitors from 19 countries. Alongside a wide array of exhibits on fruit growing, agriculture, and distillation, the 43rd Lake Constance Fruit Growing Days featured informative lectures by leading experts. Representatives from industry, research, and policymaking exchanged views on a wide range of sector issues, including digital transformation, climate change, and consumption trends. Messe Friedrichshafen CEO Klaus Wellmann summarizes: “We look back on the 2026 edition of the fair as a resounding success. Fruchtwelt Bodensee has once again reaffirmed its status as Germany’s premier trade fair for the fruit-growing sector and as a forum where industry topics are debated and innovations are showcased. The fair also provides important international momentum and serves as a platform for exhibitors and visitors from across Europe who come together here in the tri-border region.”

Willingness to invest despite a challenging industry situation

Project Manager Sharon Kommer is also pleased with how the trade fair went: “Exhibitors at Fruchtwelt Bodensee 2026 were in high spirits. Overall, the event succeeded in spreading optimism, as our personal conversations with the exhibitors confirmed. A number of deals were concluded, while other exhibitors anticipate strong post-fair business. The many technically sound presentations, as well as the fashion show by the Rural Women’s Association (Landfrauen) and the Machinery Ring Tettang (Maschinenring Tettang), and the cocktail stage presented by the association of small-scale and fruit distillers were all extremely well received.” Dr. Manfred Büchele, Managing Director of the Fruit Growing Competence Center (Kompetenzzentrum Obstbau/KOB), voices a

similar opinion: “My personal conversations with exhibitors indicate that agricultural businesses remain willing to invest despite these challenging times, which makes me very optimistic. Practitioners from across Europe attend the trade fair, where, within the fruit-growing sector, they find what they need and are ready to invest.”

STAS NV Managing Director Stefaan Stas shares this positive outlook despite the difficult economic situation: “Because we serve numerous customers in Germany, we’ve been bringing our machines to Fruchtwelt Bodensee for many years. Here I can reach 80 to 90 percent of them in just three days. Despite my worries about the poor market prices, things turned out even better than I expected.”

Innovations and new products come together with an engaged professional audience

Exhibiting companies presented innovations and new products to a highly qualified professional audience specifically interested in products and services for fruit cultivation. Arne Wolters, Sales Consultant for Specialty Crops at Bayer CropScience Deutschland GmbH, reports: “As a company, official advisory services, the trade, and fruit farmers themselves are important for us, and representatives from all three groups were present on site. We definitely reached our target audience in the specialty crops segment, particularly apple growers, who are our focus.” Head of Hermes Service & Sales GmbH Dr. Jascha Babette Bonmassar, who deliberately chose Fruchtwelt Bodensee to unveil a new product, explains the company’s goals for the fair: “Here we presented our new harvesting machine with an electric conveyor belt system and hope that our trade fair appearance will help us break into the southern German market. In South Tyrol, we have already been active with conveyor machines in the harvesting sector for 50 years. We were able to make valuable contacts, and we’ll see whether they bear fruit in the post-fair period.” Adam Babić, Managing Director of APITAL d.o.o., says: “I like this fair, because all the important competitors in our industry are represented here. We held numerous discussions with potential dealers, especially prospective buyers.” Sebastian Wilomski, Head of the Research and Development Department at NK Automatyka, applauds the support extended to young companies. “The Start-Up Area gave us the opportunity to connect specifically with people interested in

innovation.” He also views the location on Lake Constance as a strategic advantage: “We decided to present our prototype at Fruchtwelt Bodensee because we focus on apple harvesting, and in this region we can speak directly with experts who specialize in table apples and manage their own orchards.” Patrick Brühwiler, Managing Director of Qualifru AG, also highlights the venue’s location at the intersection of three countries: “We are attending Fruchtwelt Bodensee to showcase new products and cultivate customer relationships. This is our most important trade fair for fruit and berry cultivation, largely because it takes place on Lake Constance, in close proximity to the Swiss border.” Cargo Plast GmbH Managing Director Robert Reck-Heinrich shares this view: “Our goal this year was to publicize our new cherry-harvest crates so we can sell them throughout Germany, Switzerland, and Austria. The trade fair provides the ideal platform as it puts us directly in contact with the decision-makers. I’ve been an exhibitor here since this trade fair began. Fruchtwelt Bodensee is the region’s leading trade fair and a top-tier event.”

Date for Fruchtwelt 2028

The next edition of the international fruit and agricultural trade fair will be held in Friedrichshafen from February 4 to 6, 2028.

Further information at: www.fruchtwelt-bodensee.de and www.instagram.com/fruchtwelt.bodensee/.

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About Fruchtwelt Bodensee

Fruchtwelt Bodensee is the international trade fair for commercial fruit production, distillation, and agricultural technology. Every two years, exhibitors from across Europe present the latest developments and products in fruit growing, distilling, harvesting machinery, crop protection, nurseries, agricultural technology, and agricultural trade. The exhibitors’ information and product offerings are complemented by the Lake Constance Fruit Growing Days’ wide-ranging, well-founded conference program on current topics from the worlds of practice and research. Moreover, the Lake Constance region – Germany’s second-largest fruit-cultivation area – provides ideal conditions for regional networking.

About Messe Friedrichshafen

Messe Friedrichshafen GmbH is one of Germany's leading trade fair companies and is located at the scenic meeting point of four countries along the shores of Lake Constance. Founded in 1950 to bolster the region's economy, it has made a name for itself worldwide as an organizer and marketer of leisure and trade exhibitions. Its extensive portfolio includes congresses, corporate and sporting events, television productions, and live concerts. Each year, Messe Friedrichshafen attracts hundreds of thousands of visitors and thousands of exhibiting companies from more than 100 countries to Lake Constance. With a total of 87,500 m² of exhibition space, the venue features twelve exhibition halls, two multifunctional foyers, and two outdoor areas in the inner courtyard measuring 15,500 m². Additionally, the Static Display area spans 20,000 m² and provides exceptional opportunities for engaging and dynamic trade fair experiences. The exhibition grounds, which are compact in design and include the Fair Lake adjacent to the airport as well as halls equipped with hangar doors, can accommodate a wide range of possible uses.