

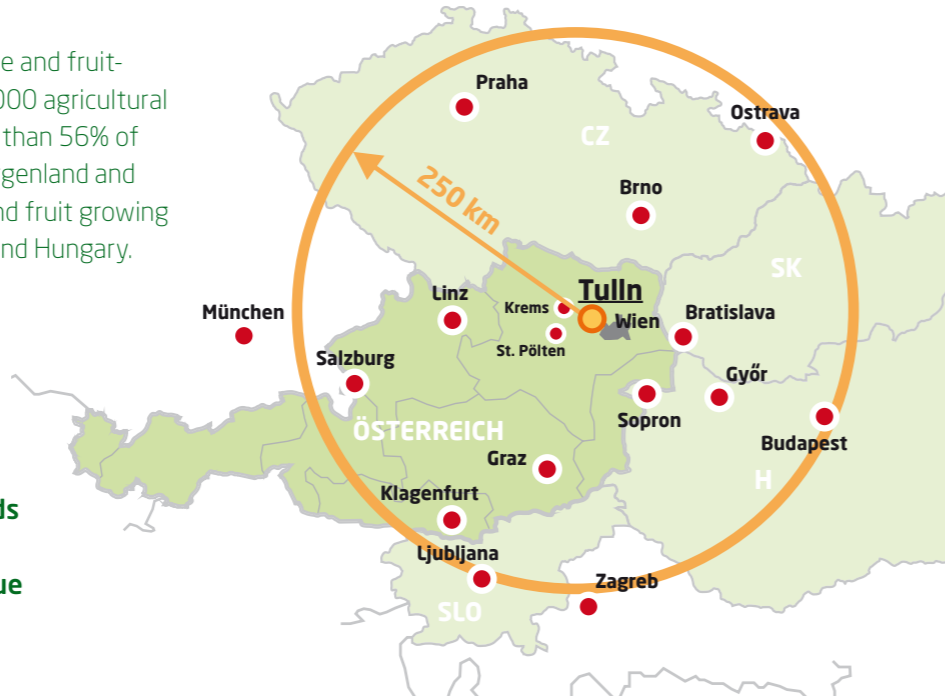
JANUARY 29-31, 2026



Perfect Trade Fair Location

Messe Tulln is located at the heart of Austria's wine and fruit-growing regions. Currently, there are more than 9,000 agricultural businesses engaged in viticulture in Austria. More than 56% of these are in Lower Austria, followed by 22% in Burgenland and 20% in Styria. There are also the emerging wine and fruit growing regions of Slovakia, Slovenia, the Czech Republic, and Hungary.

- **Quick accessibility:**
direct connections to S5, S33, A22, A1
- **Dynamic navigation system:**
7,000 parking spaces in the immediate vicinity, plus a free shuttle service
- **Exhibitor parking directly on the fairgrounds**
- **Online ticket system**
- **Barrier-free and weather-independent venue**



VINICULTURE • FRUIT GROWING CELLAR TECHNOLOGY • MARKETING



THE TRADE FAIR: JANUARY 29-31, 2026

www.austro-vin.at
Registration Deadline:
September 26, 2025



Messe Tulln^T

Welcome to Tulln.

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Registration Deadline:
September 26, 2025

Messe Tulln^T

www.messe-tulln.at

Leading Trade Fair for Viniculture, Fruit Growing, Cellar Technology, and Marketing in Austria and CEE

Registration Deadline:
September 26, 2025



AUSTRO VIN TULLN JANUARY 29-31, 2026

At the best date and with excellent accessibility for winemakers and fruit growers in Austria and neighbouring wine and fruit-growing regions.

Austro Vin Tulln is specifically designed for trade visitors in viniculture and fruit growing. Trends, innovations, and technological developments in the market will be showcased on this industry platform.



Facts & Figures for Austro Vin Tulln

Austro Vin Tulln is Austria's Leading Specialised Trade Fair in Agriculture

- 18,000m² of expertise in viniculture and fruit growing
- 9,000 trade visitors with concrete project plans
- 240 trade exhibitors from 14 nations
- 450 represented brands
- More than 67% of visitors have current investment plans
- 97% recommendation rate for Austro Vin Tulln
- Exclusive professional programme in collaboration with the University of Natural Resources and Life Sciences (BOKU) and specialised schools for viniculture and fruit growing
- Conceptual sponsors: Austrian viniculture Association & Austrian Federal Fruit Growing Association
- The region has a large catchment area spanning Austria and Central Europe



From Planting to Serving!

Austro Vin Tulln offers a comprehensive program along the entire value chain in viniculture and fruit growing from leading manufacturers:

Outdoor Mechanisation

- Planting machines, tractors, and transport equipment
- Harvesting technology
- Planting material (seedlings, vines, etc.)
- Soil cultivation, tree and vine processing
- Irrigation technology
- Plant protection and plant nutrition
- Processing of grapes and fruit
- Automation



Cellar Technology

- Pump and conveying systems
- Filtration technology
- Processing machines for grapes and fruit
- Sorting systems
- Treatment of wine, fruit juice, and spirits
- Technology for semi-sparkling and sparkling wines
- Wine and beverage tanks
- Distillery technology
- Analytics



Bottling and Packaging

- Sorting and inspection systems
- Filling systems
- Closure technology
- Packaging and equipment
- Storage and cooling
- Packaging machines



Service and Marketing

- Information services
- Sales and presentation
- Serving, direct marketing
- Digital viniculture and fruit growing
- Logistics
- Equipment/Furnishings
- Contract work



AUSTRO VIN AWARD 2026

At the trade fair, the Austro Vin Award will be presented, recognising outstanding innovations in the fields of viniculture, fruit growing, marketing, digitalisation, and cellar technology. Exhibiting companies can submit their technological innovations. The awards will be presented to the winners during the official opening ceremony of Austro Vin.

- Viniculture
- Cellar Technology
- Digitalisation
- Fruit Growing
- Marketing
- Sustainable Austria



Comments from Exhibitors at Austro Vin Tulln 2024:

"The well-organized Austro Vin Tulln trade fair is very important for us because it allows us to effectively reach our core target audience of winemakers and fruit growers. The timing in early February makes it possible to implement customer projects before the harvest.", **Ing. Franz Zöch, Head of Viniculture/Fruit Growing, RWA Raiffeisen Ware Austria AG.**

"The February timing and the biennial rhythm are ideal for presenting machines for wine and fruit-growing businesses. Austro Vin Tulln is the only platform in Austria that offers this opportunity. We were able to establish very good customer contacts.", **Roland Schmerold, Managing Director, Wottle Maschinen- und Weinpressenbau GmbH.**

"Austro Vin Tulln is Austria's largest specialised trade fair and therefore very important for us. The fair serves as a perfect link between winemakers and our company. Here, we reach 100% of our target audience, including winemakers and grape producers. The entire wine industry gathers at Austro Vin Tulln.", **Thomas Beisteiner, Owner, Kellereiartikel Beisteiner.**

"Austro Vin Tulln is crucial for us as it covers the specialised fields of viniculture and marketing. We operate in the field of control and planning and meet our target audience here, including wine-growing businesses, marketers of fruit and wine products, as well as tavern owners and wine shop operators.", **Eduard Obruca, Obruca Tischlerei & Planung.**

"Austro Vin Tulln is extremely important for us and indispensable. A significant part of our product portfolio consists of viniculture equipment, and this is the platform to showcase our innovations. We have found our target audience here and will certainly participate again in 2026.", **Dominik Widhalm, Managing Director, Hammerschmied GmbH.**

"Austro Vin Tulln is an important trade fair for us to support and assist our dealers. The date is firmly set in our calendar. We meet both new and existing customers here and will definitely be back in two years.", **Johannes Häge, Concept Engineering Oenology, Scharfenberger GmbH & Co.KG.**



Your Exhibitor Benefits at a Glance:

- Perfect trade fair location
- Specialised focus on viniculture, fruit growing, cellar technology, and marketing
- Austro Vin Tulln stands for growth in viniculture and fruit growing in Austria and neighbouring wine and fruit regions
- Complete investment in viniculture and fruit growing: Targeted advertising is tailored to the target group of viniculture and fruit-growing businesses, including processors and direct sales (farm-gate sales, wine taverns, traditional "Buschenschank" inns)
- Partnerships with leading trade magazines
- Extensive PR coverage
- Special-interest marketing and direct mailings

