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Veronafiere & Federcostruzioni to promote Italian construction sector-Samoter 2017

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Federcostruzioni and Veronafiere have joined forces to support growth in the Italian earthmoving and construction equipment sector through their joint promotion of the **Samoter** 2017 exhibition.

Confindustria-affiliated Federcostruzioni is a key champion of the Italian construction sector and Veronafiere organises the Samoter trade fair, Italy's only exhibition covering all construction machinery sectors, staged every three years.

The pair have signed a cooperation agreement ahead of the next Samoter event scheduled for Verona 22-25 February 2017. The event is set to be the biggest construction sector exhibition in Europe next year.

The Italian construction equipment and earthmoving sector is worth more than €400 billion and employs 2.6 million people. However, the sector is still suffering, having lost nearly 30% of production and 650,000 jobs in the period 2009-2014. Last year showed some signs of a gradual recovery with substantially steady forecasts for 2016.

Many see an Italian construction and earthmoving equipment recovery only being consolidated by action to start new public works projects, at the same time as encouraging energy saving, quality and sustainability. These are the key topics for the 30th edition of SaMoTer, taking in solutions for environmental emergency and safeguards, the territory and hydro-geological risks, with special reference to intelligent machines, hybrid low-emission and high efficiency machines, technological platforms for human to machine and machine to machine interaction.

Maurizio Danese, president of Veronafiere, said: "The agreement is another effective step forwards benefitting the national construction system."

Rudy Girardi, president of Federcostruzioni, added: "Collaboration between Veronafiere and Federcostruzioni fits in with the approach always followed by the Federation of supporting all initiatives that highlight the real role of the construction sector in Italy, in terms of both production and employment, as well as to encourage the adoption of suitable measures stimulating the recovery."

The Veronafiere-Federcostruzioni partnership also involves the creation of a joint work group in the research field to develop technical and scientific studies in the sector, as well as the design and development of training events associated with SaMoTer 2017 themes. Veronafiere and Federcostruzioni representatives will also be attending a number of key events in the run-up to Samoter 2017, such as roadshows in Italy and the second edition of SaMoTer Day on 16 June 2016.