Company Profile
SaMoTer, International Earth-Moving and Building Machinery Exhibition, is the leading event in Italy dedicated to the construction field.

The Exhibition is a partner event in the cycle of European trade fairs sharing the patronage of CeMAT, a European Committee, which brings together earth moving and building machinery manufacturers associations.

7 GOOD REASONS
to exhibit at SaMoTer 2017

UNIQUE
It is the only sector exhibition in Italy, one of the most important markets for quarrying and construction equipment in Europe with a background of production companies that have developed a major vocation for exports

STRATEGIC
It is the main landmark for the construction sector in Europe in 2017

HISTORIC
More than 50 years of experience serving the construction industry

CROSS-SECTORAL
It covers all sectors in the construction world

COMPLETE
It is rich of impressive contents, events, follow-up and educational meetings, all organized in collaboration with companies and trade associations in order to stimulate research and to involve institutions

CENTRAL
Verona boasts a strategic geographical position, in the middle of the main economic crossroads – Corridor 1 (Stockholm-Palermo) and 5 (Barcelona-Kiev) – which link northern and southern Europe. At the same time it is placed on the crossroads between the North-East, the North-West and central Italy

NOT TO BE MISSED
It is the key event for all operators in the sector

FOCUS 2017
Emergencies management: man and machinery

Land protection and solutions for environmental emergencies and hydro-geological risks
Intelligent machines and technological platforms for human-to-machine (H2M) and machine-to-machine (M2M) interaction
Low-emission hybrid and energy efficient machinery
Sustainable redevelopment of Expo sites
Europe 2020 programme for sustainable growth and Horizon 2020 programme for research and innovation
A BIT OF HISTORY
30 editions and more than 50 years serving the sector

SaMoTer was founded in 1964 in order to create – within the Italian exhibition scenario – a specific field for earth moving machinery, which since 1948 had been presented during Fieragricola, the agricultural mechanization show.

This proved to be a vital decision in line with the needs of companies in the sector for a specialist appointment that would became the marketplace of reference for exchange, promotion and comparison with various technical experiences and the research and university world.

In 1971, SaMoTer joined UFI – Union des Foires Internationales, the entity that brings together the organizers of leading international exhibitions. In 1993, it was included in the cycle of European trade fairs sponsored by CECE, thus expanding its representation of the sector by including all related segment.

SaMoTer has always been a unique event and a valued occasion for companies in earth moving, building and site sectors, a leading figure for growth that has brought over time to achieve significant economic and social progress.