Italy looks to boost equipment exports as 30th Samoter opens

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The three events inaugurated at Veronafiere are key areas for the development of Italy, which can resume growth by resuming public works.

This was the comment by Umberto Del Basso De Caro, the Secretary State at the Ministry of Infrastructures and Transport, during the inauguration of the 30th edition of Samoter, the international earthmoving, size and building machinery exhibition today in Verona, Italy, alongside Asphaltica and, for the first time, Transpotec Logotec, organised by Fiera Milano.

“In particular, the topic of public works is strategic for the construction sector that in terms of recovery from the recession may well contribute three points to Italian GDP, worth around €25 billion euros,” the Secretary said.

Technology, building and infrastructure, as well as safety, roads and transport are the central themes of the three shows, which are open until Saturday, 25 February at Veronafiere, and are represented by 780 exhibitors (450 for Samoter and Asphaltica) from 25 countries, and international buyers from 30 target countries.

The building/construction machinery market is emerging at last from a far-reaching crisis: despite an increase of 80% in the last three years, registrations in Italy today are barely one-third of the units sold in the pre-crisis period (2007).

“This is why it is increasingly important to look to foreign markets,” said Maurizio Danese, president of Veronafiere, which organises Samoter.

“Thanks not the least to collaboration between Veronafiere and ICE, the event will be attended by 110 international buyers from traditional outlet markets and those experiencing fast growth, such as the main countries in Africa, Iran, Saudi Arabia, Israel, Eastern Europe and India.

“We are convinced that Italian market can and must promote a turnaround, since this segment is a litmus test for the structural modernisation of the country.

“Today, however, Italy is posting figures three times lower than those in Germany and the United Kingdom, while we register less than half the new vehicles compared to France. On the contrary, exports of made in Italy machinery are becoming increasingly strategic for an industry that sells about seven machines out of ten on international markets.”
In fact, according to the Samoter Observatory/Prometeia, the international earthmoving machinery market grew by 6.9% in 2016 (+38% in the last quarter), with important increases in North America, which remains the leading world market; by +14.9%, India (+34.2%); China (+22%), and Western Europe (+12.2%).

The ribbon-cutting ceremony for Samoter, Asphaltica and Transpotec-Logitec was also attended by the CEO of Veronafiere, Giovanni Mantovani; the President of Siteb, Michele Turrini; the Director of Fiera Milano Tech and Industry Division, Domenico Lunghi; the Councillor for the Environment and Civil Protection of the Veneto Region, Giampaolo Bottacin; the Councillor for Economic Activities of Verona City Council, Marco Ambrosini, and the President of the Province of Verona, Antonio Pastorello.