

Samoter signs agreement with federation

Written by Sandy Guthrie - 24 May 2016



Maurizio Danese, president of Veronafiore (left), and Rudy Girardi, president of Federcostruzioni

A co-operation agreement has been signed between Italian trade fair Samoter and Federcostruzioni, the federation of major associations representing Italian building.

Meanwhile, the deadline for exhibitors to benefit from discounted rates for next year's Samoter exhibition is 10 June, 2016.

The fair will be held in Verona from 22 to 25 February, 2017, alongside the Asphaltica and Transpotec Logitec shows.

The agreement between Federcostruzioni and Veronafiore, organiser of Samoter, is aimed at supporting growth in the Italian

construction sector.

The Federation, part of Confindustria (the General Confederation of Italian Industry), claims to bring together the main production categories in the construction sector.

The objective of the partnership was said to be to develop promotional and training initiatives to support a system that was worth more than €400 billion and employed 2.6 million people in Italy.

Federcostruzioni and Veronafiore pointed out, however, that the sector was still suffering from the recent financial crisis, having lost nearly 30% of production and 650,000 jobs between 2009 and 2014, although they added that 2015 had shown some signs of a gradual recovery with substantially steady forecasts for 2016.

They said this resumption could be consolidated only by action to start new projects for public works, at the same time as encouraging energy saving, quality and sustainability.

30th edition

Veronafiore said the focus of the 30th edition of Samoter would take in solutions for environmental emergency and safeguards, territory and hydro-geological risks, with special reference to intelligent machines, hybrid low-emission and high efficiency machines, plus technological platforms for human-to-machine and machine-to-machine interaction.

Maurizio Danese, president of Veronafiore, said, "The agreement is another effective step forward benefiting the national construction system.

"The collaboration with Federcostruzioni strengthens Samoter's role as the reference platform in Italy for the international promotion of companies in the construction, and site machinery and equipment sector, backed up by two other shows scheduled simultaneously dealing with bitumen and road infrastructure, and road transport and logistics."

Rudy Girardi, president of Federcostruzioni, said, "Collaboration between Veronafiore 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 partnership involves the creation of a joint working group in the field of research to develop technical and scientific studies in the sector. It will also involve the design and development of training events associated with the themes at the forefront of Samoter 2017.

Samoter Day

Part of the run up to the show will include Samoter Day on 16 June, 2016.

Held at the Veronafiere Congress Centre in Verona, it is described as a day dedicated to the world of construction equipment, and an opportunity to take stock of the construction machinery market in Italy and abroad in advance of the 30th edition of Samoter.

Targeting companies and sector operators involved in the construction industry, the day is said to provide useful tools for analysing the current scenario in the sector and forecasts for the near future by promoting a Construction Equipment Outlook.

This is being implemented by Samoter in partnership with Prometeia, a leading company in the analysis of current trends and prospects for the Italian market.

Samoter Day will provide a brief, organic framework of the world earthmoving machinery market in the light of the most recent sales results on leading world markets.

The organisers said there would be a detailed analysis of market situation trends and short- to medium-term prospects in relation to the main driving forces having an impact of demand in the sector, with a special focus on the situation on the Italian market.