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SaMoTer
35th INTERNATIONAL EARTH-MOVING AND BUILDING MACHINERY EXHIBITION

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Verona-Milan, 19 November 2015. An important new chapter in the Italian exhibition sector is currently opening out. Fiera Milano and Veronafiore have signed a collaboration agreement for the contemporary scheduling in synergy of the next editions of their respective events Transpotec Logitec (www.transpotec.com) and SaMoTer (www.samoter.it), which will now be held 22-25 February 2017 in the Verona exhibition centre.

Transpotec Logitec (biennial, owned by Fiera Milano) is the leading Italian exhibition dedicated to road transport and logistics. Samoter, International Earth Moving and Building Machinery Exhibition (triennial), is the historic event owned by Veronafiore and the landmark for construction machinery. The last edition was held in conjunction with Asphaltica, the event organized in collaboration with Siteb (Italian Bitumen, Asphalt & Roads Association) dedicated to machinery and technologies for road paving and infrastructures.

Prompted by a desire to meet the needs of builders, that have to maximise their investments in such complex times for the construction and transport sectors, two of the leading exhibition centres in Italy join forces and combine their respective expertise in related fields to offer operators an integrated product overview better able to respond to their needs. The two events will retain their respective identities and specific trade character but will share exhibition spaces and entrance gates, as well as coordinate promotional and sales initiatives.

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*"Lining up these two shows, which target inter-linked sectors (as the Verona exhibition centre has already experimented), helps optimise the market leverage represented by professional trade fairs," said **Corrado Peraboni, CEO of Fiera Milano**. "Transpotec Logitec and SaMoTer will both benefit in terms of added value and appeal for sector operators. I would like to emphasize that this is the outcome of an agreement between two of the leading trade fair companies in Italy, which share a particular conviction: namely, that our response to international competition requires us to develop important and appealing events in Italy in those areas where we enjoy leadership. And if this impetus is weakened by the fragmentation of the trade fair offering, we must work together, as in this case."*

*"Veronafiere has always demonstrated its willingness to create a system in the best interests of its client companies and the reference industry. This is our vocation and our corporate culture. It has enabled us in more than one hundred years of operations to adapt our products to the times and market changes while retaining leadership in those sectors where Veronafiere, thanks to its central location and specialization, is acknowledged throughout the world," said **Giovanni Mantovani, CEO & Director General of Veronafiere**. "This agreement demonstrates that we know how to create conditions that enable the entire construction and transport value chains – where products often refer to the same parent companies – can make the most of their opportunities provided by effective and efficient trade fairs which, as in this case, are tools that can generate positive impact to the reciprocal benefit of all stakeholders involved."*

The appointment for all sector professionals is in Verona 22-25 February 2017.

