

SaMoTer 2020: New dates and a preview day for the 31st edition

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The next edition of **SAMoTer**, the triennial international trade fair dedicated to the world of construction equipment, in 2020 will be held a month later than usual, following discussions between exhibitors and event organisers.

The exhibition will next be staged at the Verona Exhibition Centre in Verona, Italy, 22-25 March 2020 (rather than 22-25 February), from a Sunday to a Wednesday. This will follow an invitation-only preview on Saturday 21 March exclusively for the trade media and the top clients of the exhibiting companies. Exhibitors at what will be 31st SaMoTer feel the changes will enable them to better demonstrate the value of their at-show model line-up, as well as their wider company growth plans, to a larger number of potential customers and trade journalists.

The triennial international trade fair dedicated to the world of construction equipment is the most important event of its kind in Italy for a sector that, according to the latest data made available by the SaMoTer-Prometeia outlook, achieved more than €2.4 billion worth of exports in the first 11 months of 2017.

In addition to the SaMoTer exhibition and business area, which attracted 450 companies in 2017 (25% international), there is also a strong focus to the 2020 edition on technological innovation, contents and in-depth training for operators.

SaMoTer 2020 also welcomes the return of Asphaltica, the exhibition dedicated to the asphalt and road infrastructure supply chain, organised together with Siteb (Italian Road Asphalt Bitumen Association).

Furthermore, the main strategic partnerships with CECE (Committee for European Construction Equipment) and Unacea (Italian Union of Construction Equipment & Attachments Companies) have been renewed, while the SaMoTer Outlook monitoring sector data once again benefits from the consultancy of Prometeia with the information input of Unacea.

"In designing SaMoTer 2020, we continue the path of upgrading and development initiated with the 2017 edition," said Giovanni Mantovani, CEO & director general of Veronafiere. "We have re-allocated the date from February to March, in response to the needs expressed by manufacturers to ensure increasingly tailor-made attendance at the trade show. We are working hard to make the event even more interactive and dynamic, while also providing market intelligence tools such as the SaMoTer Day scheduled on 28 March 2018, which inaugurates the series of off-line initiatives for the 2020 event. The aim of all this is for us to become a valid partner for companies to make the most of the recovery in the sector."