Veronafiere-SaMoTer and Unacea sign new construction machinery industry support agreement

An agreement has been signed by Veronafiere-SaMoTer and Unacea to promote and support the Italian construction machinery industry in the run up to SaMoTer 2017.

The 30th edition of the three-yearly international exhibition being held at Veronafiere in Verona 22-25 February 2015 will be a showcase for more than 200 Italian sector-based companies, who generated a combined 2014 turnover of more than €2.5 billion – 70% made up of exports. SaMoTer 2017 will focus on the management and prevention of environmental emergencies through man-machine interaction, sustainability and bureaucratic simplification.

The promotion and support agreement between Veronafiere, organiser of SaMoTer, and Unacea, the association for Italian construction machinery companies, will run until 2017 with an extension option through to 2020. It includes joint promotion, training and communication action on domestic and international markets. It was signed and presented at Veronafiere on Tuesday 23 June 2015 by Ettore Riello and Giovanni Mantovani, president and CEO of Veronafiere, and Paolo Venturi, president of Unacea. The meeting also welcomed a report by Roberto Paoluzzi, director of Imamoter, the Institute of the National Research Council (CNR) which already cooperates with Unacea.

Despite strong exports, the weak point for Italian construction machinery manufacturers is the domestic market, which collapsed by 80% between 2006 and 2014, generating the consequent risk of production relocation. Since 2014, however, there has been something of a reversal in this trend, thanks to growth of 11% in domestic sales confirmed in the first quarter of 2015 with domestic sales up 19% over the comparable quarter of 2014.

"It is more than ever vital to capitalise on these results. And to achieve this, the entire industrial, economic, association and political system must join forces. In this context, we are convinced that trade fairs are a fundamental strategic asset for our country and its companies" said Veronafiere's Riello.

"We were delighted to sign a collaboration agreement with Samoter in order to develop closer synergy benefitting all companies in the sector" said Unacea's Venturi.

"The 30th edition of SaMoTer will inaugurate an innovative format that places the needs of companies at the centre of the new exhibition project developed by Veronafiere. We are already working along two guidelines as regards incoming attendance: the first seeks to attract more visitors from the Central-Southern Italy, the second to increase appeal and influence on traditional Central European markets in addition to a special focus on Eastern Europe and the Balkans," said Veronafiere's Mantovani.