Vibrant Samoter reflects Italian market improvement
Written by Joe Malone - 28 Feb 2017

Italy's construction trade show Samoter, held in Verona, reflected the improving Italian market, with 33% more space filled compared to its previous show in 2014.

The 30th edition of Samoter saw 84000 visitors walk through its doors between 22-25 February, with 780 exhibiting from 25 countries. The show also saw companies return to the show after a number of years away, as well as debuts for companies such as Kobelco and Magni.

The show ran alongside Asphalctica and, for the first time, Transpotec Logitec, organised by Fiera Milano.

Indeed, the Italian market improved significantly in 2016, with 10984 machines sold, representing an increase of 26% year-on-year. Such a rise is encouraging, but the reality is that this is just one-third of the record figure posted in 2007.

The encouragement was shared by Veronafiere CEO Giovanni Mantovani. He said, "This year's show – for the companies and operators taking part – was an opportunity to capitalise on the encouraging signs of recovery on our domestic market that in 2016 consolidated 12 consecutive quarters of growth for registrations of new construction and earthmoving equipment.

"There are certainly signs of confidence in the sector and Samoter will continue to play its part. We are convinced that, only together we can look forward to the future of this world with optimism."

Mr Mantovani said this year's show was not comparable to the previous show, given the market situation then and now. He said, "In 2014, the crisis in this sector had reached its peak, the market in Italy had shrunk by 80% and things were far from rosy even in the rest of the world. Samoter 2017 has evidently been a turning point and this is confirmed by facts and figures."