UNACEA in Samoter agreement for 2017
Italian association for construction equipment manufacturers to support show

Italian construction equipment manufacturers’ association UNACEA has signed an agreement with VeronaFiere, organiser of the Samoter construction exhibition, to help promote the next show – which is staged every three years, with the next one to be held from 22 to 25 February, 2017. This will be the 30th time that the Verona-based exhibition has taken place. In 2017, as in 2014, Samoter will be co-located with the Asphaltica exhibition for the road building industry. The agreement covers joint promotion, training and communication on domestic and international markets. It was signed and presented by Etto Reil, president of VeronaFiere, along with Giovanni Mantovani, CEO, and Paolo Venturi, president of UNACEA.

Venturi said, “We were delighted to sign a collaboration agreement with Samoter in order to develop closer synergy benefiting all companies in the sector.” For its part, UNACEA said it wanted to raise environmental issues in the run-up to Samoter and during the show. It said this would include issues around engine exhaust emissions as well as a focus on the difficulties and dangers that Italy faces from earthquakes. Talking about the country’s seismic activity geology, Venturi said, “The authorities must invest in the land to repair it and provide future protection.”

On the subject of engine emissions, he said: “There are many areas in Italy where there are air quality issues and infractions, but nothing is being done. “On one hand, Euro II cars cannot be driven in Italy, but Stage II excavators can still be used. We need municipal orders to ban the use of old-stage equipment in built-up areas.”

Samoter was last held in May 2014. It was a sparse show compared to previous events, with many of the industry’s big names not taking part. The only major international earthmoving equipment manufacturer to take exhibition space at the show was Komatsu.

Reil said acknowledged the problem, saying, “The last edition was tough but we feel it was successful. We are ready to invest in the future because we believe there are opportunities for the industry in this country.”

VeronaFiere’s commercial director, Diego Valsecchi, added, “We are talking with all of the big names in the industry about 2017. We do not have commitments at this stage, but we have a dialogue.” He added that the decision to hold the 2017 Samoter show in February – a time when weather in Verona can be poor – came at the request of the majority of exhibitors. He said that this majority felt that a May time-slot was too late in the year for their seasonal industry.

A key factor which hindered Samoter 2014, was that the exhibition came at an historic low in the Italian construction equipment industry. According to UNACEA, the Italian market was some 79% lower in volume terms in 2013 than at the post-crisis peak of 2007, when almost 30,000 machines were sold. Venturi said, “There are some signs of recovery. 2014 was up 10% and the first quarter of 2015 was also good. The market is gaining, but there is still instability and in volume terms we are still very far from 2007.”