Key Italian agreement highlights resurgence in construction machinery segment

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An agreement has been struck between the Veronafiere-SaMoTer exhibition and Italian construction equipment manufacturing association Unacea. This deal is intended to further boost the Italian construction machinery industry. Exports are performing well (70% of production), although the domestic market has to be kick-started after falling by 80% because of the economic crisis.

The agreement will run until 2017 with an extension option through to 2020. It is a strategic move with a view to the 30th edition of SaMoTer scheduled in Verona 22nd-25th February 2017. The focus of the coming show will be on solutions for environmental emergencies and protection, the territory and hydrogeological risk. The agreement envisages joint promotion, training and communication action on domestic and international markets.

The Italian construction equipment sector posted turnover of more than €2.5 billion euros in 2014, with 70% generated by exports. The weak point, however, is the domestic market itself, which collapsed by 80% between 2006 and 2014 with the consequent risk of production relocation. Since 2014, however, there has been something of a reversal in this trend, with a growth of 11% in domestic sales confirmed in the first quarter of 2015 that closed at +19%.

The objective is to support these initial signs of recovery and SaMoTer is the most effective promotional tool for doing so: since 1963, it has been the only exhibition in Italy to embrace the entire chain of construction and site machinery.

SaMoTer 2017 will be held in conjunction with Asphalctica, the international asphalt industry, equipment, technologies and road safety exhibition. In Italy, €43 billion will be needed to improve infrastructure and cope with hydrogeological risks.