

## Samoter signs up more exhibitors

Written by Sandy Guthrie - 04 Jan 2017



Doosan-Bobcat, Hidromek, Mecalac and Venieri are among the latest exhibitors to sign up for the Samoter show, to be held in Verona, Italy, from 22 to 25 February.

Other confirmed exhibitors include Case, Hyundai, Kobelco, Komatsu, Eurocomach-Sampierana, Ihimer, Kubota, Takeuchi and Yanmar.

Samoter claims to be the only business-to-business event in the European calendar for 2017 that fully represents the construction sector – earthmoving, concrete,

drilling, crushing, lifting, vehicles, components and services. It added that it also covered professional training and updates for operators.

The upcoming edition, Samoter's 30<sup>th</sup>, will focus on technologies and solutions for the prevention and management of environmental emergencies.

The show will be held at Veronafiere alongside Asphaltica, the exhibition dedicated to road infrastructure – organised in collaboration with Siteb and including Ammann, Marini and Wirtgen Group among its exhibitors – and Transpotec Logitec, the transport and logistics event – with Fiera Milano.

To date, the booked exhibition space will occupy ten halls in the Verona Exhibition Centre, plus outdoor areas.

In a [video interview](#), Giovanni Mantovani, CEO and director general of show organiser Veronafiere, said he was confident about the success of the next Samoter.

During the run-up to the February show, Samoter said that economic data associated with the Italian construction machinery segment remained positive. According to the latest data compiled by the Samoter-Veronafiere Observatory developed with Prometeia, with data input from Unacea (the Italian trade association for construction equipment firms), the period of January to September saw orders improve for exports and the home market alike, it said.

Exports of earthmoving, roadbuilding, concrete, aggregate and drilling machinery, as well as tower cranes, recorded a turnover of €1.86 billion – a rise of 0.8% – in the first nine months of 2016. Imports were also said to have grown compared with the same period last year, to more than €580 million. This was a rise of 26.3%.