Samoter

CECE Bronze Partner | Next Edition: 21-25 March 2020
Location: Verona, Italy | www.samoter.com

Samoter - 56 years of experience serving the construction industry

Samoter is the Italian leading trade fair dedicated to the world of construction equipment. It was launched in 1964 at Veronafiere to create a specific space within the Italian exhibition panorama dedicated to earth moving machinery, aiming to represent the interests of small-medium companies in the sector.

Samoter represents a key event for exhibitors, providing them with the opportunity to monitor trends and market developments, do business and meet representatives from all sectors related to the construction industry.
In preparation of the 31st edition of the fair, taking place in March 2020, SaMoTer and Veronafiere are investing in a variety of tools designed to create a rich programme of training activities. The aim is to provide effective support for the needs of companies in the industry, promote new forms of business alongside consolidated channels and launch new initiatives, innovations and formats.

**SaMoTer Day**

**SaMoTer Day** is an annual gathering offering attendees the opportunity to experience a full immersion in the world of construction equipment and building machinery.

It gives companies the chance to find out about market data and trends in Italy and worldwide, introducing present innovations, new business tools and prospects, as well as encouraging debate among construction industry professionals.

This year’s edition will welcome a presentation of the annual report on the world earth-moving machinery market, analysis of market situation trends and term prospects in the construction market for the next two years.

**SaMoTer Outlook**

The **SaMoTer Outlook** observatory, implemented in partnership with Prometeia and with the Information Input of Unacea, provides tools for analysing the current scenario in the construction sector and forecasts for the near future.

The data analysed are divided into three areas based on regular monitoring and publications, offering an overview on world sales results of earth-moving machinery and on market situation trends and short-medium term prospects.

**Plan your visit now**

You can find [here](#) all relevant information regarding tickets, travel and accommodation.

See it yourself!