Saudi Arabia’s Air-Conditioner Market: A Necessity not a Luxury
A Focus on Environmental & Hydro-Geological Protection Solutions

The heart of construction equipment beats in Italy. And more precisely for over 50 years at Veronafiere, where - from Wednesday 22 to Saturday 25 February 2017 - the 30th edition of SAMOTER will be held, the Triennial International Earth Moving and Building Machinery Exhibition: the year’s main European appointment in the sector, with the patronage of Committee for European Construction Equipment (CECE). The exhibition focus will be on environmental emergency and protection solutions, the territory and hydro-geological risks, with special reference to intelligent machines, hybrid low-emission and high efficiency machines, technological platforms for human to machine (H2M) and machine to machine (M2M) interaction. Topics debated will highlight EU projects such as Europa 2020 planning for sustainable growth and the Horizon 2020 program for research and innovation. Demo Area, Rental Area, co-location with ASPHALTICA (machinery and systems for the road-building and bitumen sector promoted by Siteb), the Samoter International Award, the International Technical Innovation Competition and the involvement of top players in the sphere of public administration, local councils and civil protection, will ensure an extremely detailed offering at Samoter in 2017. “We are meeting large groups and small-medium companies to promote a direct channel for communication and listening to the needs of the market segments where they operate in order to define a concerted plan of action, in Italy and abroad, matching their commercial targets in the medium-long term and throughout 2017,” says Diego Valsecchi, Veronafiere sales director. Despite the massive recession gripping the sector for many years, the next edition of Samoter has set itself of the objective of driving the recovery.

Gulf Region’s Transport Projects in Focus at NATRANS Arabia

The GCC’s integrated transport strategy will be the focus of NATRANS Arabia 2015, a first-of-its-kind event piecing together the Gulf region’s transportation infrastructure with rail, road, and maritime projects which according to Fleming Gulf research is worth an estimated USD422 billion and completed within the next five years. The conference-led exhibition which is being held in partnership with the UAE Federal Transportation Authority – Land and Maritime and held under the patronage of Dr. Abdulla Belhaif Al Nuaimi, Minister of Public Works and Chairman of the Federal Transport Authority - Land and Marine, will highlight the UAE’s position within the region as a leading state in transport infrastructure development. “The event will discuss and showcase proven, deployed schemes, pioneering research and development solutions that are intended to solve real world problems which are critical regional imperatives,” said Alex Heuff, Exhibition Director, NATRANS Arabia which takes place at the Abu Dhabi National Exhibition Centre (ADNEC) on 19-21 October 2015. “By creating an event which covers the industry as a whole, NATRANS Arabia is set to deliver a unique networking platform for the region’s entire land and maritime transportation sector,” added Heuff. NATRANS Arabia consists of three distinct conference streams, incorporating the regions established rail conference – the 6th Middle East Rail Opportunities Summit, designs of nearly USD200 billion in network projects will be presented, running from the Gulf coast from Kuwait, through Saudi Arabia, to the UAE and Oman, with branches linking Bahrain and Qatar. ■