Exhibitor numbers up for SaMoTer 2020

By Lile Strud | 4 October 2019

The Italy-based international exhibition for construction machinery, SaMoTer, has announced a significant rise in the number registrations for its 2020 event in Italy. According to organisers, registrations have risen by 35% and exhibition space bookings are up by 66%, with six months still to go before the event.

The 31st edition of the trade show, which will take place in Verona, Italy, between 21 and 25 March 2020, will see manufacturers Wacker Neuson and Liebherr return for the first time since 2011.

Christophe Sanchez, Liebherr Emtec Italia CEO, said, “We are confident that the 2020 edition will be successful and help us improve our visibility and thereby achieve the increasingly ambitious goals that the Liebherr Group has set itself for Italy.”

Bobcat, Doosan, Eurocomach, Hidromek and Hyundai have also been confirmed, along with Komatsu, Sany, Takeuchi, Venieri and Yanmar.

This year will see the event increase its focus on technological innovation, operator training and internationalisation.

Georg Jung, director of Wacker Neuson Italia, said, “It will be an opportunity for us to present the Wacker Neuson Group’s innovations to sector operators, including the ranges of vehicles and solutions characterised as ever by cutting-edge technology, high performance and above all, important savings; qualities that can be summarised in two words: efficient machines.”

The trade show, which attracted over 84,000 visitors and 455 exhibitors in 2017, will also hold its 23rd Innovation Awards, featuring ten competition sections.