

Leading firms for Samoter

Written by Sandy Guthrie - 08 Aug 2016



Giovanni Mantovani, CEO and director general of Veronafiery

The Samoter show in Verona, Italy, next year has reported that a number of leading construction machinery manufacturers have signed up to exhibit.

Case, Hyundai, Kobelco and Komatsu are among the first companies to confirm that they will be at the 30th Samoter.

Held every three years, the event will be at Veronafiery from 22 to 25 February, 2017.

Komatsu, Case and Hyundai will return to Samoter, while 2017 will mark the debut of Japanese corporation Kobelco at the show.

The show will focus on the management and prevention of environmental emergencies, and will be held in conjunction with Asphaltica, the exhibition dedicated to technologies and solutions for road paving, safety and transport infrastructures, and Transpotec Logitec, the transport and logistics event.

Giovanni Mantovani, CEO and director general of Veronafiery, said, "Confirmations were received from these four manufacturers in recent weeks, and are a very important signal for two reasons.

"It means that large international companies are ready to invest in an event they feel is strategic for the Italian construction machinery market, as it finally picks up after the collapse in recent years."

He added, "It also means that Samoter's new format and the various initiatives implemented by Veronafiery are working in the right direction – building a trade show that is increasingly tailored to the real business and training needs of exhibitors and sector operators."