

SaMoTer

30th INTERNATIONAL EARTH-MOVING AND BUILDING MACHINERY EXHIBITION

VERONA, ITALY | **22-25 February 2017** | samoter.com

Samoter 2017 Road Show Sets Off Again – Focus on Technological Solutions to Combat Hydrogeological Instability

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The first stop-off is scheduled on Friday 23 September in Bari

Four meetings – in Apulia, Sicily, Calabria and Liguria – to present the 30th edition of SaMoTer to companies and take stock on maintenance work performed in local areas together with the Civil Protection Department, Fire Brigades, public institutions, universities and sector professionals.

Verona, 21 September 2016 – More than 7100 local council areas in Italy are at risk landslides and floods – over 88% on a national scale – for a total of seven million inhabitants (source: Ispra Report). In recent years, out of 700 thousand landslides in Europe, 500,000 occurred in Italy.

Combating **hydrogeological instability** equally involves prevention and this is why SaMoTer, Italy's leading exhibition dedicated to earth moving, site and building machinery, has opted to dedicate significant space to technological solutions in response to environmental emergencies.

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Starting with the run-up to the **30th edition** of the event scheduled 22-25 February 2017: the **road show** with four stop-offs in Apulia, Sicily, Calabria and Liguria gets going in **Bari**, on 23 September before travelling to **Palermo** (14 October), **Catanzaro** (18 November) and **Genoa** (2 December). All these meetings will focus on the debate concerning environmental safeguards with local operators in the sector: bearing in mind that good maintenance costs ten times less than repairing the damage. This will also be occasion to present all the business activities, initiatives and incentives implemented for SaMoTer 2017 and, in particular, concessions as regards travel costs for visits by groups of operators from regions in central-southern Italy.



"With almost 900 sites underway in Italy to combat hydrogeological instability and Government funds coming to 1.3 billion euros allocated through the #italiasicura plan," explains **Giovanni Mantovani, CEO & Director General of Veronafiore**, "one can envisage development on the earth moving machinery market specialising in such works. This is an opportunity that SaMoTer seeks to grasp together with companies, in the knowledge that the role of an exhibition is not limited to the show as such but must be increasingly tailored to the real needs of business, training and updating of sector operators."

The four appointments scheduled in the SaMoTer road show, developed with the support of Mediacom Acn, will see **significant involvement by the Civil Protection Department and Fire Brigades**, as well as the Orders of architects, engineers and geologists, alongside regional and local institutions, universities and technical schools.