

Precast concrete: SaMoTer welcomes the sector in 2020 with ICCX Southern Europe

17 May 2019 by **SaMoTer**

SaMoTer becomes the new landmark for the precast concrete supply chain business in Southern Europe. As of 2020, the sector will be covered at Veronafiore within the scope of the triennial international exhibition of construction equipment scheduled 21-25 March.

This is the outcome of an agreement signed by Veronafiore Spa and ad-media GmbH, the German company that organises ICCX-International Concrete Conference & Exhibition: the traveling exhibition-conference in the precast concrete sector. The last edition of the event, which was held in Poland, attracted more than one hundred companies.

The partnership envisages collaboration starting next year whereby the Verona Exhibition Centre will host ICCX Southern Europe, the specific version of the event dedicated to the south of Europe.

Inasmuch, after embracing the world of technologies and solutions for road paving with Asphaltica in 2014, SaMoTer further expands its increasingly transversal and complete product range.

ICCX Southern Europe flanks its exhibition component with a calendar of conferences and technical workshops for updating and professional training of sector operators.

"Veronafiore confirms its propensity for creating a system in the interests of companies and the industrial sector in question," said Giovanni Mantovani, CEO of Veronafiore. "This is our business culture and it has enabled us in more than 120 years of operations to adapt our products to the times and changes on the market. With this new agreement, we have created conditions for the entire construction supply chain to take full advantage of the opportunities offered by such an effective and specialist exhibition tool as SaMoTer."

"As publisher of CPI trade journals for the concrete industry, we are in touch with our readers every other month, and this for more than 20 years. During this time, we have established a unique meeting place for our industry and we can make use of our network to bring together producers on a personal level whenever we find the right place to organize an ICCX International Concrete Conference & Exhibition", continues Holger Karutz, Managing Director of ad-media. "We are proud to co-operate with SaMoTer on this joint project to facilitate further growth of the Southern European precast and concrete industry."