

| SaMoTer 2017.

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BY EDITOR ON 2. AUGUST 2016

TRADE FAIR

SaMoTer

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Why visit SaMoTer

SaMoTer, the heart of construction equipment pulses in Italy.

7 good reasons to visit the 30th International Earth Moving and Building Machinery Exhibition.

SaMoTer, International Earth Moving and Building Machinery Exhibition, is the leading event in Italy dedicated to the construction field.

The Exhibition is a partner event in the cycle of European trade fairs sharing the patronage of CECE, the European Committee, which brings together earth moving and building machinery manufacturers associations.

UNIQUE	It is the only sector exhibition in Italy
STRATEGIC	It is the main landmark for the construction sector in Europe in 2017
HISTORIC	More than 50 years of experience serving the construction industry
CROSS-SECTORAL	It hosts all sectors in the construction world
COMPLETE	It is rich of impressive contents, events, follow-up and educational meetings, all organized in collaboration with companies and trade associations in order to stimulate research and to involve institutions
CENTRAL	Verona boasts a strategic geographical position, in the middle of the main economic crossroads – Corridor 1 (Stockholm-Palermo) and 5 (Barcelona-Kiev) – which link northern and southern Europe. At the same time it is placed on the crossroads between the North-East, the North-West and central Italy
NOT TO BE MISSED	It is the key event for all operators in the sector

FOCUS 2017

Emergencies management: man and machinery

Land protection and solutions for environmental emergencies and hydro-geological risks

Intelligent machines and technological platforms for humane-to-machine (H2M) and machine-to-machine (M2M) interaction

Low-emission hybrid and energy efficient machinery

Sustainable redevelopment of Expo sites

Europe 2020 programme for sustainable growth and Horizon 2020 programme for reasearch and innovation

A BIT OF HISTORY

30 editions and more than 50 years serving the sector

SaMoTer was founded in 1964 in order to create – within the Italian exhibition scenario – a specific field for earth moving machinery, which since 1948 had been presented during Fieragricola, the agricultural mechanization show.

This proved to be a vital decision in line with the needs of companies in the sector for a specialist appointment that would become the marketplace of reference for exchange, promotion and comparison with various technical experiences and the research and university world.

In 1971, SaMoTer joined UFI – Union des Foires Internationales, the entity that brings together the organizers of leading international exhibitions. In 1993, it was included in the cycle of European trade fairs sponsored by CECE, thus expanding its representation of the sector by including all related segment.

SaMoTer has always been a unique event and a valued occasion for companies in earth moving, building and site sectors, a leading figure for growth that has brought over time to achieve significant economic and social progress.

<http://www.samoter.it/en>

SaMoTer