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Growth in road machines business for Italy

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Italy has seen growth in the market for road construction machines in 2015. According to data from the **SaMoTer**-Prometeia Outlook analysts, the country's exports of road construction machines grew 27.5% while its imports of equipment for the market jumped 30.8%. The market for compaction equipment and bitumen mixers grew considerably, rising €113.2 million for exports and €22 million for imports. This general market resurgence comes after several years of stagnation for the Italian construction machinery industry. This emerges from data analysed by SaMoTer Outlook, the construction equipment outlook set up by Veronafiery in collaboration with Prometeia and the information input of **Unacea**.

This resurgence in demand for equipment comes at an opportune time for the organisers of the upcoming event for the bitumen sector, **Asphaltica**, which will highlight road paving technologies and solutions, safety and road infrastructure. This show is scheduled to run alongside the 30th edition of SaMoTer, the triennial event in Italy for earth moving, site and building machinery. Also being held at the same time is Transpotec Logitec, the show dealing with transport and logistics. All three events are scheduled to be held at the Veronafiery facility from February 22nd-February 25th 2017.

Asphaltica is being organised by Veronafiery and SITEB, the Italian Road Asphalt Bitumen Association.

The Italian construction machinery market is seeing a recovery overall. In the first four months of 2016, imports of specialist asphalt machinery came to more than €7.1 million in turnover, up by 46.4% over the first quarter of 2015.

This recovery was driven by new investments in construction: +2% in 2016, according to Prometeia estimates. More specifically, the recovery is being helped along by measures to re-launch public works implemented by the Italian Government.

After a good performance in 2015, January-April 2016 saw a drop for exports of machinery made in Italy, falling 10.4% to €36.3 million, due primarily to a downturn in orders from the Middle East and North Africa. But positive signals were seen on traditional markets such as Western Europe, North America and even Russia, up 184% from €1.3 million to €3.8 million.

Asphaltica 2017 will display specific products and technologies for road building and maintenance focusing on maximum efficiency, lower costs and environmental sustainability.