Italy’s equipment show Samoter sees increase in deals and foreign buyers

The 30th edition of Samoter, the Italian construction equipment exhibition which ended in Verona on February 25, has been declared a success by organisers Veronafiere. Co-located with Assalpitcha and held concurrently with Transotec Logotec, the transport and logistics exhibition by Fiera Milan, the four-day show saw more than 84,000 visitors from 86 countries visit the Verona Exhibition Centre where the events were organised for the first time together.

There were over 780 exhibitors drawn from 25 countries, and the event was spread out over 10 pavilions and six outdoor areas occupying a total of over 84,000sqm. Among the biggest news at Samoter 2017 was Italian equipment maker CCM announcing its foray into the powered access segment, one of the key focus areas of the event.

Maurizio Danese, president of Veronafiere, said: “Our goal as organisers was to create events that can be business tools and promote effective service to an entire industry.”

The construction equipment sector has gone through “one of the deepest crises ever” in recent years, he added, and the return of many large manufacturers along with the many deals done at the stand as well as the increase in foreign buyers, are signs of a successful Samoter 2017.