

SaMoTer 2017: Top companies to exhibit at machinery show in Italy



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CASE CE, Hyundai, Kobelco and Komatsu are among the top names to have signed up to exhibit at the 30th edition of SaMoTer, the earth-moving and building machinery show held in Italy.

The triennial event is scheduled to be held at the Veronafiere exhibition centre in Verona from 22-25 February 2017.

Komatsu also attended the 2014 edition, CASE and Hyundai return to the show, while 2017 will mark the debut of Japanese corporation Kobelco, organisers said.

"Large international companies are ready to invest in an event they feel is strategic for the Italian construction machinery market, as it finally picks up after the collapse in recent years," said Giovanni Mantovani, CEO and Director General of Veronafiere.

"It also means that SaMoTer's new format and the various initiatives implemented by Veronafiere are working in the right direction: building a trade show that is increasingly tailored to the real business and training needs of exhibitors and sector operators."

Italy's machinery and equipment market hit a low in 2013, but has since been picking up, according to data analysed by the SaMoTer-Veronafiere Outlook. Exports stood at 816.7 million euros in the first four months of 2016, up by 1.6% compared to the same period last year, the organiser said. Imports also performed well between January and April 2016, with a turnover of 210.3 million euros, up 13.8% over the first four months of 2015.

Enrica Oderda, Italy Business Director of CASE Construction Equipment, said: "The Italian market is experiencing a significant growth trend: +28% in 2015 compared to 2014 and further improvements in 2016. This increase is stimulating a climate of confidence among dealers and customers, within a virtuous circle that we are sure will strengthen the recovery. CASE believes in Italy and demonstrates this belief by upgrading its production centres in San Mauro Torinese (excavators) and Lecce (wheel loaders, compact wheel loaders, backhoes and graders). Attendance at SaMoTer by CASE bears witness to its confidence in the Italian market and support for our customers and network thanks to our full-liner offering, at the same time as focusing on the specific features of the Italian market with compact excavators, triple boom systems and short radius versions."

SaMoTer is scheduled to be held in conjunction with Asphaltica, the exhibition dedicated to technologies and solutions for road paving, safety and transport infrastructures, and Transpotec Logitec, the transport and logistics event.

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