Rental sector growing in Italy

Written by Helen Wright - 03 Mar 2016

The Italian association of industrial machinery distributors, Assodimi-Assonolo, has reported resilience and growth from the country’s rental industry.

Samoter, a construction equipment exhibition held every three years in Verona, Italy, interviewed Marco Prosperi, Director of Assodimi-Assonolo, in the run up to the 30th edition of the trade fair, which will take place from 22 to 25 February, 2017.

Samoter said estimates for the end of 2015 suggested a slight upturn in Italy’s rental sector, which should consolidate the 2014 result (which saw 0.7% growth).

It said the rental sector in Italy’s building industry was worth over €1.3 billion, consisting of scaffolding and cranes (€360 million), aerial work platforms (€280 million), earthmoving machinery (€260 million), prefabricated modules (€100 million) and power generator sets (€110 million).

Mr Prosperi told Samoter, "Compared to the 80% collapse in sales during the worst years of the crisis, the rental field suffered much less, with downturns in the 10% to 15% range. 2015 saw a resumption, driven in particular by companies in Northern Italy which benefitted from works related to Expo Milan. But there are also positive signs from Central and Southern Italy."

Italy has more than 1500 companies in the machinery and equipment rental sector, with the top 50 capable of generating 40% of the total turnover. The country’s rental market began to emerge about twenty years ago, whereas in countries such as the UK it has been active for over 60 years.

Mr Prosperi said, "The hire sector provides a genuine service to construction companies, and can assure the ideal type of machinery at a fixed price and the most advanced technology available. Nor should we overlook consulting activities ranging from managing bureaucracy through to traffic studies during current work and construction sites."

Assodimi will be on hand at Veronafiere for the 30th edition of Samoter, in the Rental Area.