


Earth Moving Machinery: The Top Companies Choose SaMoTer 2017

The construction machinery industry and market in Italy is recovering: in the first quarter of 2016, exports came to 816.7 million euros (+1.6%) and imports to 210.3 million euros (+13.8%).

By **Content and Research Staff** - August 1, 2016

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SaMoTer

30TH INTERNATIONAL EARTH-MOVING AND BUILDING MACHINERY EXHIBITION

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30th SaMoTer scheduled in Verona 22-25 February 2017:

The top players in the earth moving and construction market will be on hand: **CASE CE, Hyundai, Kobelco** and **Komatsu** are the first top companies to sign up for the **30th SaMoTer**, the triennial event scheduled at **Veronafiere** 22-25 February 2017 (www.samoter.it). Komatsu thereby re-confirms attendance after the 2014 edition, CASE and Hyundai make a welcome return, while 2017 will mark the absolute debut of Japanese corporation Kobelco at such an Italian trade show.

SaMoTer has been the landmark even in Italy since 1964 for the construction equipment sector. The coming date at the Verona Exhibition Centre will focus on the management and prevention of environmental emergencies and is scheduled 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.

*"Confirmations were received from these four manufacturers in recent weeks," says **Giovanni Mantovani, CEO & Director General of Veronafiere**, "and are a very important signal for two reasons. It means that 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. 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."*

A change in direction as regards production and purchases of machinery and equipment in Italy, after the low-point posted in 2013, is demonstrated by the latest data analysed by SaMoTer-Veronafiere Outlook. In fact, imports came to 816.7 million euros in the first four months of 2016, up by 1.6% compared to the same period last year. Imports also performed well: between January and April 2016, Italy posted turnover of 210.3 million euros, up 13.8% over the first four months of 2015.

THE ITALIAN MARKET IS EXPERIENCING A SIGNIFICANT GROWTH TREND: +28% IN 2015 COMPARED TO 2014 AND FURTHER IMPROVEMENTS IN 2016

Enrica Oderda, Italy Business Director of CASE Construction Equipment: *"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."*

Milan Wamsteker, Marketing Manager of HHIE: *"Hyundai Heavy Industries Europe is absolutely determined to attend SaMoTer 2017. Trade fairs are the ideal venue for meeting clients or developing new business relationships not only to increase sales but also and especially to achieve visibility among industry professionals and create opportunities for meeting all our customers and operators. We are very enthusiastic over the chance to highlight the potential of Hyundai machinery and everything they can do."*

Kato Makoto, Managing Director of Kobelco Construction Machinery Europe: *"Kobelco will exhibit for the first time ever at SaMoTer 2017. For our company, Italy is a new strategic market. Over the past 12 months, demand for mini excavators and 'heavy-duty' earthmoving machinery has increased. We are therefore keen to set up a sales network to support our customers throughout the country and ensure timely and effective technical assistance and maintenance. All Kobelco machinery complies with current*

emission standards and promotes excellent fuel efficiency, and we're looking forward to speaking to visitors at SaMoTer about these important benefits. In particular, our SR – Short Radius – excavators are ideal for work on urban job sites where there is limited room for manoeuvre, as well as for construction, re-qualification and maintenance of infrastructures in Italy, where hydrogeological prevention projects are a priority more than ever before."

Francesco Grassi, President of NoloK, the consortium bringing together all Komatsu distributors: *"Komatsu will attend SaMoTer with its distribution network to offer visiting operators all the expertise of our specialists technicians in assisting and supporting customers in their daily work decisions. We firmly believe in the Italian market and are confident that it will achieve steady and sustainable recovery. High technological standards, efficiency and respect for the environment have always distinguished the Komatsu brand – our Hybrid technology has by now reached its third generation – not to mention operator safety and outstanding productivity performance. SaMoTer will also be an important opportunity to showcase many other new products that will be presented for the first time."*

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