

SaMoTer 2017: revival of the earthmoving sector passes through Verona

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22.2. - 25.2.2017, Verona, Italy. SaMoTer, International Earth Moving and Building Machinery Exhibition, is the leading event in Italy dedicated to the construction field. The Exhibition is a partner event in the cycle of European trade fairs sharing the patronage of CECE, the European Committee, which brings together earth moving and building machinery manufacturers associations.

SaMoTer will be held alongside sister-events Asphaltica (road paving, safety and infrastructures show) and -for the first time - Transpotec Logitec (transport and logistics event by Fiera Milano).

More than 450 companies from 23 countries, with the return of many major international machinery builders and previews of innovations, as well as more than 40,000 square meters of net exhibition area, 6 halls and three outdoor areas, 110 trade delegations from 28 countries, and 57 conventions and training events. Veronafiere is home 22-25 February to the construction world - and comes to the fore with these numbers for the appointment with the 30th edition of SaMoTer, the landmark event in Italy for the earth moving, site and building sector (www.samoter.it).

The main theme of the event organised by Veronafiere this year is the contribution that mechanical and technological solutions can provide in helping to prevent hydrogeological instability, while also focusing attention on intelligent machines and hybrid plant ensuring low emission levels and high energy efficiency. This year's guest country is Iran, which also takes the SaMoTer International Award and a major commercial focus alongside highlights for Africa.



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The presentation of the three exhibitions took place today at the Verona Exhibition Centre with **Maurizio Danese** and **Giovanni Mantovani** (respectively President and CEO of Veronafiere) together with **Domenico Lunghi**, Director of the Tech, Food and Industry Division of Fiera Milano, and **Giuseppe Garri**, Transpotec Exhibition Manager.

These three shows over four days will see Verona become the landmark event in Italy for earth moving (SaMoTer), road paving (Asphaltica) and road haulage and logistics (Transpotec-Logitec). The three events will bring together 780 companies overall in 10 halls with 6 outdoor areas for a total of more than 84,000 square metres of show area; there will be 210 selected international buyers thanks to concerted incoming efforts by the two exhibition centres and ICE-Italian Trade Agency, not to mention 130 conferences and workshops.

*"The 2017 edition of SaMoTer," said the President of Veronafiere **Maurizio Danese**, "has been upgraded to help re-launch and grow the earth moving machinery sector. This is why we have worked together with our exhibitors and our historic partner Unacea, as well as Siteb as co-organisers of Asphaltica; we have also signed a new collaboration agreement with Federcostruzioni. And this year, thanks compatible scheduling and agreements with Fiera Milano, Transpotec Logitec will also be held alongside SaMoTer: this ensures significant added value for companies and operators travelling to Verona since they benefit from synergies between related and complementary sectors."*

"We are convinced that the 30th SaMoTer will be a marvellous occasion for construction machinery companies to exploit the recovery in the sector," said Giovanni Mantovani, CEO & Director General of Veronafiore. "The Italian market has posted growth for 12 consecutive quarters and this renewed confidence has also had an impact on the show. Exhibition space has increased by 33% compared to 2014: this means that companies have resumed investing by exhibiting more models at the show, including very interesting international previews - not to mention the return of many European brands in the earth moving sector and debuts by several major construction equipment groups."



SaMoTer has attracted major attendance by leading international machinery builders throughout the entire site-construction chain involving earth moving, concrete, road building, drilling, crushing, hoisting/lifting, vehicles, components and services. Confirmed attendance by Komatsu, Sampierana, Takeuchi, Mecalac and VF Venieri in 2017 is flanked by the return of CASE CE, Hyundai, Ihimer, Kubota, Yanmar, Doosan-Bobcat, Hidromek, Dieci, Faresin Industries, Manitou and Merlo. The event in Verona also welcomes the absolute debut by Kobelco and Magni Telescopic Handlers, while exhibitors at Asphaltica especially include Ammann, Marini and Wirtgen Group.