

# SaMoTer

30<sup>TH</sup> INTERNATIONAL EARTH-MOVING AND BUILDING MACHINERY EXHIBITION

VERONA, ITALY | **22-25 February 2017** | [samoter.com](http://samoter.com)

## BOOM! BUILDING MACHINERY EXHIBITION: FEB 2017

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If you are an automobile fan, you must have always fancied about attending the Car Shows and Bike Shows happening around. No doubt it amuses an automobile fan. But think how it would be to organize a show with all those monstrous earth shaking, heavy machineries marching bold in the streets? Sure, you would feel watching a 'Star Wars' live in the streets. But you don't have to just fantasise that moment. It's going to happen real in Italy and the event is scheduled to February 2017.

Keep an eye on the triennial event that is scheduled to be held at the Veronafiere exhibition centre in Verona, Italy from 22-25 February 2017. The event is organized by SaMoTer. They call this monstrous event, "30<sup>th</sup> International Earth Moving and Building Machinery Exhibition"

CASE CE, Hyundai, Kobelco, Komatsu are some of the top names who have already signed up to exhibit their products at the show to be held in Feb 2017. With all the modern heavy machineries lined up, it would definitely make a real great event. In case you don't get the chance to make a personal visit, I would recommend atleast watching it on their YouTube channel once the event is done.

Experts say that the Italian construction business and the heavy machinery market is experiencing a significant growth with 28% increase in 2015 compared to the previous year. It had already witnessed further improvements in 2016. This growth ration would definitely stimulate confidence among dealers and customers thus bringing a drastic growth in the industry.

Giovanni Mantovani, CEO and Director General of Veronafiere rightly 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."

If you are really into Heavy Machinery business, this is a show not to be missed. You will get to see all international bestselling machineries there, basic or high end, machineries that are most and least popular, the real equipment you would need for your business. If you are attending the event from abroad, you will get a list of all local dealers in your country with any offers they may throw at the event.

An exclusive website has been designed to promote the event globally across those interested in heavy machinery. Though the website <http://www.samoter.it/> is in Italian, the Google translate option does some real justice giving us a meaningful English translation. Good job done with regards to a readable translation. Okay for further information about the event, keep a watch on Samoter website.