

Samoter 2017: Revival Of The Earthmoving Sector Passes Through Verona

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The 30th triennial construction machinery show scheduled at Veronafiere 22-25 February

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Verona, 15 February 2017 – 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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From the left: Giovanni Mantovani, CEO of Veronafiere S.p.A., Maurizio Danese, President of Veronafiere S.p.A., Domenico Lunghi, Director of the Tech, Food and Industry Division of Fiera Milano, at the press conference presenting SaMoTer 2017

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.



From the left: Giovanni Mantovani, CEO of Veronafiere S.p.A., Maurizio Danese, President of Veronafiere S.p.A., at the press conference presenting SaMoTer 2017

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 Veronafiere. "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.



SaMoTer in 2014

Facts and figures for SaMoTer and Asphaltica 2017

- Total exhibitors: 450 (20% international)
- Total net exhibition area (square metres): 40,000 (+33% over 2014)
- 6 exhibition halls: 1, 2 (Asphaltica), 4, 5, 6, 7*
- 3 outdoor exhibition and demo areas: A, B, C*
- Exhibitors from 23 countries
- 110 buyers from 28 countries will attend the trade fair, within the scope of incoming efforts by Veronafiere-ICE
- 57 appointments including conferences, training and professional up-date events

(* shared with Transpotec-Logitec)

Construction machinery market data – Italy

The Italian market grew in 2016 thereby consolidating the recovery to post 12 consecutive quarters in the black. 10,984 construction machines were sold on the Italian market in the course of 2016, with an increase of 26% compared to 2015. In particular, sales involved 10,984 construction machines (+26%) and 467 road machines (+44%).

This sector boasts more than 200 large construction companies generating turnover of more than 2.7 billion euros; there are 36,000 employees (including allied sectors).

(Source Unacea*)

According to the latest data available published by the SaMoTer Outlook, Italian construction machinery and technology exports between January and October 2016 posted a total turnover of 2 billion 73 million euros, with an increase of 0.7% over the same period in 2015.

(Source: SaMoTer Outlook, based on Istat data analysed by Prometeia)

(*) The overall turnover for production calculated by Unacea for the 200 largest construction equipment manufacturers; this figure does not include, for example, smaller companies manufacturing spare parts and components since no statistical census is implemented in this sphere.

(**) The overall figure published by Istat for exports includes certain categories (such as second-hand machines) which are not calculated in the total turnover calculated by Unacea.



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