

PREVIEW: SAMOTER

SaMoTer

31st INTERNATIONAL CONSTRUCTION EQUIPMENT TRADE FAIR
VERONA, ITALY | 21-25 MARCH 2020 | SAMOTER.COM

FIGURES FROM 2017 SHOW

53,500	455	41,000m ²
visitors	exhibitors	exhibition
from	from	space
77 countries	25 countries	

FOR THE DIARY

WHAT: SaMoTer 2020
WHERE: Veronafiere Exhibition Centre, Verona, Italy
WHEN: 21-25 March, 2020
OPENING HOURS: 9:00-18:00

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At SaMoTer next month, in the fair city of Verona, the focus promises to be on new technology, pioneering designs and efficiency gains



The previous edition of SaMoTer, in 2017, was visited by 53,500 people

Innovation in Italy

The 31st edition of the SaMoTer construction equipment exhibition is to be held at the Veronafiere Exhibition Centre in Verona, Italy, between 21 and 25 March, 2020.

Organised by Veronafiere, this year's show will have a special focus on 'Technology, Innovation, Efficiency', in recognition of the fact that new technologies are enabling the automation of construction activities, helping to enhance efficiency and allowing hazardous tasks to be managed more safely. SaMoTer will also be offering insights into how construction sites of the future might be altered by Industry 4.0.

The event is held every three years and this year the dates have been moved from February to March, to give visitors greater use of outdoor and demonstration areas.

All construction equipment sectors will be represented and among the big names exhibiting will be Liebherr, Wacker Neuson, Bobcat, Doosan, Hyundai, Komatsu, Sany, Takeuchi, Yanmar and Venieri.

As well as an opportunity to showcase the latest equipment, SaMoTer is intended to be a melting pot of business opportunities, shared ideas, market analysis and education, as well

as providing an opportunity to promote research and get institutions involved.

Giovanni Mantovani, General Manager of Veronafiere, said, "In designing SaMoTer 2020, we have continued along the path of renewal and development started with the 2017 edition."

He added, "We are working to make the event even more interactive and dynamic, while providing market intelligence tools such as the SaMoTer Day, scheduled for March 28th." This event will include the presentation of a report on the global earthmoving machinery market, presented by the consultancy firm Prometeia.

The SaMoTer Days have become annual gatherings, in which industry professionals gather to take stock. Another innovation that has sprung from the exhibition is SaMoTer Outlook which, in partnership with Prometeia analyses the Italian equipment market.

During the exhibition itself, there will be a programme of conferences relating to the show's theme, technical training events and educational sessions, all of which are designed to promote and develop constructive debate among decision makers

and professionals in the industry. There will be specific conferences and workshops for each of the equipment sectors.

Looking beyond the exhibition, efforts are being made to develop a permanent community in the construction machinery sector that will remain active even in years when the exhibition is not taking place.

EXHIBITION LAYOUT



HALL 6: components, spare parts

HALL 7: quarry & site vehicles

HALL 8: earth moving, hoisting, lifting & access equipment, rental area

HALL 9: earth moving (compact machines), concrete, precast (ICCX Southern Europe)

HALL 10: earth moving, crushing, demolition

HALL 11: road building (Asphaltica)

HALL 12: earth moving

AREA F: earth moving, hoisting, lifting & access equipment

AREA E: demo area

Celebrating new ideas

Introduced in 1973, the SaMoTer International Award is intended to highlight a particularly notable technological development in the construction equipment industry.

It is open to equipment and prototypes that embody new concepts and existing machines that have been changed fundamentally.

Innovative features could range from solutions for energy efficiency and production optimisation to improvements in ergonomics and safety, and enhanced sustainability.

This year's award ceremony will take place on 23 January, 2020.