



Innovation in Italy

At this year's edition of construction equipment exhibition SaMoTer, the focus will be on new technology, pioneering designs and efficiency gains

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 – since an agreement was made with the Committee for European Construction Equipment (CECE) to alternate it with Bauma in Munich and Intermat in Paris – and this year the dates have been moved from February to March, which should give visitors greater use of the outdoor and demo areas.

All construction equipment sectors will be represented, including earthmoving, access, demolition, concrete, components and drilling, and there will be an area dedicated to rental that is being organised in collaboration with Italian rental association Assodimi.

Among the big names exhibiting at the 2020 show 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."

During the show, 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.

New this year, pre-cast exhibition ICCX Southern Europe is to be held in conjunction with SaMoTer, in Hall 9. As a collaboration with ad-media, it will also have a number of conferences and technical workshops associated with it.

Road infrastructure

As in the previous two editions of SaMoTer, Asphaltica, a show dedicated to the asphalt and road infrastructure sector, will be held alongside the show in Hall 11. It is being co-organised by SITEB – Italian Roads and Bitumen.

The whole showground has been refreshed, with a new north-south layout, as opposed to the old east-west layout. This will give easier access and allow the showground's infrastructure and services to be better integrated.

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.

SaMoTer is proposing various events and initiatives, such as SaMoTer Days, in which industry

For the diary

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



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

professionals gather to take stock, and SaMoTer Outlook, which is a new observatory dedicated to the Italian construction equipment industry. SaMoTer Outlook is produced through a partnership with consultancy firm Prometeia and uses data provided by Unacea. **IRN**

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.

FIGURES FROM 2017 SHOW

53,500
visitors

455
exhibitors

77
countries

41,000m²
exhibition space

JANUARY-FEBRUARY 2020 **IRN**