

SaMoTer

INTERNATIONAL CONSTRUCTION EQUIPMENT
TRADE SHOW



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6/9 MAY 2026

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SaMoTer

6-9 MAY, 2026
VERONA, Italy

*32nd International Construction Machinery Exhibition
scheduled 6-9 May*

SAMOTER 2026: THE STRENGTH OF THE CONSTRUCTION SECTOR ON SHOW AT VERONAFIERE

526 EXHIBITORS AND OPERATORS FROM 23 COUNTRIES. FOCUS ON THE CONSTRUCTION SITE OF THE FUTURE

All the top names in the sector attending the trade fair. The supply chain in Italy is worth €4 billion and employs 85,000 people, with exports covering 70% of production. 26,000 construction machinery units were sold in Italy in 2025.

Verona, 6-9 May 2026. SaMoTer takes centre stage. The 32nd triennial international construction machinery exhibition returns to the Verona Exhibition Centre **6-9 May 2026** (www.samoter.it). The only trade fair in Italy specifically for the entire range of construction equipment ready to open with 526 exhibitors (124 international from 22 countries) and operators and buyers expected from 23 countries. A total of **52,000 square metres** of exhibition space to visit - of which 43,000 square metres in the **6 show halls** (halls 6, 7, 9, 10, 11 and 12) and 9,000 square metres for the **3 outdoor areas** hosting display and demo areas for dynamic tests (areas C, E and F). In addition, an area of 8,000 square metres will welcome **Special Shows** - the Digital Construction Site, SaMoTer Arena, SaMoTer Forum, and the International Meeting Point.

SaMoTer 2026 - organized by **Veronafiery** in partnership with **Unacea** and **CECE** - thereby confirms its status as a **strategic hub for the entire supply chain**: from earthmoving to hoisting/lifting, demolition and drilling, not to mention crushing and quarry/construction site vehicles, as well as concrete, the road-building sector, without overlooking equipment, engine components, spare parts, logistics, services and ICT solutions. Confirmation of attendance by highly specialized technical professionals, operators, distributors, dealers, rental companies, and buyers in the construction, earthmoving, and infrastructure sectors has increased compared to the previous edition.

"SaMoTer 2026 comes forward yet again as a system platform for networking, products, innovation, skills and international relationships accompanying the construction supply chain towards increasingly modern and competitive production models," said **Federico Bricolo**, President of Veronafiery. "The Show also has strategic value as a venue for institutional discussion between companies, trade

associations, and policy-makers over key issues for the sector, such as regulations, sustainability, and digitalization. This year, we are also focusing on preventing hydrogeological risks, an area where construction machinery is a vital tool in terms of responding to a key challenge for Italy".

Construction sites of the future will take shape in Verona

This four-day event in Verona becomes the hub for a sector that significantly impacts employment, innovation, and infrastructure development. The exhibition will not be a tool for promoting products but also emerge as an economic and industrial observatory capable of interpreting market dynamics and guiding the strategic choices of the entire supply chain. The heart of the 2026 edition is innovation applied to construction sites.

Digital transformation and the ecological transition are redefining production models, processes, and skills. Inasmuch, the focus is on Industry 4.0, automation, artificial intelligence, connectivity, and data management, as well as the sustainability of machinery, lower emissions, and new road infrastructure solutions. Key topics also included safety, training, and rental, as well as strategic levers for business competitiveness - all discussed with key stakeholders to share the latest trends in the construction sector with all operators.

Keep-on Building: building the future together

The "Keep-on Building" slogan chosen for the SaMoTer 2026 communication campaign conveys a clear message: "Let's keep building big". In times of constant change and rapid technological transformation, the construction sector more than ever needs effective points of reference, physical venues where professionals, companies, institutions and stakeholders can come together, discuss matters, train and grasp new opportunities. SaMoTer 2026 is all this and much more: a strategic platform for business and networking designed to support company growth and the development of the market; it is a preferential observatory on innovation revealing the technologies currently revolutionising the sector; it is a venue for education and inspiration, thanks to the SaMoTer Academy, conferences and technical workshops specifically focused on developing effective and marketable skills; it is an international showcase for players keen to grow, export and expand their networks. For everyone looking into the future, SaMoTer is the not to be missed event.

Leading international companies in the sector taking part

SaMoTer - as a member of the series of international trade fairs partnered with CECE (European Federation of Earthmoving and Construction Machinery Manufacturer Associations) - attracts the sector's leading international brands to Verona. The "Earth Moving" sector - the historic soul of the event - welcomes the return of Volvo CE with its decision to launch its new range of machinery and services at SaMoTer 2026. Volvo CE will be joined by other reference brands such as CGT (part of the TESA group and Caterpillar dealer), Doosan Bobcat, Develon, Dieci, Hidromek A.S., Hitachi, Hyundai, Kemroc, Kobelco, Komatsu, CNH Industrial Italia S.p.A. (with the CASE Construction brand), Leica Geosystems, LiuGong Italia, Magni, Manitou, Mantovanibenne, Massucco T., Merlo, Messersì, Takeuchi Italia, OilQuick, Officine Malaguti, Sany, SDLG, Spektra, Sunward Europe Heavy Industry, Simex, Topcon, Cangini Benne, VF Venieri, Wacker Neuson XCMG and Yanmar. Top names in the "Concrete" segment include companies such as CIFA, Faresin Formwork S.p.A. and Simem S.p.A., with production, transport and installation solutions increasingly focused on sustainability, digitalisation

and automation. In its part, the “Crushing and Demolition” area welcomes attendance by operators such as Indeco, MB Crusher S.p.A., Promove Demolition, Trevi Benne, Keestrack, Gasparin, Sandvik and VTN Europe S.p.A., all of whom are contributing towards making urban and infrastructure construction sites more efficient and sustainable. The exhibition offering is completed by companies such as Usco S.p.A. for components and spare parts and, in the "Road" sector, by Ammann Italy, Bomag, Marini S.p.A., Mecalac, Dulevo, Secmair, Sumitomo Hanta and Impianti Gutherm, all landmarks for road paving and infrastructure maintenance.

International buyers and new export markets

The show confirms its status as a b2b platform of international calibre. The construction machinery sector enjoys a vocation for exports and this event is a preferential venue for consolidating business relationships, presenting innovations, and identifying new business opportunities in emerging and established markets through a series of targeted meetings. Thanks to its wide-ranging international representation network, SaMoTer has selected over 60 top buyers and high-profile professionals from Central Europe, Eastern Europe, Scandinavia, the CIS area, Eurasia, the Middle East, North Africa, and sub-Saharan Africa. These are strategic markets for the development of the construction sector, with strong demand for technology, machinery, and solutions for infrastructure, urbanization, and land maintenance. These buyers will arrive from 23 countries: Albania, Algeria, Angola, Saudi Arabia, Armenia, Azerbaijan, Egypt, United Arab Emirates, Georgia, Hungary, India, Lebanon, Macedonia, Moldova, Montenegro, Mozambique, Norway, Oman, Palestine, Slovenia, Tunisia, Turkey, and Ukraine. In addition, 40 operators have been selected and invited thanks to collaboration with **ITA-Italian Trade Agency** from Continental Europe, Eastern Europe, North Africa, Central Africa, the Balkans, the Middle East and Canada.

Construction machinery: a sector worth 4 billion euros Italy

The Italian construction equipment sector plays a strategic role in the national mechanical engineering industry and is a key enabler for the development of infrastructures and the sustainable transition of the construction industry. Construction machinery built in Italy is worth 4 billion euros and employs 6,000 people. However, it is estimated that marketing, manufacturing activities associated with components, and other allied services generate additional job for 79,000 people, thereby bringing the total employment, including allied business, to 85,000 workers.

In addition, the sector enjoys a strong international vocation, with approximately 70% of production sold on international markets and a structurally positive balance of trade. 26,000 construction machinery units were sold in Italy in 2025. Estimates published by Cer-Unaceca indicate that approximately 25,500 machines will be sold in 2026, a downturn of 1.9% compared to the previous year, following a decline in construction investments (-0.3%) and growth in GDP of 0.3%. Driven by energy prices up by more than 20%, inflation is likely to rise to 2.4%. The market has doubled in size in just under a decade. In 2017, the base year for the **Cer-Unaceca** forecasting model, 13,500 units of construction machinery were sold. The market peaked in 2022, with 29,700 units sold. We are now seeing a physiological adjustment. In terms of the number of machines sold, the Italian construction equipment market was the third largest in Europe in 2025, behind Germany and the United Kingdom but having overtaken France.

Exports came to 3.2 billion euros in 2025

Italian construction machinery exports posted a total value in 2025 of approximately 3 billion 226 million euros, recording a slight downturn of 0.5% compared to the previous year. These results confirm the general stability of the sector, despite the challenges of international markets, global economic uncertainties, and trade tensions that continue to impact exports negatively. These details emerged from analysis of data in the third International Trade Report-2026 prepared by Unacea (Italian Construction Machinery Union) in collaboration with CER (European Research Centre). Despite the complex international context, the construction machinery sector is proving to be rather resilient. Exports held firm, driven especially by earthmoving machinery, thereby confirming our sector's ability to tackle global challenges. This result highlights the strength of Made in Italy, backed up technological innovation, a focus on sustainability, and targeted investments in new markets. Despite geopolitical uncertainties and fluctuating international demand, the sector continues to be a strategic driver for the Italian economy by combining quality, efficiency, and competitiveness in key international markets.

Earthmoving segment driving export growth in 2025

A closer look at product categories indicates that Italian exports posted heterogeneous dynamics last year. Earthmoving machinery and equipment are driving the sector, confirming their status as the most significant segment, with €1.55 billion in export sales, up 7.1% compared to 2024. Positive signals also come from tower cranes, posting 158.1 million euros (+3.2%), and road-building machinery, with 101.8 million euros (+3.6%). On the other hand, several segments in the supply chain posted downward trends: aggregate preparation machinery came to 633.3 million euros (-6.7%), drilling machinery to 485.6 million euros (-9.4%); concrete machinery posted exports worth 296.9 million euros (-9.8%). International markets where exports increased the most between January and December 2025 included Central and Eastern Europe, the Middle East, the United States, Brazil, North Africa, and other African countries. The balance of trade in the sector in 2025 came to nearly 911 million euros, down by 14.1% compared to the previous year, confirming the continuing challenges on the international stage despite overall exports holding firm.

A sector adapting to evolving international scenarios

The scenario outlined by Unacea highlights variable trends on the main destination markets, with signs of resilience and growth in certain areas that help offset the difficulties experienced in other international contexts, still affected by geopolitical uncertainties, trade tensions, and less dynamic global demand than in previous years. In particular, the solidity of more mature markets is matched by dynamism of a number of expanding areas, where investments in infrastructure and development programs continue to support demand for construction machinery, confirming the ability of Italian companies to adapt to diversified and constantly evolving scenarios. Prospects for the sector, however, will depend on several key factors: from investments in infrastructure planned in Europe and major international markets, not the least in the light of economic recovery programmes and public development policies, to the technological transition towards increasingly efficient, safe, and sustainable machinery in line with the decarbonization and reduced environmental impact objectives. This is accompanied by expanding digitalization of construction sites and production processes that equally integrate innovative solutions that are progressively transforming the entire construction supply chain, while also improving its productivity, safety, and competitiveness on a global scale.

Construction machinery is the driving force behind growth in non-residential construction

A significant portion of the construction industry is activated through machinery used for non-residential buildings. More specifically, the construction machinery market is associated with production fields identified by ISTAT in the following categories: civil engineering; demolition and preparation of construction sites; electrical, plumbing, and other construction and installation work. The activities included in this classification are: construction site management, general excavation and handling work, construction of reinforced concrete structures and construction of infrastructure projects. These three branches generate production worth 135 billion euros. In the four-year period 2019-23 (the latest year for which ISTAT data is available), the value of production increased by 69%. The overall value of Italian production in the same period was 32%.

SaMoTer Arena: round tables, seminars and debates for sector professionals

The conference program in the SaMoTer Arena (Show Hall 9) comes forward this year with an even broader and more specialized nature, with more than 56 technical and training meetings, including round tables, workshops, debates, and seminars, designed to offer a comprehensive refresher course for industry professionals.

Thanks to collaboration with important trade associations, including Adq, Ance, Anim, Anepla, Anima, Assodimi -Assonolo, Atecap, Cece, Federacma, Federappalti, Formedil, Inail, Ipaf, Sig, and Unacea, these events provide an opportunity investigate the main regulatory, technological, and market developments, compare best practices, and discuss future prospects for the construction industry.

The initiative is a unique opportunity for keeping up to date with machinery innovations, construction site safety, digitalisation and sustainability, as well as promoting networking between professionals, companies and institutions, thereby consolidating SaMoTer's role as a landmark for training and professional comparison in the construction machinery sector.

The conference program in the SaMoTer Arena especially includes: "Construction machinery and production chains" (6 May, 16:15) and "Hydrogeological risks in Italy: economic impacts and necessary protection investments" (7 May, 14:45), organised by SaMoTer in collaboration with CER-Centro Europa Ricerche.

SaMoTer Lab confirms its role as a hub for technology

SaMoTer Lab - the Show's technology hub - returns with another edition, confirming its status as the ideal platform for promoting innovation, environmental and economic sustainability, automation, safety, digitalization, and new visions in the construction, infrastructure, and earthmoving machinery sectors.

The dynamic exhibition area in Show Hall 9 for everyone who conceives, designs, and transforms the world of construction sites, is back at SaMoTer as a venue for meetings and dialogue for companies, professionals, and manufacturers of cutting-edge technologies to keep up to date, compare and build connections. A laboratory of ideas and content that complements the exhibition area as such by offering visitors tools for insights and in-depth analysis of the major transformations impacting the sector: from equipment monitoring and management systems to construction site planning and

control software, through to the integration of artificial intelligence, advanced sensors, and connectivity.

Innovation in motion in the "Digital Construction Site"

The appointment in Outdoor Area F with the Digital Construction Site is an effective demonstration of the philosophy behind SaMoTer Lab: An area of more than 5,100 square metres where the construction site of the future becomes a reality, coming forward as an innovative model for sharing technical information, introducing new technologies and promoting an increasingly modern, efficient and sustainable construction site culture.

Following the success of its first edition, SaMoTer - in collaboration with "Quelli del Movimento Terra" - once again proposes a highly innovative, experiential, and demonstrative venue alongside an effective and realistic glimpse of the processes that characterize construction sites in Italy on a daily basis.

This is not simply a theoretical presentation but a real-world working environment. It is designed as a live demo of how machinery and advanced technologies can effectively integrate to improve task management, optimize work times, and ensure the highest on site safety standards. The companies believing in the value of this idea which have so far decided to attend in this edition include, in the high-tech area, CASE, CGT Caterpillar, Develon, Leica Geosystems, Komatsu, Morooka, Spektra (part of the Trimble group), Takeuchi, Topcon and Volvo CE.

Here, visitors will see how digitalization and technological innovation are transforming the construction sector, making construction sites increasingly efficient, sustainable, and future-oriented. Intelligent sensors, advanced control systems, and digital solutions enable all operating stages to be monitored with greater precision, thereby reducing errors, wasted resources, and risks for operators.

The "Digital Construction Site" itinerary takes visitors through all the main aspects of modern construction sites, highlighting the central role of technology in supporting the daily work of operators and improving overall organization. Construction steps are clearly and sequentially illustrated, starting with surveys to acquire precise and reliable data on the ground, followed by design, when activities are planned using advanced digital tools, and finally the execution phase, when works are carried out using inter-connected machinery and automated control systems.

"Digital Construction Site" demos will be held twice daily (11:00 and 14:30) for the entire duration of the main event, offering visitors numerous opportunities to watch operating simulations and gain a first-hand understanding of how these technologies function. During these session, machines and operators will create a realistic representation of construction site activities to show how innovation can improve productivity, work quality, and safety at every stage in the process.

The "Digital Construction Site" area reproduces a bumpy road, with ups, downs and critical points. Operations follow a comprehensive and optimized process that begins with a site survey, continues with digital modelling and design, and concludes with uploading the project into the machinery and then carrying out work in the field.

This configuration provides for a clear before-and-after view of the task in hand, effectively demonstrating the role of technology in controlling heights, slopes, and safety. The process begins with a survey involving advanced equipment by Leica Geosystems, Topcon and Spektra (part of the Trimble group) to generate a digital model of the terrain. This model is the starting point for the development of the project. It is then used directly by operating machinery on site.

Construction site activities include all the main operating stages: from the identification of underground services and removal of pipes, to excavation and roadbed correction, through to the creation of the new profile in accordance with the project. This is followed by laying the pipes, arranging the slopes, precision levelling, compaction and final asphaltting.

All these operations are performed using advanced technologies to demonstrate benefits in terms of productivity, precision, and safety most effectively. The Digital Construction Site integrates operating machinery and advanced technological systems with the aim of highlighting the evolution in this field towards increasingly connected, automated, and safe models. Each technology is incorporated in a seamless flow of operations, in which data, project and machinery communicate in real time. The machinery presented during the demo (including wheel loaders, track-crawler excavators, bulldozers, dumper trucks and electric mini-excavators) will be supplied by CASE, CGT Caterpillar, Develon, Komatsu, Morooka, Takeuchi and Volvo CE.

Before and after the demos, the companies taking part will hold an exclusive “Walk Around” experience for small groups of up to ten visitors. This ensures direct contact with technologies and industry professionals to promote more in-depth, practical, and interactive training. The walk-arounds will offer participants the opportunity to observe at first hand the technologies used on construction sites, gain detailed understanding of their operation through dedicated technical explanations, and attend practical demos with machinery operating under full control in a safe and supervised environment.

SaMoTer Academy - set up to train tomorrow's professionals

One of the most significant innovations at the 32nd Show is the debut of SaMoTer Academy, the strategic project developed with Engim Veneto in response to one of the sector's most pressing challenges: the shortage of qualified operators. This structural problem impacts the market, limits competitiveness not only of exhibitors but also their clients - the professional visitors attending SaMoTer. The construction industry is currently at the centre of unprecedented evolution driven by the ecological transition, digitalisation, automation, new European regulations and changes in work models. There is also a significant imbalance: in the education sector: Only around 6% of students today opt for vocational training schools covering mechanical, electrical, plumbing and maintenance sectors in general, compared to a European average of about 25%. SaMoTer Academy aims to be one of the tools able to reverse this trend by offering young people professional development programmes with a strong connection to the world of work and continual digital developments. Gold Sponsor of SaMoTer Academy - Merlo. Silver Sponsor - Bauer Macchine. Bronze Supporters - Leica Geosystems, MB Crusher, OMS and Simex.

This project aims to become a permanent training ecosystem active all year round and equally capable of integrating cultural and technical-professional training. In collaboration with vocational schools in

the Veneto Region, technical institutes, research institutions, and leading companies, the project seeks to create an effective bridge between the education system and the production world. The program combines lessons in theory with practical activities and full-immersion training, with the possibility of in-company work experience stages and apprenticeships. After completing middle school, students will be able to focus on the construction machinery sector and receive hands-on training with the machinery of partner companies, thereby giving the latter the opportunity to co-train future operators. At the end of the scheme, students are expected to earn a professional qualification or diploma, thereby helping build new skills for a constantly evolving sector. Approximately 200 students on 6 and 7 May 2026 during the main show will visit SaMoTer Academy sponsor companies to learn more about them and discover the job opportunities on offer.

SaMoTer: 62 years of experience in the construction industry

The story of SaMoTer embodies a journey spanning more than sixty years, characterized by innovation, adaptation to market changes, and continual support for the development of the construction sector. Since its inception, the event has stood out as a landmark for earthmoving and construction machinery, accompanying the technological and organizational evolution of companies in the sector. The Show first held in 1964 at Veronafiere with the aim of creating a trade fair venue specifically for earthmoving by separating it from the traditional agricultural mechanization trade fair.

The initiative responded to the needs of small-medium businesses in the sector by providing a specialized event to promote sharing of technical expertise, business promotion, and dialogue with the world of research and universities.

Right from the very first editions, the challenge proved successful in helping define a new identity for the construction sector in Italy. In the 1970s, in a context of strong market expansion, SaMoTer consolidated its role in the national and international trade fair landscape. In 1971, Veronafiere joined UFI (Union des Foires Internationales, now the Global Association of the Exhibition Industry, the body that brings together the organizers of the world's most important exhibitions), marking SaMoTer's official debut on the major international trade fair circuit.

At the same time, the event expanded its product offering to include various construction industry segments and launched important training initiatives, such as the International Technical Innovation Competition for the most innovative companies, and the International Award, for countries distinguished in the construction of major projects.

Between the late 1970s and early 1980s, the construction sector saw significant changes, with lower demand for technological products and a reorganization of the industrial fabric.

In response to these new dynamics, in 1979 SaMoTer became a biennial event, thereby allowing companies to plan investments and present innovations more effectively. Later on, in 1993, it became a triennial event and was included in the calendar of European trade fairs sponsored by the Committee for European Construction Equipment (CECE). This helped further strengthen its international dimension and integration with the sector's main events, such as those in Paris and Munich.

In the new millennium, SaMoTer continued to grow in terms of both size and strategic importance. In 2002, it celebrated its 25th edition with significant numbers of exhibitors and visitors from all over the

world, while the 2008 edition posted record results, with more than one thousand companies taking part and one hundred thousand visitors.

Even in subsequent years, notwithstanding the global recession that severely impacted the construction sector, SaMoTer maintained a central role as a meeting platform for companies, technologies, and professionals, and also introduce new dynamic areas for practical machinery demos.

In recent years, SaMoTer has displayed a determined capacity for resilience and innovation. After the cancellation of the 2020 edition because of the Covid pandemic, the event returned in 2023 with a renewed focus on technological innovation and sustainability in the construction sector: An edition that highlighted the Show's commitment to promoting digital transformation and the development of advanced solutions for an increasingly competitive and forward-looking sector.

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