

*31<sup>st</sup> SaMoTer scheduled at Veronafiere 3-7 May 2023*

## **SAMOTER LAUNCHES SAMOTER LAB - THE NEW TECHNOLOGICAL HEART OF THE EVENT**

**A venue for discussion and dialogue with a massive emphasis on innovation, an exhibition area with tailor-made spaces combined with professional training and update courses.**

**Verona, 3 October 2022** - Welcome to Samoter Lab - the new beating heart of the 31st edition of Samoter, the international construction machinery exhibition scheduled at Veronafiere 3-7 May 2023. The new area focusing on innovation, comparison and training was previewed to a number of companies that develop 4.0 solutions and technologies: Bosch Rexroth, Cobo Group, Kiwitron, Ifm electronic, Leica Geosystems, S.A.E.T., Spektra - A Trimble Company, Spring Machine Control, Moba Electronic, Topcon Positioning Italy and W.A.Y.

*"Digitisation and de-carbonisation are the keywords characterising the new format," said Sara Quotti Tubi, Agritech Area Manager, "not to mention economic sustainability, safety and training. Samoter Lab is open to all companies in the construction sector keen to bring innovation and content along to the trade fair and promote discussion."*

There is consequently room for sensors, all remote sensing devices and diagnostic tools. As well as for the Internet of Things, machine-to-machine platforms and low-emission machinery.

This project came into being through continuous dialogue with the sector, that expressed the need for a venue specifically for technological exposure combined with opportunities for updating, training and comparison involving companies that generate innovation, end users, institutions and the research world.

*"The construction machinery sector," states Luca Nutarelli, Secretary General of Unacea, "is being overtaken by a massive wave of technological innovations. A focal point enhancing the extent of this change will be extremely useful to sector operators and equally help innovate trade fair marketing itself."*

Samoter Lab will enjoy excellent visibility in the exhibition context: set up in the heart of Samoter - in the new Hall 12 opposite the main Re Teodorico entrance – visitors wishing to reach the other show halls are obliged to pass through it. The venue is characterised by purpose-built set-ups with a smart format: attendance by every company is conceived in accordance with a *tailor-made* model. The new project will consequently integrate fully and seamlessly with the traditional concept of Samoter.

This initiative is also linked with the Innovation Award, the Technical Innovation Competition that rewards investments in research and innovation by companies in the sector. Following the Prize-Giving Ceremony scheduled on 23 February, the award-winning solutions and technologies will be highlighted in the Samoter Lab area with a dedicated event.

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