

## SaMoTer Day - 2<sup>nd</sup> edition

Thursday, 16 June 2016  
Veronafiere Congress Centre, Salieri Meeting Room

### PROGRAMME

**10.00 Welcome coffee and registration of participants**

---

**10.30 Welcome addresses and opening of sessions**

*MARIO ROSSINI, Deputy Director General - Veronafiere*

---

**10.45 Presentation of SaMoTer 2017**

**Sales business, collateral initiatives, promotional action and incentives**

*LUCIANO RIZZI, Agriexpo & Technology Area Manager - Veronafiere*

*MARCO BATTOCCHIA, SaMoTer Sales Manager*

**SaMoTer Outlook: Observatory on Construction Equipment**

**Analysis of market situation and prospects for Italy and international markets**

In-depth analysis of the market situation and trends for demand of construction equipment during the year, in terms of the **number of machines sold on the main world markets and the main product lines** to provide a better understanding of economics and statistics underlying the latest sales results (final data for 2015 and first quarter data for 2016).

A brief, organic overview of current trends will also be presented, in the context of the key forces having an impact on demand question, with special reference to the **evolution of construction activity** on the main foreign markets and a focus dealing with the Italian scenario.

*CRISTINA ROSSI, Prometeia*

*LUCA AGOLINI, Prometeia*



**12.30 Talk Show with sector companies and professionals**

*MAKOTO KATO, Kobelco*

*ENRICO PRANDINI, Komatsu*

*MARIO SPINELLI, Wirtgen Group*

Moderator:

*KATY MANDURINO, Il Sole 24 Ore*

---

**13.30 Light lunch at end of sessions**