



*Run-up to the 32nd edition of the international construction machinery exhibition (6-9 May 2026)*

## **SAMOTER 2026: VERONAFIERE & UNACEA SIGN A STRATEGIC AGREEMENT**

### **Construction machinery: Italian exports growing. The Italian market will maintain the high sales volumes achieved also in 2024**

**Verona, 15 March 2024.** Joining forces again to support the national construction machinery and equipment market. **Veronafiere**, one of the main European trade fair players, and **Unacea**, the Italian Construction Machinery Union, have renewed their partnership for the promotion of the next edition of **Samoter**, the three-yearly international exhibition for earthmoving, site and construction machinery.

The event is scheduled at the Verona Exhibition Centre 6-9 May 2026. The run-up begins with the **Samoter Day** appointment on 15 March, the first meeting with sector companies to find out more about data, trends and market opportunities in Italy and around the world.

The agreement between Veronafiere, the organizers of Samoter, and Unacea aims to continue supporting an industrial sector that is itself an important segment of Italian manufacturing, with 85 employees and 6 billion euros in turnover.

With reference to the latest available ISTAT data analysed by Unacea and Cer, exports in 2023 as a whole came to more than 3.5 billion euros, posting growth of 13.7% compared to the same period in 2022. Imports also grew by 9% with 2.3 billion euros. The balance of trade continues to post a surplus of 1.2 million euros and growth of 23.5%.

As regards **sales** of construction machinery (earthmoving, road-building, concrete, telehandlers), the **Italian market**, following the historic record posted in 2022 with more than 29,000 units, fell back by 3% in 2023 and, according to Unacea and Cer estimates, it is expected to see another downturn of 5% in 2024. Nevertheless, these are still very significant sales levels and can be viewed as physiological fluctuations.

Against this background, Samoter is the most effective promotional tool: since 1963, Samoter has been the only exhibition in Italy to cover the entire construction, site and building machinery sector.

*"The very positive results achieved by the last edition of Samoter, with 40,000 operators arriving from 91 countries, are proof that the sector has understood the value of being part of this trade fair community," said **Federico Bricolo, President of Veronafiere**. We must now capitalize on these results and to achieve this, the entire industrial, economic, association and political system must join forces. Renewing the agreement with Unacea is the first and most important step in this direction."*

*"We have supported Samoter with conviction since our association was founded in 2010 and will continue to do so in coming years," said **Michele Vitulano, President of Unacea**. We believe we can do a fine job together that is useful for the sector and the supply chain by selecting discussion and business platforms in line with the times and the technological challenges of the future."*

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**Veronafiere**

*A business and innovation hub for the industrial supply chains it represents and a strategic platform for international promotion. Veronafiere has been connecting people, ideas and markets for 126 years. It is the leading direct organizer of events in Italy and among the main ones on a European scale. Vinitaly, Fieragricola, Fieracavalli, Marmomac and Samoter are just some of the 50 trade fair events in the Veronafiere portfolio involving more than 770,000 operators and 11,000 companies every year. Over the years, the original vocation in wine&food, agricultural, natural stone and construction machinery sectors has expanded into other areas of interest such as biomass heating, green logistics, art, training and conferences. Inasmuch, in a constantly evolving scenario, Veronafiere has become a cornerstone in Italy's economy, capable of supporting companies in their positioning and strategies for growth on consolidated and emerging global markets. This is achieved through a network of 60 international delegates, a permanent office in Shanghai, and two subsidiary companies operating in China and Brazil. Based in a city and territory boasting a rich history, Veronafiere is thereby well-placed to face the challenges of the future, with a strategic business plan that aims to integrate the human factor and digital transformation for sustainable development.*

**Unacea**

*Founded in 2010, it has more than 90 member companies representing 80% of turnover, in production and import sectors alike for all types of machinery: earthmoving, road-building, concrete, drilling, equipment and tower cranes.*