

ICCX SPECIAL

Agreement signed between Veronafiore and ad-media to organize the event in Verona

ICCX Southern Europe 2020 – The Precast Sector at SaMoTer



SaMoTer becomes the new landmark for the precast concrete supply chain business in southern Europe. As of 2020, the sector will be covered at Veronafiore within the scope of the triennial international exhibition of construction equipment scheduled 21-25 March. This is the outcome of an agreement signed by Veronafiore Spa and ad-media GmbH, the German company that organises ICCX-International Concrete Conference & Exhibition: the traveling exhibition-conference in the precast concrete sector. The last edition of the event, which was held in Poland, attracted more than one hundred companies.

The partnership envisages collaboration starting next year whereby the Verona Exhibition Centre will host ICCX Southern Europe, the specific version of the event dedicated to the south of Europe.

Inasmuch, after embracing the world of technologies and solutions for road paving with Asphaltica in 2014, SaMoTer further expands its increasingly transversal and complete product range.

ICCX Southern Europe flanks its exhibition component with a calendar of conferences and technical workshops for updating and professional training of sector operators.

"Veronafiore confirms its propensity for creating a system in the interests of companies and the industrial sector in question," said Giovanni Mantovani, CEO of Veronafiore. "This is our business culture and it has enabled us in more than 120 years of operations to adapt our products to the times and changes on the market. With this new agreement, we have created conditions for the entire construction supply chain to take full advantage of the opportunities offered by such an effective and specialist exhibition tool as SaMoTer."



Confirmation of a successful cooperation during bauma 2019: ICCX Southern Europe – The Precast Sector at SaMoTer will be the new meeting point for the precast industry in Southern Europe. Joining the celebration were (from left to right) Gabriele Pianta, CPI Area Sales Manager for Southern Europe; Gian Piero Gagliardi, CEO of Nordimpianti; Holger Karutz, Managing Partner of ad-media GmbH; Luciano Rizzi, Commercial Director of Veronafiore; Simone Dondi, General Manager of Bianchi Casseforme and Marco Battocchia, Sales Department Veronafiore.

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FURTHER INFORMATION

SaMoTer has been held in Verona since 1964 and is the only event in Italy to embrace all construction equipment sectors. Held every three years at Veronafiere, the Show is part of the cycle of trade fairs partnered by CECE, the European Federation that brings together construction machinery manufacturers associations. Now at its 31st edition, with more than 50 years of history behind it at the service of the supply chain, SaMoTer 2020 is the most important event in Europe for the construction value chain.

Since 2014, it has been scheduled alongside Asphaltica, the event organised in collaboration with Siteb - Italian Roads and Bitumen dedicated to technologies and solutions for road paving, safety and road infrastructures. Since 1993, ad-media GmbH has published highly specialised magazines for the concrete and prefabrication sector. Founded with the aim of providing useful information and news in order to grasp the opportunities and tackle the challenges of globalization in the sector, ad-media - with its flagship magazine now available in 13 languages CPI - Concrete Plant International - is the undisputed international leader and reaches professionals in supply chain in every part of the world.

Since 2005, it has organised ICCX - International Concrete Conference & Exhibition, a travelling exhibition-conference event involving meetings and business opportunities for decision-makers in the sector.

ICCX
SOUTHERN
EUROPE 2020
The Precast Sector at SaMoTer
www.iccx.org

Organisation
CPI
WORLDWIDE
www.cpi-worldwide.com

Co-located at

SaMoTer
31st INTERNATIONAL CONSTRUCTION EQUIPMENT TRADE FAIR
VERONA, ITALY | 21.25 MARCH 2020 | SAMOTER.COM
T+39 045 8298317
info@samoter.com
www.samoter.com

"As publisher of CPI trade journals for the concrete industry, we are in touch with our readers every other month, and this for more than 20 years. During this time, we have established a unique meeting place for our industry and we can make use of our network to bring together producers on a personal level whenever we find the right place to organize an ICCX

International Concrete Conference & Exhibition", continues Holger Karutz, Managing Director of ad-media. "We are proud to co-operate with SaMoTer on this joint project to facilitate further growth of the Southern European precast and concrete industry."

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