

SAMOTER 2023: MORE THAN 40,000 PROFESSIONALS FROM 91 COUNTRIES FOR THE 5-DAY SHOW IN VERONA

Verona, 7 May 2023 – The 31st SaMoTer construction machinery exhibition closed today at Veronafiere after attracting more than 40,000 specialist visitors over the five days of the event from 91 countries, with Germany, Spain and France in the first three places in terms of number of arrivals. There was also good attendance from Asia, Africa, North and South America.

Business, innovation, internationalisation and training were the key topics at SaMoTer this year. The event brought together 536 exhibiting companies at the Verona Exhibition Centre, 115 international from 23 countries, with the return of major players in the sector such as CGT Caterpillar and Hitachi.

The 31st SaMoTer had a strong focus on the implementation of new technologies in the construction world to help it become increasingly competitive and sustainable. Visitors therefore had the chance see the machinery of the future at work in the new dynamic exhibition area that made its début this year: Il Cantiere Digitale-The Digital Construction Site within the scope of the SaMoTer LAB project.

In addition to business that included more than 500 b2b meetings set up by companies with more over 106 foreign top buyers from 36 countries selected by Veronafiere and ICE-Trade Agency, SaMoTer confirmed its status as a trade fair with great content, thanks to more than 80 training initiatives and educational activities organised with high-profile technical-scientific partners.

The central role of SaMoTer in Italy's industrial site and construction machinery and equipment value chain, in addition to the excellent attendance and operator satisfaction, was also confirmed by institutions: the Minister of Infrastructure and Transport, Matteo Salvini, inaugurated the event, while the Minister of Foreign Affairs and International Cooperation, Antonio Tajani, highlighted how SaMoTer is a full part of the integrated promotion strategies abroad for Italian companies.

*“Returning successfully to the field after 6 years of absence because of the pandemic was not so obvious for a triennial event,” said **Federico Bricolo, President of Veronafiere.** “Nonetheless, SaMoTer 2023 achieved its goal with an edition that proved to be a full-scale tool for doing business, opening up new markets and getting to know the latest news for companies and many operators arriving from abroad. It means that we worked well as organizers, as a team with Institutions, the local area, the ICE-Trade Agency, all the most important associations in the sectors covered by the show and our exhibitors who understood the value of being part of the SaMoTer community.”*

*“The very positive results posted by the 31st SaMoTer are proof that exhibitors and buyers have understood and appreciated the new format of the event,” added **Maurizio Danese, Managing Director of Veronafiere.** “Innovation was the central theme of this edition, which also welcomed the début of two new areas dedicated to the technological revolution that represents the future of construction machinery. We wanted to put the exponents of this sector and their needs even closer to the heart of the event by designing SaMoTer to ensure it was worth every euro and minute invested by exhibitors and visitors. We are already working with Unacea on the next edition - which will certainly build on this experience, especially as regards the digital construction site and the world of sustainability.”*

The next edition of SaMoTer is scheduled 6-9 May 2026.

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