

32th edition scheduled 6-9 May 2026.

SAMOTER 2026: COUNTDOWN TO THE NEXT INTERNATIONAL CONSTRUCTION MACHINERY EXHIBITION

The event will focus debate in the sector on topics such as digitalisation, environmental sustainability, innovation, de-carbonisation, climate-neutral construction processes, professional training and safety.

Verona, 30 April 2025 – The countdown for **SaMoTer**, the triennial International Construction Machinery Exhibition has at last begun: the event will return to Verona **6-9 May 2026** for the **32nd edition**. Six show halls will be to exhibitors, alongside three outdoor areas. Twelve months from the event, Veronafiere is already working intensely to build an increasingly interactive, dynamic and innovation-oriented show, with new and important attendance by leading manufacturers.

*"SaMoTer," said **Adolfo Rebughini, General Manager of Veronafiere**, "is the meeting point for the entire construction machinery supply chain in Italy and a landmark observatory for trends and innovation on a global scale. The 32nd edition is making ready to be even more complete, with an expanded exhibition offering, the return of important international players and new e-business networking opportunities. With one year to go until the event, Veronafiere is already in full swing to ensure the show is able to interpret and guide market evolution."*

The only trade fair event in Italy entirely dedicated to the overall range of construction equipment, SaMoTer (organised by Veronafiere in partnership with **UNACEA and CECE**) confirms its status as a strategic hub for the entire supply chain: from earthmoving to lifting, demolition, drilling and crushing, from quarry to construction site vehicles, from concrete to the road sector, as well as equipment, engine components and spare parts, logistics, services and ICT.

The 32nd trade fair, therefore, is an important showcase and unmissable event for all professionals in this field, since the construction sector is central to Italy's economy and is one of the pillars of its GDP. Inasmuch, SaMoTer is a venue for meetings and discussion that promotes and supports business, providing information and food for thought to analyse the current context and forecasts for the future more clearly. UNACEA (the Italian Construction Machinery Union) expects 2025 to be a transition year for the construction machinery sector. After a setback of 8.9% in 2024, this year will see a more moderate decline in sales, estimated at around 3.3%. This explains why it can be emphasized that, despite physiological reduction in demand, the sector will nevertheless maintain high levels of sales, supported by public investments and the continued need for new infrastructures. Total turnover in the construction machinery industry and trade in Italy in 2024 came to 6.1 billion euros, with around 85,000 employees. Italian production is worth 3.9 billion euros of which 3.2 exported to countries all over the world. The balance of trade is about one billion euros in the black.

The Show is part of the cycle of international partner fairs under the CECE banner (the European Federation that brings together associations of earthmoving and construction machinery manufacturers). It will spotlight the Industry 4.0 revolution currently sweeping through the construction and earthmoving machinery sector by focusing on **strategic topics** linked to ecological transition and machine sustainability, digitalisation and artificial intelligence, construction site automation, and new solutions for road infrastructures, not to mention key issues such as safety, training and rental. This is precisely why the appointment with SaMoTer promises to be an essential occasion, not only as regards the programme (currently being defined) of

conferences and workshops in the SaMoTer Arena providing operators with valuable previews, but also as an international B2B platform with numerous top international buyers selected, invited and hosted thanks to collaboration with the ICE Trade Agency. SaMoTer Digital will also be back in 2025 as a strategic stage for the sector. It will encourage dialogue between technology producers, professionals, managers, operators and construction companies. The 32nd show will also expand the Digital Construction Site, while the SaMoTer Digital demo area will be transformed into a full-scale automated construction site.

The new features in 2026 include the launch of the SaMoTer Academy, which aims to provide effective answers to a crucial challenge in the construction machinery sector: the gap between supply and demand of qualified operators. The initiative lays the foundations for structured recruitment of school-age students alongside high-quality training for the companies that sign up for the programme. At the end of the course, the SaMoTer Academy will award titles as qualified Construction Machinery Repair Technician or Qualified Construction Machinery Operator. In the meantime, the run-up to the show gets going with SaMoTer Days, the SaMoTer Innovation Award, SaMoTer B2Press and SaMoTer Webinars.

Veronafiere Corporate Media and Product Area

+39 045829 8350-8242-8210-8805-8427

pressoffice@veronafiere.it | www.veronafiere.it

Facebook @veronafiere | Instagram @veronafierespa | LinkedIn @veronafiere