
WELCOME TO SAMOTER ACADEMY: THE NEW TRAINING FRONTIER IN THE CONSTRUCTION WORLD

During the run-up to SaMoTer 2026, Veronafiere is delighted to launch the new training hub supporting evolution in the construction machinery sector.

Verona, 8 July 2025- Veronafiere has officially announced the launch of the SaMoTer Academy - a strategic project set up to support change in the construction machinery sector through qualified training, technical culture and the development of skills. The initiative will come to life at the 32nd SaMoTer (the triennial International Construction Machinery Exhibition scheduled in Verona 6-9 May 2026 and organised by Veronafiere in partnership with UNACEA and CECE) and aims to provide effective answers to a crucial challenge in this sector: The gap between supply and demand for qualified operators. This structural problem affects the market, limits competitiveness not only of exhibitors but also their clients - the professional visitors attending SaMoTer. This topic is only partially addressed by private initiatives and in any case by no means in an organic manner throughout the country.

The construction industry is currently at the centre of unprecedented evolution driven by the ecological transition, digitalisation, automation, new European regulations and changes in work models. This requires not only new machinery, but also new skills. Against this background, SaMoTer Academy comes forward as an effective tool supporting companies, technicians and young professionals along the process of permanent updating, thanks to new training programmes in partnership with technical institutes and training agencies on a national scale, thereby laying the foundations for a structured educational-professional path.

The training project lays the foundation for structured recruitment of students enrolling with technical institutes (starting at 15 years of age) as well as giving manufacturing companies the chance to train students directly on their own machinery and equipment. Students will be able to access specific programmes, integrating theoretical lessons with practical sessions in collaboration with the top figures and technological partners in the sector. At the end of the course, SaMoTer Academy will award diplomas as qualified Construction Machinery Repair Technician or Qualified Construction Machinery Operator (both covering Earthmoving, Lifting/Hoisting, Crushing and Demolition Machinery, Concrete, Quarry and Construction Site Vehicles, Drilling, Road, and Logistics). These new young operators may then be employed as a priority by the same manufacturing companies that trained them.

The SaMoTer Academy project is exclusively reserved for exhibitors at SaMoTer 2026. Gold Sponsorships mean that companies can contribute to technical training by offering internships, defining educational content and accessing preferential recruitment channels. This is an opportunity to invest in skills, strengthen employer branding and encourage generational turnover in the construction sector.

*"By launching the SaMoTer Academy," said **Matteo Pasinato**, SaMoTer event manager at Veronafiere, "we seek to provide a permanent landmark for updates, comparisons and growth for everyone working or preparing to work in this rapidly changing world. The Academy came into being after listening to the needs expressed by the supply chain: companies looking for new skills, young people asking for practical and up-to-date training, and institutions pushing for a more sustainable and digitalised sector. This is why we conceived a project that does not end after the trade fair as such closes but continues throughout the year, with training content, special events and strategic collaborations with research institutions, professional schools and companies. It is our contribution towards building together a more competitive, resilient and well-prepared sector for the challenges of the future."*

This Veronafiere project confirms its vocation not only to be an exhibition venue but also a cultural, technical and professional accelerator for the entire construction supply chain. A far-sighted project that already today has begun to shape the future of a key sector for Italy's economy, the environment and infrastructures.

Unlike occasional initiatives associated with Trade Fairs, SaMoTer Academy is a permanent project active all year round: refresher courses, workshops, technical seminars, webinars, company visits and on-site training sessions. A full-scale training eco-system promoting continuous comparisons between companies, institutions and professionals.

Over and above the new SaMoTer Academy, 2026 will also see the return of SaMoTer Lab 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 Lab demo area will be transformed into a full-scale automated construction site. Thanks, lastly, to collaboration with the ICE Italian Trade Agency, the 2026 edition will strengthen its international scope and incoming attendance from geographical areas including Eastern Europe (Balkans area) Northern Europe, Southeast Asia, the Middle East and South America.

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