

RUN-UP TO SAMOTER 2026: 32 JOURNALISTS FROM 12 COUNTRIES ATTEND B2PRESS

The networking event organized by Veronafiere welcomed exhibitors and journalists from the Italian and international trade press to preview innovations and technologies in the construction sector as part of the run-up to the 32nd SaMoTer scheduled in Verona. 6-9 May 2026.

Verona, 13 March 2026 - The SaMoTer B2Press event was held today - the exclusive networking occasion organized by Veronafiere ahead of the triennial international construction machinery exhibition scheduled in Verona. 6-9 May 2026. The event was attended by 18 top brands in the sector, joined by 32 Italian and international journalists specialising in this field from the UK, Germany, Norway, Austria, Spain, Switzerland, Turkey, France, Romania, Finland, and Scandinavia. The event was hosted in Veronafiere's Congress Centre. This unique platform previewed technological innovations and product developments for the most authoritative publications and editorial groups in the construction industry.

"B2Press," said **Matteo Pasinato**, SaMoTer event manager, "confirms SaMoTer's strategic role as a landmark for the construction, earthmoving, and road -building machinery sectors. It is a perfect opportunity for establishing long-lasting relationships between companies and the international press, thereby creating the conditions for qualified visibility and targeted networking. Held just six weeks prior to the opening of SaMoTer, B2Press is a strategic step leading up to the Show, helping to strengthen media exposure for participating companies by accompanying them towards the event in May with a further acceleration in terms of presence and positioning."

Thanks to an intense schedule of 15-minute one-to-one meetings between exhibitors and the press, companies had the chance to preview the salient features of their technological offerings and highlight the products on show at the 32nd SaMoTer.

The event included discussions of product innovations, **automation, environmental sustainability, emission reduction and digitalisation of construction sites**, culminating in a light lunch and an informal networking session, which encouraged further dialogue among participants. B2Press consequently stands as an essential showcase for exhibitors by contributing towards a stronger link between industry and specialist trade media, as well as generating editorial content to accompany the approach towards **SaMoTer 2026**.

The coming edition of the exhibition organised by Veronafiere in partnership with Unacea and Cece is making ready to welcome producers, dealers, contractors and professionals from all over the world, confirming its status as **one of the key events on a European scale for the entire construction machinery supply chain**: from earthmoving to hoisting/lifting, demolition, drilling and crushing machinery, alongside quarry and construction site vehicles, as well as concrete to the road building sector, set off by equipment, engine components, spare parts, logistics, services and ICT solutions. With six show halls and three outdoor areas, for four days Verona will become the hub for a sector that has a significant impact on employment, innovation, and infrastructure development. "SaMoTer 2026 is expected to welcome **more than 500 exhibitors**," Matteo Pasinato added, "although this figure is still not yet definitive and is likely to increase significantly prior to the closing date for registrations on 10 April 2026." During the trade fair, the SaMoTer Arena (Show Hall 9) there will also host **:an impressive calendar of conferences, technical workshops and in-depth insight sessions**, involving trade associations, institutions, and operators, to analyze the construction sector's development prospects on a national and international scale to guide the strategic choices of the entire sector.

Veronafiere Corporate and Product Media Area

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

pressoffice@veronafiere.it | www.veronafiere.it

Facebook @veronafiere | Instagram @veronafierespa | LinkedIn @veronafiere