

## SECOND EDITION OF THE "DIGITAL CONSTRUCTION SITE" AT SAMOTER 2026

**In the outdoor area of the International Exhibition 6-9 May  
The Triennial Exhibition of Construction Machinery Exhibition in Verona offers  
hands-on and learning experience covering the most innovative technologies  
for increasingly connected, automated, and safe construction sites of the  
future.**

**Verona, 24 April 2026** - The second edition of the "Digital Construction Site" will be held during SaMoTer 2026. The Triennial International Construction and Earthmoving Machinery Exhibition, scheduled in Verona 6-9 May 2026 welcomes back the initiative focusing on technological innovation and the digital transformation of the construction sector in Outdoor Area F, spanning over 5,000 square metres. Following a successful first edition, the trade fair (organized by Veronafiere in partnership with Unacea and Cece) once again hosts an experiential and demonstration venue specifically for live demos of how digital technologies are transforming construction site processes to improve task management, optimize work times, and ensure the highest site safety standards. Intelligent sensors, advanced control systems, and digital solutions enable all operating stages to be monitored with greater precision, thereby reducing errors, wasted resources, and risks for operators.

the Digital Construction Site project **implemented in collaboration with "Quelli del Movimento Terra"** as part of SaMoTer's evolution towards a trade fair increasingly focused on content and transfer of technology, thereby confirming its role as a key international stage for the construction sector, through a format that brings together exhibitions, dynamic demonstrations, training and networking. The companies investing in the value of this idea which have so far decided to attend this year in the high-tech area include: **CASE, CGT Caterpillar, Develon, Leica Geosystems, Komatsu, Morooka, Takeuchi, Topcon, Spektra-Trimble Group and Volvo CE**. The "Digital Construction Site" itinerary reproduces a bumpy road, with ups, downs and critical points, taking visitors through all the main aspects of modern construction sites, highlighting the central role of technology in supporting the daily work of operators and improving overall organization.

"Digital Construction Site" demos will be held twice daily (11:00 and 14:30) for the entire duration of the main event, offering visitors numerous opportunities to watch operating simulations and gain a first-hand understanding of how these technologies function. Machinery and operators will create during all sessions a realistic representation of work on a construction site. Operations follow a comprehensive and optimized process that begins with a site survey, continues with digital modelling and design, and concludes with uploading the project into the machinery and then carrying out work in the field. This configuration provides for a clear before-and-after view of the task in hand, effectively demonstrating the role of technology in controlling heights, slopes, and safety. Construction site activities include all the main operating stages: from the identification of underground services and removal of pipes, to excavation and roadbed correction, through to the creation of the new profile in accordance with the project, pipe laying and backfilling, finalising embankments, followed by precision levelling, compaction and asphaltting.

*"The Digital Construction Site," said **Matteo Pasinato**, SaMoTer Event Manager, "is conceived as an open workshop where innovation is not only described but also demonstrated in action, through effective examples and real-world applications. The goal is to provide operators with useful tools and insights to help them tackle the challenges posed by digitalization, such as data management, machine connectivity, and process automation. In this context, the project slots perfectly in line with SaMoTer's mission to accompany the entire supply chain towards a more advanced, integrated and internationally competitive site model."*

Technology is currently revolutionizing the construction site world: Timelines are increasingly tight, quality standards are increasingly stiffer, and margins for error are virtually null. Without overlooking another fundamental topic: safety. Intelligent systems effectively operators recognize obstacles and people, prevent risk situations and make construction sites better controlled and protected environments. Against this background, innovation and digitalization become true allies of companies and operators.

Before and after the demos, the companies taking part will hold an exclusive "Walk Around" experience for small groups of up to 10 visitors. This ensures direct contact with technologies and industry professionals to promote more in-depth, practical, and interactive training. The walk-arounds will offer participants the opportunity to observe at first hand the technologies used on construction sites, gain detailed understanding of their operation through dedicated technical explanations, and attend practical demos with machinery operating under full control in a safe and supervised environment.

**Veronafiere Corporate Media and Product Area**

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

pressoffice@veronafiere.it | [www.veronafiere.it](http://www.veronafiere.it)

Facebook @veronafiere | Instagram @veronafierespa | LinkedIn @veronafiere