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SaMoTer

6-9 MAY, 2026
VERONA, Italy

Event scheduled 6-9 May

**32ND SAMOTER OPENS TOMORROW: THE CONSTRUCTION MACHINERY
SECTOR
MEETS AT VERONAFIERE WITH 526 EXHIBITORS FROM 22 COUNTRIES**

The inauguration of the triennial international construction sector exhibition is scheduled at 11:00 in the “SaMoTer Arena” (Show Hall 9).

Verona, 5 May 2026 – Everything ready for SaMoTer 2026. The triennial International Construction Equipment Exhibition opens tomorrow at the Verona Exhibition Centre. For four days (6-9 May), Veronafiere will be the world capital of mechanization in the construction industry thanks to attendance by top international brands in the sector.

The 32nd edition of the event, organized by Veronafiere in partnership with Unacea and Cece, confirms its status as a strategic hub for the entire supply chain: from earthmoving to hoisting/lifting, demolition and drilling, not to mention crushing and quarry/construction site vehicles, as well as concrete, the road-building sector, without overlooking equipment, engine components, spare parts, logistics, services and ICT solutions.

New products will be displayed during the event by 526 exhibitors (124 international from 22 countries). In all, 6 show halls and 3 outdoor sections with demo areas hosting dynamic tests offer an overall total of 52,000 square metres. In addition, another area of 8,000 square metres will focus on “Special Shows” such as the “Digital Construction Site”, SaMoTer Arena, SaMoTer Forum, and the International Meeting Point.

SaMoTer will be inaugurated at **11:00** in the “SaMoTer Arena” (Show Hall 9). Speakers include **Federico Bricolo**, President of Veronafiore, **Stefano Vallani**, President of Verona City Council, **Flavio Massimo Pasini**, President of the Province of Verona, **Diego Ruzza**, Councillor for Transport, Mobility and Public Works, **Michele Vitulano**, President of UNACEA, and **Matteo Zoppas**, President of ITA-Italian Trade Agency.

The ribbon cutting ceremony will also be attended on behalf of Veronafiore by **Barbara Ferro**, CEO, **Gianni Bruno**, Deputy General Manager, **Valeria Santolin**, B2B Area exhibition manager, and **Matteo Pasinato**, SaMoTer event manager.

The international business profile and the exhibition as such will be backed up by **400 B2B meetings** already arranged by companies with more than **106 top international buyers from 23 countries** selected by Veronafiore and ITA-Italian Trade Agency. The exhibition offering also boasts an impressive calendar of events, with **56 training and educational initiatives**, including round tables, conferences, and workshops designed to explore the main challenges and future opportunities in this sector. And precisely tomorrow, at **16:15**, the “SaMoTer Arena” will see the presentation of a research project conducted by Cer (Centro Europa Ricerche): “**Construction machinery and Italian production chains: overall economic dimensions**” - an opportunity to learn more about the construction machinery sector, allied fields, and future prospects.

The key topics at SaMoTer 2026 once again include technological innovation applied to construction sites, with a focus on Industry 4.0, as well as automation, artificial intelligence, connectivity, data management, machine sustainability, reducing emissions, and new infrastructure solutions, not to mention safety, training, and rental. This context in turn welcomes **SaMoTer Lab**, the dynamic, high-tech exhibition area designed to offer visitors a full immersion experience of the most advanced solutions in the sector. This proposal at SaMoTer is equally flanked by the **second edition of the Digital Construction Site**, an initiative created in collaboration with “Quelli del Movimento Terra” to showcase - in real-world operating conditions - the evolution of construction site work processes, thanks to integrated digital technologies, automation, and connectivity.

Innovations at the **32nd edition** also include the **SaMoTer Academy**, the new training project developed with Engim Veneto to valorize skills, expertise, and technical culture in the construction machinery sector. The initiative seeks to create a stable bridge between companies, the education sector, and young talent, thereby contributing to the development of the skills needed to address future challenges in this sector.

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