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SaMoTer 2026 ribbon cutting ceremony

#TAKE1

Construction industry event scheduled 6-9 May

RIBBON CUTTING FOR THE 32nd SAMOTER:

THE FUTURE OF EXCAVATING, HOISTING AND BUILDING AT VERONAFIERE

The triennial international construction machinery exhibition opened today. All the top names in the sector at Veronafiere: 526 companies from 22 countries, 6 show halls and three outdoor areas for a total of 52,000 square metres of exhibition space. Focus on innovation, sustainability, digitalization, and operator training.

Verona, 6 May 2026 - From earthmoving to hoisting/lifting, demolition and drilling, not to mention crushing and quarry-construction site vehicles, concrete, and road-building, as well as equipment, spare parts, logistics, and services. The entire *construction equipment* supply chain is in the limelight at Veronafiere from today with the 32nd edition of [SaMoTer](#), the triennial international **construction machinery** exhibition scheduled until Saturday 9 May. Organized in partnership with UNACEA and CECE, the Show welcomes **526 exhibitors** (including 124 international from 22 countries). The total exhibition area comes to 52,000 square metres, comprising show halls 6, 7, 9, 10, 11, and 12, and three outdoor areas C, E, and F. The venues for Special Shows (The Digital Construction Site, SaMoTer Arena, SaMoTer Forum and the International Meeting Point) will host more than **56 technical and training meetings**, including round tables, workshops, conferences, debates, and seminars, designed to offer comprehensive updates for industry professionals.

The construction machinery sector in Italy is worth **4 billion euros** as regards production and directly employs **6,000 people**; if marketing, components and allied services are also taken into account, then it creates more than **85,000 jobs**.

This field has a very strong export vocation: about **70% of production** is exported, generating revenue of **3.2 billion euros in 2025**. The Italian market is the third most valuable in Europe, after Germany and the United Kingdom, having overtaken France in 2025.

This is why SaMoTer 2026 has invested heavily in supporting internationalisation: in fact, **top buyers from 23 countries** were selected and invited from Central and Eastern Europe, Scandinavia, the CIS area, Middle East, North Africa and Sub-Saharan Africa, joined by operators hosted thanks to collaboration with **ITA-Italian Trade Agency**.

«SaMoTer confirms its status as a strategic event for a sector experiencing

far-reaching changes. It is the only event in Italy specifically covering to the full range of construction machinery,” said the President of Veronafiere, **Federico Bricolo**, today. “Verona takes its turn again as an international landmark for the sector, with exhibition area up by 20% compared to 2023. The slogan for this edition “*Keep-on Building*” emphasises the spirit of the event and the strength of the supply chain: developing infrastructure while also developing relationships, markets, skills, and innovation. For SaMoTer, this means offering companies opportunities for growth and effective tools to support evolution in the sector characterised by digitalization, sustainability, safety, and competitiveness, looking into the future together with confidence, even in times affected by geopolitical uncertainty.”

The following people presented reports at the inauguration of SaMoTer: **Federico Bricolo**, President of Veronafiere; **Valentino Valentini**, Deputy Minister for Enterprise and Made in Italy; **Stefano Vallani**, President of the Verona City Council; **Flavio Massimo Pasini**, President of the Province of Verona; **Michele Vitulano**, President of UNACEA; **Mauro De Tommasi**, Director of the Analysis and Studies Office of the ITA-Italian Trade Agency, and **Diego Ruzza**, Councillor for Transport, Mobility and Public Works of the Veneto Region (*see comments at the bottom of the press release*).

Veronafiere was also represented at the ribbon cutting ceremony by: **Barbara Ferro**, CEO; **Desiree Zucchi**, board member; **Gianni Bruno**, Deputy General Manager, **Valeria Santolin**, b2b area exhibition manager, and **Matteo Pasinato**, SaMoTer event manager.

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