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Federico Bricolo, President of Veronafiore, and Michele Vitulano, President of UNACEA

VERONAFIERE AND UNACEA RENEW PARTNERSHIP FOR SAMOTER 2029

An agreement was signed today, on the second day of SaMoTer 2026, between the organizers of the triennial international construction and earthmoving machinery

exhibition and the leading Italian association in the construction equipment sector. Objective: Strengthen the role of the event as a landmark platform for the sector in Italy and abroad.

Verona, 7 May 2026 – Collaboration between Veronafiere and UNACEA, the Italian Construction Equipment Union, is being strengthened. They signed an agreement today in Verona, on the second day of SaMoTer 2026, to jointly continue the strategic development of the triennial international construction machinery exhibition in advance of the next edition in 2029.

Renewing the partnership for another three years aims to consolidate SaMoTer's positioning as a national and international platform for the construction machinery supply chain and strengthen the connection between the market, companies, and technical content.

The agreement signed by the president of Veronafiere, **Federico Bricolo**, and the president of Unacea, **Michele Vitulano**, covers the run-up to SaMoTer 2029 and envisages a structured collaboration on multiple fronts: Defining thematic focus points, identifying target markets, promoting the event among Italian companies and international markets, creating technical content, and strengthening preparatory initiatives, starting off with SaMoTer Day, a format specifically for analyzing market data and the main aspect driving evolution in the sector.

According to research by CER-Centro Europa Ricerche on behalf of UNACEA, presented at SaMoTer precisely yesterday, the construction machinery supply chain in Italy is worth €4 billion in production, employs 6,000 people directly, and generates a total of 85,000 jobs when allied trades are taken into account. In 2025, exports were worth 3.2 billion euros, against 2.3 billion in imports, with a balance of trade in the black by 900 million euros. Almost two-thirds of Italian production is exported to world markets.

In 2025, the Italian market posted sales of 26,000 units, almost double the 2017 figure of 13,500 units. A slight downturn to 25,500 units is expected in 2026, in a context of settling down after the peak year in 2022. On a European scale, Italy is currently the third largest market in terms of sales volumes, after Germany and the United Kingdom, with a share of approximately 15%.

In this context, SaMoTer 2026 confirms its status as a landmark event in Italy and Europe for the entire construction industry. The current edition has attracted 526 exhibitors (124 international from 22 countries) across a total show area of 52,000 square metres involving six show halls and three outdoor areas. More than 56 events - including technical meetings, workshops, conferences, and seminars - are scheduled in the Special Show areas.

The focus of the 2026 Show is on the main aspects currently driving change in the sector: Process digitalization, automation, connectivity, machine sustainability with low-level emissions, safety, training, and new skills.

"Renewing this partnership with Unacea means we are already starting the journey towards the next edition of SaMoTer in 2029," said **Federico Bricolo**, President of Veronafi. "The Show is a strategic event for Veronafi, the industrial system it represents, and the development of Italy's infrastructures, including crucial areas such as the prevention of hydrogeological risks. The 2026 edition confirms this central role with a 20% increase in exhibition area compared to 2023: this figure highlights the progressive strengthening of SaMoTer and its role as a landmark for the supply chain. The agreement signed today means we can start work immediately on the next edition, strengthening our ties with businesses, international markets, and the topics currently transforming the sector: innovation, sustainability, safety and training."

"Our relationship with SaMoTer is an indissoluble strategic bond," said **Michele Vitulano**, President of Unacea, "in force since our association was founded. The Italian construction machinery sector is one of the largest in the world and covers the entire product range, as well as being a major component of Italy's economy. Our sector is determined to contribute to the creation of value and do so alongside such a worthy international showcase as SaMoTer!"

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