

SaMoTer

6-9MAGGIO,2026
VERONA, Italy



SAMOTER 2026 CLOSURES WITH 42,000 OPERATORS - INTERNATIONAL ATTENDANCE +38% FROM 78 COUNTRIES

The next edition of the triennial international construction machinery exhibition is scheduled 9-12 May 2029

Verona, 9 May 2026 – The 32nd SaMoTer - the triennial international construction machinery exhibition - closed today at Veronafiere, posting attendance by **42,000 professional operators** from **78 countries** over the four-day event. The result improves on the result in 2023, when 41,000 visitors arrived over five days, from Wednesday to Sunday. This confirms the effectiveness of a more concentrated format tailored to the needs of exhibitors.

The most significant result concerns international attendance – **up by 38%**, in line with Veronafiere's efforts to strengthen SaMoTer's positioning in strategic areas for the sector. Exhibition area also increased by 20% for a total of 52,000 square metres across six show halls and three outdoor areas.

The 2026 show attracted **526 exhibitors** (124 international from 22 countries). All the major global construction equipment players returned to the Verona Exhibition Centre with an offering embracing the entire range of the supply chain: Earthmoving, hoisting/lifting, demolition, drilling, crushing, road-building machinery, quarry and construction vehicles, concrete, equipment, components, spare parts, logistics, and services.

As regards content, the programme scheduled 56 events, including conferences, workshops, seminars, and meetings that addressed key issues for the development of the sector, such as digitalization, sustainability, safety, European regulations, infrastructure, the market, training, and industrial policies.

Organized in partnership with **UNACEA** and **CECE**, SaMoTer confirmed its status as a platform for business and discussion in an industry worth 4 billion euros in Italy in terms of production, generating 3.2 billions in exports and, if allied sectors are taken into consideration, providing 85,000 jobs. Italy is now the third largest European market in this sector in terms of value, after Germany and the United Kingdom.

On the incoming front, Veronafiere worked closely with **ITA-Italian Trade Agency** to select and host top buyers from 23 countries, with a focus on Central and Eastern Europe, Scandinavia, the CIS region, the Middle East, North Africa, and Sub-Saharan Africa. This initiative seeks to support businesses at a time when trade relations and international opportunities are crucial for competitiveness.

"The market response confirms the validity of the approach taken after SaMoTer 2023," said **Federico Bricolo**, President of Veronafiere. "This edition is the result of close collaboration with companies, trade associations, institutions, public decision-makers, and industry stakeholders. The technical discussions set in motion at the end of last year helped us build an event more closely aligned with the needs of the supply chain, with a greater international

reach, qualified professional audience, and content and formats tailor-made for the priorities of the sector."

Over the four days, company stands became meeting points for dealers, customers, technicians, and sales networks. Not just exhibition spaces but places for events and sales force training. Professional visitors were the focal point of the event, invited not only to discover product innovations but also for first-hand experience with machinery, technologies, and operating solutions.

The "special shows" at SaMoTer 2026 included the **Digital Construction Site** - an effective and dynamic demonstration of the evolution of construction sites, with inter-connected systems, automation, remote control, and applied data management for efficiency, safety, and sustainability. A format designed to showcase innovation in live action going beyond the logic of mere static displays.

Another innovation in 2026 was the **SaMoTer Academy**, developed with Engim Veneto as a way to introduce students and young technicians to the world of construction machinery and meet demand for new skills. The four days of the trade fair saw 200 students attend organized visits to sponsor companies, meetings with businesses, technicians, and industry professionals.

SaMoTer 2026 also saw Veronafiore and Unacea renew their partnership with a view to the next event scheduled **9-12 May 2029**. The aim is to continue joint work on the technical programme, international markets, promotion focused on companies and awareness initiatives.

Veronafiore Corporate & Product Communication

Press Office Manager - Francesco Marchi

T. 045 8298350 | M. +39 33426560174 | marchi@veronafiore.it

veronafiore.it | Facebook @veronafiore | Instagram @veronafierespa | LinkedIn @veronafiore

SaMoTer Communication

Ivana Ruppi

ruppi@veronafiore.it | M. +39 344 1388239

With the patronage of



In collaboration with



Organized by



Exhibition Partner:

