



SAMOTER: ENTRIES NOW OPEN FOR 23rd INNOVATION AWARD

Verona, 27 June 2019 - SaMoTer, the international exhibition dedicated to construction machinery, will once again promote technological evolution and research during the run-up to next edition scheduled at the Verona Exhibition Centre 21-25 March 2020. The closing date for entries in the 23rd Innovation Award is 28 October 2019. The event now boasts more categories to ensure even better representativeness of the sector, as well as the debut by a day of appointments with the trade press and a focus on design.

Construction companies, official representatives or importers, research institutions and bodies, universities and professionals active in the world of construction and building site machinery may all take part. There are ten **competition sections**: hydraulic excavators, wheel loaders, track-laying bulldozers, skid-loaders, backhoe loaders, graders, telehandlers, attachments, software applications and installations. The Award requires that machines, equipment or prototypes are genuine innovations or improvements in the company production ranges and that they will make their absolute debut on the Italian market in 2020.

The **jury**, chaired for the first time by technical journalist **Costantino Radis** (the profiles of the jurors are available [here](#)), will assess innovative investments such as solutions for energy efficiency, production optimisation, elimination of ergonomic or operator safety problems and sustainability in the construction and use of machines. Not to mention applied design that, as of this edition of the SaMoTer Award, will see the assignment of a special prize.

"The earth moving machinery sector," said Radis, "is evolving towards even more digitisation and we therefore envisage that this aspect will also play a central role in the proposals entered for the competition. The by-now very near future of this market will be focus on process control and vehicle efficiency, including remote control thanks to 5G networks or, in particular situations, work in full autonomy exploiting artificial intelligence."

The winners of the competition will later be the main exponents of the **"B2Press"** initiative, which includes a Prize-giving ceremony in Verona on the evening of 23 January 2020 and, on the following day, *"Speed date"* meetings with journalists from the international trade press.

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