

Agreement signed between Veronafiery and ad-media to organize the event in Verona

PRECAST CONCRETE: SAMOTER WELCOMES THE SECTOR IN 2020 WITH ICCX SOUTHERN EUROPE



Verona-Cologne 14 May 2019. SaMoTer becomes the new landmark for the precast concrete supply chain business in Southern Europe. As of 2020, the sector will be covered at Veronafiery within the scope of the triennial international exhibition of construction equipment scheduled 21-25 March (www.samoter.it).

This is the outcome of an agreement signed by **Veronafiery Spa** and **ad-media GmbH**, the German company that organises **ICCX-International Concrete Conference & Exhibition**: the traveling exhibition-conference in the precast concrete sector. The last edition of the event, which was held in Poland, attracted more than one hundred companies.

The partnership envisages collaboration starting next year whereby the Verona Exhibition Centre will host **ICCX Southern Europe** (www.iccx.org/southerneurope), the specific version of the event dedicated to the south of Europe.

Inasmuch, after embracing the world of technologies and solutions for road paving with Asphaltica in 2014, SaMoTer further expands its increasingly transversal and complete product range.

ICCX Southern Europe flanks its exhibition component with a calendar of conferences and technical workshops for updating and professional training of sector operators.

"Veronafiery confirms its propensity for creating a system in the interests of companies and the industrial sector in question," said **Giovanni Mantovani, CEO of Veronafiery**. *"This is our business culture and it has enabled us in more than 120 years of operations to adapt our products to the times and changes on the market. With this new agreement, we have created conditions for the entire construction supply chain to take full advantage of the opportunities offered by such an effective and specialist exhibition tool as SaMoTer."*

"As publisher of CPI trade journals for the concrete industry, we are in touch with our readers every other month, and this for more than 20 years. During this time, we have established a unique meeting place for our industry and we can make use of our network to bring together producers on a personal level whenever we find the right place to organize an ICCX International Concrete Conference & Exhibition", continues **Holger Karutz, Managing Director of ad-media**. *"We are proud to co-operate with SaMoTer on this joint project to facilitate further growth of the Southern European precast and concrete industry."*

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SaMoTer

31st INTERNATIONAL CONSTRUCTION MACHINERY EXHIBITION
VERONA, 21-25 MARCH 2020

SaMoTer

SaMoTer has been held in Verona since 1964 and is the only event in Italy to embrace all construction equipment sectors. Held every three years at **Veronafiere**, the Show is part of the cycle of trade fairs partnered by CECE, the European Federation that brings together construction machinery manufacturers associations. Now at its 31st edition, with more than 50 years of history behind it at the service of the supply chain, SaMoTer 2020 is the most important event in Europe for the construction value chain.

Since 2014, it has been scheduled alongside **Asphaltica**, the event organised in collaboration with Siteb - Italian Roads and Bitumen dedicated to technologies and solutions for road paving, safety and road infrastructures.

SaMoTer - 31st International Exhibition of Construction Machinery

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admedia^{GmbH}

Since 1993, **ad-media GmbH** has published highly specialised magazines for the concrete and prefabrication sector. Founded with the aim of providing useful information and news in order to grasp the opportunities and tackle the challenges of globalization in the sector, ad-media - with its flagship magazine now available in 13 languages **CPI - Concrete Plant International** - is the undisputed international leader and reaches professionals in supply chain in every part of the world.

Since 2005, it has organised **ICCX - International Concrete Conference & Exhibition**, a travelling exhibition-conference event involving meetings and business opportunities for decision-makers in the sector.

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