



**VERONAFIERE**

**23 June 2015 - 10.30**

**Press Conference: SaMoTer-Veronafiery & UNACEA Agreement  
REPORT - PRESIDENT OF VERONAFIERE, DR. ETTORE RIELLO**

Good morning.

This meeting this morning has a twofold objective:

- to present, together with the President of Unacea, Paolo Venturi, and our own CEO Mantovani, the new agreement between Veronafiery and Unacea for even more effective promotion of the construction/earth moving sector;
- to illustrate the main tool used to implement this project: SaMoTer is the triennial event that Veronafiery has dedicated to the sector for more than 50 years. The next edition – number 30 – is scheduled 22-25 February 2017.

Let's start with one observation in particular: the world of machinery and technologies for earth moving, building site and construction has suffered since 2008 the effects of the crisis far more than many others. As regards Italy, it has caused the total loss of over half the market.

The industry in Italy posts a turnover of 2.7 billion euros, has 6,000 direct employees and 30 thousand employees in allied fields, including allied trades, with 200 strongly export-oriented companies that sell 70% of their products outside Italy itself.

Today, finally, we are beginning to glimpse some signs of recovery: 2014 saw the domestic market at last raise its head and close the year at +11%. Unacea confirms that this positive trend continued in the first three months of 2015, posting +19% on sales of construction machinery. Italy – as highlighted by CECE – is the fourth European market in the first quarter 2015.

It is therefore more than ever vital to capitalize on these results. And to achieve this, the entire industrial, economic, association and political system must join forces.

In this context, we are convinced that trade fairs are a fundamental strategic asset for our country and its companies.

I can say this in full knowledge of the facts since I am President of AEFI as well as President of Veronafiery.

To help you understand the importance of the Italian exhibition system, let me give you some facts and figures about it:

1. 60 billion euros of business turnover is generated every year during trade fairs;
2. 50% comes from exports thanks to contacts made while attending these events;
3. 75.3% of companies view trade fairs as a fundamental tool for their development.

And to those who say that trade fairs seem to outdated business tools, I would point out that, in the period January-March 2015, exhibitors at Italian trade shows were up by 38%, visitors by 54% and occupied show area by 25%.

Like all realities, even an exhibition event must evolve to survive. It must grow and – above all – continue to be a platform for the effective business promotion for its on consolidated and emerging markets alike.

SaMoTer is no exception. We are increasingly turning it into an event – on the strength of our know-how and Veronafiere's network of international events – developed in a “choral” manner involving the world of sector professionals, institutions and our stakeholders.

All this in order to offer companies – actively involved as partners – an increasingly customised service meeting the needs of a sector that today as never before must be supported.

With this goal in mind, we launched this approach immediately after the end of the previous edition of SaMoTer and set ourselves to work on the next one.

This is the direction taken by the agreement with Unacea that we present today. We believe that system synergies are catalysts capable of multiplying results.

This is why SaMoter and Unacea decided to pursue and even strengthen the partnership launched in 2011.

Unacea will work with SaMoter to promote the event during association events and national and international trade fairs, as well as acquire operators interested in attending or visiting the Show; it will also develop collateral initiatives linked with the event itself, in Italy and abroad.

The agreement joins the one already implemented with Unacea and Confindustria Modena to promote the internationalization of the domestic industry through collective Italian attendance at Excon, the international construction machinery, equipment and components exhibition scheduled in November 2015 in India, where forecasts indicate give a market achieving a 50% growth rate by 2019.

As you can see, some of the tools we are deploying with a view to SaMoTer 2017 are already well defined and others are being developed, as our CEO Giovanni Mantovani will explain better.

Thank you for your kind attention.



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**REPORT - CEO & DIRECTOR GENERAL, VERONAFIERE, DR. GIOVANNI MANTOVANI**

Good morning and thank you for being here today.

My report will focus on planning.

Almost everything has already been said and written about the crisis in this sector in Italy and Europe, which has suffered more than others from this long period of recession.

The world as we knew changed totally after 2008.

Even the trade fair sector is experiencing far-reaching changes. And to some extent has already changed.

Today, we need other models, new ideas and different attitudes.

Starting off from the experience and knowledge of direct organizers of trade fairs and international leaders in certain specific sectors (marble and wine in particular) - and learning from the errors inevitably made while working - we are perfecting (not the least through regular meetings to share strategies with companies) a new organizational model for SaMoTer.

SaMoTer is and will continue to be the only event embracing the entire construction machinery sector in Italy. This is not a statement of principle. It is a fact - a fact demonstrated by the loyalty of companies and operators in the sector over the event's 50 year history (it was founded in 1963) and 30 editions (held every three years since 1993).

The manufacturing sector which the event represents and promotes is an international leader; the fabric of small-medium sized companies making up this sector is recognized worldwide for its uniqueness and the special features of its products, especially as regards finished equipment and components.

These bespoke companies work with almost all the largest construction groups worldwide and express the need for a sector trade fair in Italy with great conviction.

What will the 30th Edition of SaMoTer in February 2017 be like?

The slogan of the campaign is clear: The heart of Construction Equipment pulses in Italy. A concept that clearly expresses what I highlighted earlier and also emphasises the historic status of the event. SaMoTer is part of the memory and experience of many companies that acknowledge its central role in the development and growth of this specific industrial manufacturing sector.

And it is precisely from this relationship that we started off again, by placing the needs of companies at the heart of the construction of the new exhibition project that we want to share with them from the very outset by modifying a "trade fair approach" that has already proven successful for other events owned and organized by Veronafiere.

The organization of SaMoTer in synergy with its stakeholders aims to involve, compare and share information and constantly monitor the sector, not the least through integrated communication before and after the 2017 edition of SaMoTer in order to activate the most useful and effective action supporting company business.

The theme focus of the 30th edition is the management and prevention of environmental emergencies through man-machine interaction.

This is by no means a random choice.

The Italian Government, following the so-called "Unlock Italy Decree", launched the #italiasicura project and set up a mission structure to combat hydrogeological risks promoted - among others - by the Ministry of Infrastructures and Transport, the Ministry of the Environment and ANCE.

In this context, we are also keen – through SaMoTer – to organise dedicated initiatives equally involving the Department of Civil Protection, Fire Brigades and the National Association of Italian City Councils.

This focus also readily embraces several other topics:

- intelligent machines equipped with platforms for remote interaction with the operator (H2M and M2M = human to machine, machine to machine);
- low-emission and energy efficient hybrid machinery;
- sustainable redevelopment of disused sites (for example: Expo);
- programming of EU finance.

The choice of this theme also matches the Europe 2020 plan for sustainable growth and the Horizon 2020 programme for research and innovation (sinking funds of up to 100% of costs incurred for projects that involve the entire industrial chain).

We are already paying very close attention to other very typical aspects of the Italian market which we hope will become central as regards the exhibition and conference offering during the run up to the next SaMoTer.

I refer, for example, to the technological excellence and know-how of Italian systems that are almost made-to-measure in this highly specialised manufacturing sector, as well as the streamlining of bureaucracy and integration with European regulations.

As regards partnerships, after the fine results obtained in 2014, we have also re-confirmed for the next edition of SaMoTer the co-location with ASPHALTICA - the international asphalt industry, equipment, technologies and road safety exhibition that extends and complements the traditional earth-moving sectors thanks to the partnership between Veronafiore and Siteb, the Italian Road Asphalt Bitumen Association.

In terms of incoming attendance, we are working on two lines.

The first, on a national scale, to attract more visitors from Central-Southern Italy.

The second, with an international scale, to increase attractiveness and influence on traditional Central European markets in addition to a special focus on Eastern Europe and the Balkans.

We have thereby begun - in good time and the right way - a new approach that is already achieving attention and consensus among our main stakeholders - namely companies in this sector.

And they are also being joined by the first signs of a recovery.

No one can deny that much of the success of the next edition will also depend on this aspect: but we will do everything in our power to ensure that no opportunity will be wasted and, indeed, that the hoped for recovery may amplify the scope of a modern format at the complete service of companies.



*The strategic agreement view a view to the 30<sup>th</sup> edition of SaMoTer 22-25 February 2017*

## **SAMOTER AND UNACEA: PARTNERSHIP FOR THE EARTH-MOVING MACHINERY SYSTEM**

**An agreement was signed today between Veronafiery-SaMoTer and Unacea to promote and support of the Italian construction machinery industry. The sector boasts 200 companies, 6,000 direct employees, 30 thousand employees in allied fields and turnover of more than 2.5 billion euros. Exports are performing well (70% of production), while the domestic market has to be kick-started after losing 80% because of the crisis. SaMoTer 2017: focus on the management and prevention of environmental emergencies through man-machine interaction, sustainability and bureaucratic simplification.**

**Verona, 23 June 2015.** Together to re-launch and sustain the domestic construction machinery and equipment market. Veronafiery (organizer of SaMoTer, the three-yearly international exhibition of earth moving and building machinery) and Unacea (the Italian Association of sector companies) signed a partnership agreement today for joint promotion and support for the sector.

The agreement will run until 2017 with an extension option through to 2020. It is a strategic move with a view to the 30<sup>th</sup> edition of SaMoTer scheduled in Verona 22-25 February 2017. The focus of the coming show will be on solutions for environmental emergencies and protection, the territory and hydrogeological risk ([www.samoter.com](http://www.samoter.com)).

The agreement envisages joint promotion, training and communication action on domestic and international markets. It was signed and presented this morning at Veronafiery by Ettore Riello and Giovanni Mantovani, President and CEO of Veronafiery, and Paolo Venturi, President of Unacea.

The meeting also welcomed a report by Roberto Paoluzzi, Director of Imamoter, the Institute of the National Research Council (CNR) which already cooperates with Unacea.

The agreement aims to support an industrial sector that is an important niche in Italian manufacturing, with more than 200 companies, 6,000 direct employees and 30 thousand employees in allied fields, involved in producing machinery for earth-moving, road building, preparation of cement-concrete and aggregates, drilling equipment and cranes.

This sector in 2014 posted turnover of more than 2.5 billion euros, with 70% generated by exports. The weak point, however, is the domestic market itself, which collapsed by 80% between 2006 and 2014 with the consequent risk of production relocation. Since 2014, however, there has been something of a reversal in this trend, thanks to growth of 11% in domestic sales confirmed in the first quarter of 2015 that closed at +19%.

The objective is to support these initial signs of recovery and SaMoTer is the most effective promotional tool for doing so: since 1963, it has been the only exhibition in Italy to embrace the entire chain of construction and site machinery.

*"It is more than ever vital to capitalize on these results. And to achieve this, the entire industrial, economic, association and political system must join forces. In this context, we are convinced that trade fairs are a fundamental strategic asset for our country and its companies, as also demonstrated by the 'Made in Italy' plan promoted by the Government. The agreement with Unacea precisely takes the direction of increasing the political and institutional weight of this sector that more than any other has paid the price of the recession and now is slowly recovering market shares despite the unclear situation as regards recovery,"* said **Ettore Riello**, President of Veronafiery.

*“Tackling hydrogeological risks is a major urgency for Italy”, explained **Paolo Venturi**, President of Unacea. “Investments in this sector would save human lives and help prevent destruction, as well as creating jobs and restarting the economic cycle. In this regard, the Italian construction machinery industry can make an important contribution in terms of cutting-edge technology and respect for the environment”.*

*“The 30<sup>th</sup> edition of SaMoTer will inaugurate an innovative format that places the needs of companies at the centre of the new exhibition project developed by Veronafiere to involve companies, associations and institutions in order to activate the most effective action to support business on national and international markets. We are already working along two guidelines as regards incoming attendance: the first seeks to attract more visitors from the Central-Southern Italy, the second to increase appeal and influence on traditional Central European markets in addition to a special focus on , Eastern Europe and the Balkans,” said **Giovanni Mantovani**, CEO & Director General of Veronafiere.*

Samoter 2017 will be held once again in conjunction with Asphaltica, the international asphalt industry, equipment, technologies and road safety exhibition, focuses on the management and prevention of environmental emergencies through man-machine interaction. In Italy, 43 billion euros will be needed to ensure territorial safety and the Government has launched the *#italiasicura* project to combat hydrogeological risks.

In this context, specialised construction machinery is therefore fundamental, alongside the most advanced technological solutions that are in the forefront of the event. The focus of the forthcoming edition of SaMoTer also includes sustainability, with the introduction of low-emission and high-efficiency machinery, and regulatory aspects linked with the sector with a view to streamlining bureaucracy and alignment with European legislation.

**SaMoTer**, the Triennial International Earth Moving and Building Machinery Exhibition ([www.samoter.com](http://www.samoter.com)), has been held in Verona since 1963 and is the leading event dedicated to the construction machinery sector in Italy. The Exhibition is a partner event in the cycle of European trade fairs sharing the patronage of CECE - the European Committee which brings together building machinery manufacturers.

**Unacea** ([www.unacea.org](http://www.unacea.org)) is the association of Italian construction machinery builders and a member of **CECE**, the Committee for European Construction Equipment, which brings together national associations in 14 countries representing about 1,200 companies, for turnover of about 23 billion euros and 130 thousand direct employees.

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**SaMoTer 2017**

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