

Next appointment now with the 31st edition of SaMoTer at the Verona Exhibition Centre in 2023

SAMOTER DEMO DAYS: DEBUT POSTPONED FOR NEW EVENT IN A QUARRY

The decision was agreed with companies and associations in the sector. The Italian construction machinery market is expanding but components to meet orders are unavailable.

Verona, 3 June 2021- Veronafiere has decided to postpone the debut of **SaMoTer Demo Days - Outdoor Edition**, the live event held in a quarry scheduled 30 September-2 October 2021 in Vaprio d'Adda (province of Milan). The decision was shared with trade associations which, together with companies, had expressed great interest from the outset in the launch of this new demo event focusing on construction machinery. This choice was based on an unforeseen and still rapidly evolving situation. Following the sprint start in the first quarter of the year, with +40% in sales of construction equipment in Italy (source: Unaceca), machinery builders all over the world are now finding it difficult to cope with new orders. The cause lies a combination of three factors on a global scale: increased costs of raw materials, difficulties in finding mechanical components and delays in shipments.

"We are seeing significant growth in the market," said **Mirco Risi, President of Unaceca**, the Italian construction equipment association, *"but in a very complex context characterized by changeable and uncertain dynamics. Under these circumstances, we take a positive view of Veronafiere's approach in not forcing the market and proceeding in close harmony with the sector."*

"We note with regret that the variable background conditions make it impossible to hold an event which we had immediately supported," said **Claudio Bassanetti, President of Anepla**, the Italian Association of stone quarries and producers belonging to Confindustria. *"However, we are always more than willing to collaborate again in the future with Veronafiere."*

"An unforeseeable scenario obliged the construction machinery sector to implement a sudden change of direction," commented **Giovanni Mantovani, CEO of Veronafiere**. *"This is why we considered postponing Demo Days. Organizing trade fairs tailored to the needs of partners requires flexibility and rapid adaptation in order always to provide the best business and promotion tools on the market. We will now work with even more effort on the next edition of SaMoTer by recalibrating a new approach during the run-up to the exhibition."*

Veronafiere in 2023 will host the **31st edition of SaMoTer**, the most important exhibition in Italy dedicated to the construction equipment. The first stage in the roadmap during the run-up will be SaMoTer Day, the appointment with training and professional updating for companies and operators which will replace the event in the quarry in the autumn of 2021.

Veronafiere Press Office

T. +39 045 829 8242 / 8350 / 8210 / 8223 / 8138

@ pressoffice@veronafiere.it

🐦 @pressVRfiere | 📘 @veronafiere

SaMoTer Press Office / International Press

M. +39 340 7553196

@ pressoffice@samoter.com

SaMoTer 2023

♥ www.samoter.it

@ info@samoter.com

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