

The international construction equipment trade fair returns to Veronafiere 21-25 March 2020

SAMOTER 2020: #FOLLOWTHEBEAT, NEW DATES FOR THE NEXT EDITION

First stage in the run-up with SaMoTer Day in Verona scheduled on 28 March 2018

Verona, 27 February 2018 - Change of date to 21-25 March and a different slot from Saturday to Wednesday. This is just one of the new features announced for SaMoTer as the run-up begins to the 31st edition scheduled at the Verona Exhibition Centre in 2020.

The triennial international trade fair dedicated to the world of construction equipment is the most important event of its kind in Italy for a sector that, according to the latest data made available by the SaMoTer-Prometeia Outlook, achieved more than 2.4 billion euros of exports in the first 11 months of 2017.

The coming edition confirms the highly successful format of the last show. In addition to the exhibition and business area, which attracted 450 companies in 2017 (25% international), there is also a strong focus on technological innovation, contents and in-depth training for operators.

SaMoTer 2020 also welcomes the return of Asphaltica, the exhibition dedicated to the asphalt and road infrastructure supply chain, organized together with Siteb (Italian Road Asphalt Bitumen Association).

Furthermore, the main strategic partnerships with CECE (Committee for European Construction Equipment) and Unacea (Italian Union of Construction Equipment & Attachments Companies) have been renewed, while the SaMoTer Outlook monitoring sector data once again benefits from the consultancy of Prometeia with the information input of Unacea.

"In designing SaMoTer 2020," said Giovanni Mantovani, CEO & Director General of Veronafiere, "we continue the path of upgrading and development initiated with the 2017 edition – as the new claim for the promotional campaign makes quite clear: #FOLLOWTHEBEAT. We have re-allocated the date from February to March, in response to the needs expressed by manufacturers to ensure increasingly tailor-made attendance at the trade show. We are working hard to make the event even more interactive and dynamic, while also providing market intelligence tools such as the SaMoTer Day scheduled on 28 March, which inaugurates the series of off-line initiatives for the event. The aim of all this is for us to become a valid partner for companies to make the most of the recovery in the sector."

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SaMoTer 2020

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