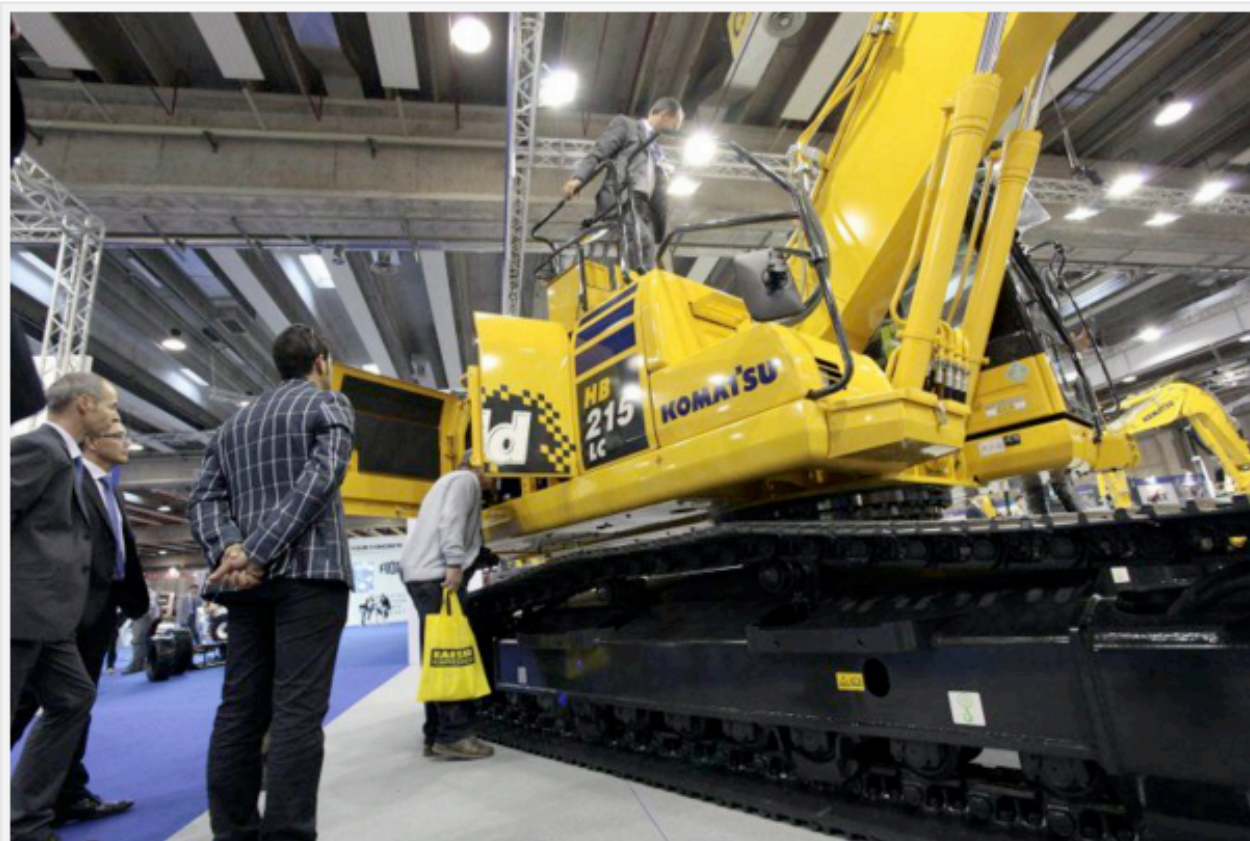


Book a trip to Verona for Samoter 2017

BY STEVE RHINE - 1 AUGUST 2016



Verona is one of Italy's most beautiful cities, in the north of the country, midway between Milan and Venice.

Verona's chief claim to fame is as the setting of William Shakespeare's play *Romeo & Juliet*, which even today remains a major pull for international visitors. Actually two other Shakespeare plays were also set in Verona, *The Two Gentlemen of Verona*, of course, and *The Taming of the Shrew*. But it is the star-crossed lovers who loom largest in the Verona tourist brochures.

Verona is also the setting for one of Italy's major construction machinery trade fairs – Samoter. Samoter is short for Salone Internazionale delle Macchine Movimento Terra, da Cantiere e per l'Edilizia, which translates as International Exhibition of Earth Moving and Building Site Machinery. It takes place on a three-yearly cycle, along with Bauma in Munich and Intermat in Paris. The next Samoter is from 22nd to 25th February 2017 at the Veronafiere Exhibition Centre; it will be the 30th time the event has been held and this time is happening in conjunction with Asphaltica, the exhibition dedicated to technologies and solutions for road paving, and Transpotec Logitec, the transport and logistics event.



The event is supported by several major organisations including: CECE (the Committee for European Construction Equipment); Unacea (the Italian Association of Construction Equipment & Attachments Companies); Assodimi-Assonolo (Association of Industrial Machinery and Equipment Distributors, Hirers, Technical Assistance & Training Centres); Atecap (Italian Technical Economic Association for Ready-Mixed Concrete); Nad (Italian Demolition Association); A.I.DE.CO (Italian Association of Controlled Demolition); IPAF (International Powered Access Federation); Siteb (Italian Asphalt and Road Association); and Abdas (African Business Development Association).

There are three good reasons to attend Samoter 2017, either as an exhibitor or as a visitor. Firstly, Verona is worth seeing. It is beautiful, and so is the food and the wine. Secondly, demand for construction machinery in Italy appears to be improving. And thirdly, many of the big names in construction machinery will be there, displaying their latest innovations.

In 2015, unit sales of construction machinery in Italy increased by 34%, according to Unacea, totalling 9,138 machines. This is not a huge number for a country the size of Italy, but after the dark days of the global economic crisis represents a very encouraging revival. There was further unit growth of 29% recorded in the first three months of 2016. We can therefore expect serious buyers to be paying close attention to the machinery on show in Verona next February.



On the back of this market growth, major names are already committed to exhibiting at Samoter, including **Case**, Hyundai, Kobelco and **Komatsu**. Komatsu is a regular at Samoter, and Case and Hyundai have exhibited there before, although not recently. For Kobelco, however, 2017 will be its Samoter debut, following its recent return to direct sales in Europe.

Kobelco Construction Machinery Europe managing director Kato Makoto explains: "For our company, Italy is a new strategic market. Over the past 12 months, demand for **mini excavators** and heavy-duty earthmoving machinery has increased. We are therefore keen to set up a sales network to support our customers throughout the country and ensure timely and effective technical assistance and maintenance."

Giovanni Mantovani, CEO & director general of Veronafi, says that confirmation of attendance from these four global giants is significant. "It means that large international companies are ready to invest in an event they feel is strategic for the Italian construction machinery market, as it finally picks up after the collapse in recent years," he says. "It also means that Samoter's new format and the various initiatives implemented by Veronafi are working in the right direction: building a trade show that is increasingly tailored to the real business and training needs of exhibitors and sector operators."

Enrica Oderda, Italy business director for Case Construction Equipment, says: "The Italian market is experiencing a significant growth trend: +28% in 2015 compared to 2014 and further improvements in 2016. This increase is stimulating a climate of confidence among dealers and customers, within a virtuous circle that we are sure will strengthen the recovery."