

31ST EDITION OF SAMOTER NOW SCHEDULED 3-7 MAY 2023

The Veronafiere event will focus on construction machinery of the future: h2m and m2m technologies, efficiency, safety and sustainability.

The road map of run-up events in 2022 gets going with a new SaMoTer Day appointment in Rome.

Verona, 23 February 2022 - The dates for **SaMoTer** as an attended show at **Veronafiere** have been set: the international construction equipment trade fair will be held **3-7 May 2023**. The schedule was agreed with machinery builders and associations in relation to the busy trade fair calendar for this sector, with the aim of capitalizing on the recovery in this field which in 2021 closed with growth of 30% over 2020, with 22,000 construction vehicles sold on the Italian market (*source: Unacea*).

The **31st edition** of SaMoTer will highlight the key role that the construction equipment industry is destined to play as regards environmental sustainability and the development of the economic models outlined by the **New Green Deal**.

A vital turning point to promote the innovations introduced to reduce emissions and promote recycling of the materials used on construction sites. A rational approach to sustainability involving significant efficiency improvements and the consequent reduction of economic and environmental costs, as well as overall improvements in performance.

Sophisticated technologies connect humans with machines (h2m) and machines with other machines (m2m), thereby enabling the progressive automation of construction activities, improvements in efficiency and safe management of the most hazardous tasks. The **industry 4.0** revolution is also having an impact on the world of construction equipment and SaMoTer is the preferential observatory for a better understanding of construction sites of the future.

"We have a date at last for the return of SaMoTer after the long pit stop caused by the most acute phase of the pandemic," said **Giovanni Mantovani**, CEO of Veronafiere. *"The supply chain was significantly impacted by the cancellation lack of one of its landmark professional appointments in Europe. Trade fairs continue to confirm their role as one of the main tools for promoting business. We are now working with our main partners, including Unacea, to design a show in 2023 that will meet the expectations of companies and our stakeholders, while taking into account the highly expansive scenario that will be assigned to the Italian construction sector in coming years with over 107 billion euros in the National Recovery and Resilience Plan."*

"The construction machinery and equipment sector," added **Mirco Risi**, President of Unacea, *"comes forward at SaMoTer with a range of technological solutions which, if encouraged and adopted, would significantly improve advance the environmental sustainability of construction sites. They range from latest-generation machinery with Tier V engines and 4.0 Technologies to equipment for selective demolition and recycling, through to concrete plant equipped with mixers producing quality material with lower gaseous emissions."*

Six **halls** will be available to exhibitors at SaMoTer, plus three **outdoor areas**. The format of the latest editions will be further strengthened through an increasingly interactive and dynamic approach focusing on **demo areas** where visitors can see and try many of the machines on display, as well as ever more 'tailor made' attendance thanks to events, promotions, set-ups and the **conference programme**.

As regards incoming **international buyers**, a series of initiatives is being developed to support the internationalization processes of SMEs, with an emphasis on B2B presentations and business meetings during the trade fair.

In the meantime, the run-up to the 2023 show has already started. The road map envisages two **SaMoTer Day** appointments: the traditional networking day in Verona in January next year will be preceded at the end of March 2022 by a **meeting in Rome** to take stock of the national and international construction equipment market, analysing 2020-2021 data and initial estimates for 2022, together with institutions, Unacea and CER-Centro Europa Ricerche. This is an additional market intelligence tool that SaMoTer makes available to companies keen to invest with a view to the availability of additional NRP resources.

2023 will also welcome **B2Press** appointments bringing together selected companies and the trade press, the **Technical Innovation Competition** rewarding research and innovation investments by companies, and a major **International Summit** dedicated to all exponents and decision makers in the construction industry.

Veronafiore Press Office

T. +39 045 829 8350 / 8242 / 8210

@ pressooffice@veronafiore.it

🐦 [@pressVRfiore](https://twitter.com/pressVRfiore) | 📘 [@veronafiore](https://www.facebook.com/veronafiore)

SaMoTer Press Office / International Press

M. +39 340 7552578

@ pressooffice@samoter.com

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♥ www.samoter.com

@ info@samoter.com

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