

*Italy's three landmark transport, logistics and construction & road machinery events closed today*

## **TRANSPOTEC-LOGITEC, SAMOTER AND ASPHALTICA: 84,000 VISITORS IN VERONA FROM 86 COUNTRIES**

**Impressive attendance by operators, satisfaction among companies and successful business on the stands. The three shows held for the first time together at the Verona Exhibition Centre, thanks also to an agreement between Fiera Milano and Veronafiere.**

**Verona, 25 February 2017** – With 84,000 visitors from 86 countries over four days, Verona confirmed its status as a capital for transport, logistics and construction & road machinery. The **Transpotec-Logitec** and **Samoter** with **Asphaltica** shows all closed today: trade show organised respectively by Fiera Milano and Veronafiere held together for the first time in the Verona Exhibition Centre with 780 exhibitors from 25 countries, 10 halls and 6 outside areas for a total net show area of more than 84,000 square meters. The three shows highlight key sectors for the development of Italy, as the Under-secretary for infrastructure and transport, Umberto Del Basso De Caro, said during the inauguration last Wednesday.

*"The decision to work together, build a system and activate synergies with Veronafiere has certainly borne fruit ... given the results achieved by the three events," said **Roberto Rettani, President of Fiera Milano**. This edition of Transpotec, in particular, confirms the approach taken by Fiera Milano three editions ago. Facts and figures, optimism and overall satisfaction clearly evident in the halls undeniably confirm the event as the most important and well-attended business opportunity for sector operators in Italy. The genuine interest shown by visitors to the show in the proposals exhibited by companies often turned into contracts and is the result of recovery and new awareness among operators but also sign of willingness to renew fleets, thereby making an effective contribution to the development of the entire Country-System in terms of efficiency and environmental sustainability."*

*"Our goal as trade show organizers," said **Maurizio Danese, President of Veronafiere**, "is to develop events capable of being effective business and promotion tools at the service of the entire sector. The construction machinery sector in recent years has experienced one of its most serious recessions ever and Samoter 2017, together with Asphaltica, was consequently a major challenge involving a great deal of responsibility for the 450 companies who, with us, believed in the project to re-launch the format initiated in 2014. The return of several major brands, significant business on the stands, more and more qualified operators and expansion of international buyers confirm the success of Samoter number 30 and we are already looking forward optimistically to the next edition."*

[Photo 1](#): Halls at Samoter 2017 (Photo © Veronafiere-ENNEVI)

[Photo 2](#): Outdoor areas at Samoter 2017 (Photo © Veronafiere-ENNEVI)

[Photo 3](#): Asphaltica 2017 (Photo © Veronafiere-ENNEVI)

[Photo 4](#): Transpotec 2017

[Photo 5](#): Transpotec 2017



**VERONAFIERE**



**FIERA MILANO**

**asphaltica**

**SaMoTer**

**TRANSPOTEC**  
**LOGITEC**  
TRANSPORT AND LOGISTICS  
EXHIBITION

**Transpotec Logitec** is the biennial event organized by Fiera Milano dedicated to transportation and logistics. It is held in Verona that, thanks to its geographic location and major industrial vocation in the field of road transport, distribution and components, is a landmark for the entire sector. This landmark event for the sector in question is designed to offer effective answers to all operators – hauliers, logistics managers, fleet owners, organised distribution, couriers and owner-drivers – through a comprehensive range of systems, products and services, as well also numerous opportunities for updating and training.

**SaMoTer**, the Triennial International Earth Moving and Building Machinery Exhibition, has been held in Verona since 1964 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 Federation which brings together building machinery manufacturers. Now at its 30th edition, with over 50 years of history behind it at the service of the sector, SaMoTer 2017 is the most important event in Europe for the construction sector.

**Asphaltica**, the European exhibition dedicated to the entire asphalt and road infrastructure sector brings together all the key players: manufacturers of plant and machinery, oil companies, research laboratories, the chemical industry for tyres and additives, alternative aggregate materials, reinforcement and waterproofing membranes for road surfaces. Now at its 8th edition and since 2014 held together at Samoter, the show is organized by SITEB (Italian Road Asphalt Bitumen Association) and Veronafiery (which owns 50% of the trademark).

**Veronafiery Press Service**

Tel. +39 045 829 8242 / 8285 / 8350 / 8210

E-mail: [pressoffice@veronafiery.it](mailto:pressoffice@veronafiery.it)

Twitter: [@pressVRfiery](https://twitter.com/pressVRfiery)

**Fiera Milano Press Office**

Tel. +39 02 4997 7428

E-mail: [ufficio.stampa@fieramilano.it](mailto:ufficio.stampa@fieramilano.it)

Facebook: [Fiera Milano Spa](https://www.facebook.com/FieraMilanoSpa)

LinkedIn: [Transpotec Logitec](https://www.linkedin.com/company/Transpotec-Logitec)

**SaMoTer 2017**

E-mail: [info@samoter.com](mailto:info@samoter.com)

Web: [www.samoter.com](http://www.samoter.com)

Facebook: [SamoterGroup](https://www.facebook.com/SamoterGroup) - Twitter: [@Samoter](https://twitter.com/Samoter)

**Transpotec-Logitec**

Tel. +39 02 4997 6214 / 6088

E-mail: [press.transpotec@fieramilano.it](mailto:press.transpotec@fieramilano.it)

Facebook: [transpotec logitec](https://www.facebook.com/transpoteclogitec)

Twitter: [@Transpotec1](https://twitter.com/Transpotec1)



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