

Veronafiere, in agreement with the steering committee, has decided to reschedule the two shows

TRADE FAIRS - PIT-STOP FOR SAMOTER AND ASPHALTICA NEW DATES: 3-7 MARCH 2021

Mantovani, CEO of Veronafiere: “We must now launch a promotional path shared with the community to support the recovery of these value chains. Verona in 2021 will host the first sector events on a European scale for the world of construction. A chance to intercept the restart on the market and organise an even more pertinent event.”

Verona, 28 July 2020 - 31st edition of SaMoTer and 9th edition of Asphaltica **postponed to March 2021**. Veronafiere’s two shows for the construction equipment and bitumen and road infrastructure value chains will meet exhibitors and operators next year, **from Wednesday 3 to Sunday 7 March 2021**. The decision was shared by the steering committee for the two events comprising manufacturers, stakeholders and industry associations alongside Veronafiere **Unacea** and **SITEB** after noting the persistent scenario of international uncertainty linked with Covid-19.

The debut at SaMoTer by **ICCX Southern Europe**, the main prefabricated concrete event for southern Europe created in collaboration with **ad-media GmbH**, is also rescheduled for the new dates in 2021.

*“As always, we listen to our customers with the intention of safeguarding the sector,” explained **Giovanni Mantovani, CEO of Veronafiere**. “Together with all our partners, we identified the beginning of March 2021 as the best time to organise SaMoTer and Asphaltica. This is only a pit stop: the engines are still up and running so that we can join the entire reference community in defining a promotional path in the run-up to next year. An initial physical stage is already scheduled in October. The new 2021 dates will mean that the two events will be the first to inaugurate the calendar of specific trade fairs for the world of construction in Europe. Rescheduling these events will ensure broader representativeness in terms of large international groups and sponsors, thereby intercepting the recovery on the market in the wake of resumption by construction sites, not the least thanks to resources made available by the Recovery Fund.”*

*“After consulting our membership base through a flash survey,” said **Mirco Risi, President of Unacea**, “we are convinced that market conditions do not exist in 2020 for an event capable of living up to the expectations characterising SaMoTer. We therefore welcome rescheduling the event to March 2021, thereby positioning it in a manner that best exploits the hoped-for growth effects emerging from the expansionary measures announced on European and national scales.”*

*“We agreed with this decision, given the leading role that Asphaltica has always played for all players in the road infrastructure supply chain, stakeholders and the many associate companies that registered for the trade fair again this year,” remarked **Michele Turrini, President of the SITEB – Italian Roads and Bitumen Association**. “We are convinced that the postponement to March next year will enable us to prepare an even more effective and visible event in international terms and thereby re-launch the entire world of road infrastructures. As ever, the objective is to promote the opportunities for meetings and comparisons between companies, public administrations and institutions that have always been the heart of the event.”*

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