

29<sup>TH</sup> INTERNATIONAL TRIENNIAL EARTH-MOVING  
AND BUILDING MACHINERY EXHIBITION

8th - 11th MAY 2014 - VERONA, Italy

**SaMoTer**  
co-located with **Asphaltica**



**29<sup>th</sup> edition of SAMOTER - Verona 8-11 May 2014**

**VERONAFIERE BELIEVES IN THE EARTHMOVING INDUSTRY  
MEETING WITH ASSOCIATIONS AND COMPANIES ON 17 MARCH  
TO DEFINE THE 2014 EDITION OF SAMOTER AND ASPHALTICA**

Giovanni Mantovani, CEO & Director General of VeronaFiere: "We can overcome the crisis together. Our role is to organize exhibitions at the service of the company system, from large groups to small-medium enterprises. For this reason, we have made a major investment on the domestic market and for incoming foreign trade delegations." In this context, Samoter will also be the occasion for comparisons between the sector and the Government, especially with the Ministry of Economic Development, Infrastructures and Transport and the Ministry of Agriculture in order to identify effective measures to promote the development of the sector.

**Verona, 7 March 2014.** A not to be missed appointment 8-11 May at Veronafiere for the 29<sup>th</sup> edition of Samoter, the triennial international exhibition dedicated to earth-moving and building machinery ([www.samoter.com](http://www.samoter.com)). The exhibition, first held in 1964 in Verona, will be flanked by Asphaltica, the Exhibition of Road, Safety and Infrastructure Solutions and Technologies ([www.asphaltica.it](http://www.asphaltica.it)).

With a view to the event next May, the Veronafiere will host a meeting on 17 March with trade associations and represented companies to define together, given the continuing and heavy crisis still affecting this sector, the overall proposal and distinctive profile of the 29<sup>th</sup> edition of Samoter and Asphaltica, in order to ensure the best possible outcomes for those taking part who still firmly believe in the need for the country to have its own organic representation of sector needed to ensure modernization and the implementation of major infrastructures.

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*"If we have to talk about crisis we must also illuminate and illustrate at the same time the responsiveness companies are providing for the creation of an infrastructure network to make road, connection and environmental maintenance systems credible and especially genuinely competitive. We organize exhibitions serving the country, events that are vital for the system of large, medium and small companies that so often ensure excellent solutions and innovations. Exhibitions are not organised merely to ride on the back of mature markets but also to provide tools for recovery and revival,"* said the **CEO & Director General of Veronafiere, Giovanni Mantovani**, in clarifying the objective of the meeting.

In fact, the meeting with trade associations and companies will also define the last detailed steps as regards investments to promote incoming delegations of operators, expected today not only from Italy but also from Iran, Qatar, Saudi Arabia, Turkey, Kurdistan, Russia, the Balkan countries, Switzerland, Austria, Germany, Belgium, Spain, Portugal, Great Britain, France, Sweden, Norway, Romania, Poland, the United States of America, Brazil, South Africa, former Soviet republics and the Mediterranean area.

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