



*New b2b exhibition makes its debut in Verona 6-9 May 2026 within the scope of SaMoTer*

## **VERONAFIERE LAUNCHES “PAVING SHOW” - THE NEW ROAD PAVING EVENT**

**Verona, 15 March 2024.** Veronafiere strengthens its involvement in the construction value chain with **Paving Show**, the new **b2b event** specializing in equipment, raw materials, technologies and services for the **road paving sector**.

The event was announced today to companies and the sector press and will make its debut within the scope of **SaMoTer**, the international construction machinery event, scheduled at Veronafiere 6-9 May 2026. A preview of the Paving Show will take place 12 and 13 March 2025, in the form of an exhibition-conference at the Veronafiere Conference Centre.

The event aims to present innovative solutions in a market that is increasingly keen to optimise production processes, improve performance and promote responsible practices and products as regards environmental sustainability.

Paving Show will involve Anas, Ance, CeCe, Unacea and Unem as partners. The objective is to bring together all the players in the sector: companies, designers, site directors, mayors, councillors, technical offices and motorway and tunnel concessionaires. We thereby also aim to create direct dialogue between the world of road-building companies and public administrations to encourage the exchange of ideas and synergies.

*"With Paving Show, Veronafiere expands and specializes in a vertical manner its offering in the construction machinery sector - where it has been a national leader since 1964 with the SaMoTer brand," said **Maurizio Danese**, Managing Director of Veronafiere. "This new trade fair product will mean we can play an active role in discussions with sector stakeholders to promote the growth and evolution of such a strategic sector for the country as road infrastructure. Furthermore, this initiative sees Veronafiere continue to implement its strategic business plan through to 2026 by expanding its portfolio of directly organized exhibitions and strengthening one of its reference industries."*

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