

The dates of the next edition of Samoter already announced: 22- 25 February 2017

**SAMOTER AND ASPHALTICA OPEN YESTERDAY
WITH SIGNS OF RECOVERY IN THE CONSTRUCTION SECTOR:
FIRST QUARTER 2014 SALES OF 1,352 CONSTRUCTION MACHINES (+20%)**

This year, the triennial international exhibition of earth moving and building machinery (Veronafiere, 8-11 May) is expanded thanks to scheduling alongside Asphaltica, the International asphalt industry exhibition: equipment, technologies and road safety. 445 exhibitors are taking part, including 106 international companies from 27 countries. Major investments to encourage incoming buyers, with trade missions from 40 countries. At the inauguration, Under-secretary Degani said: *"If we are to help the sector, we must release the stability pact to finance work on public buildings and hydro-geological risk prevention."*

Verona, 9 May 2014. Samoter 2014 seems to indicate a resumption for the construction sector in Italy. The first three months of 2014 saw sales on the domestic market of 1,352 construction machines, an increase of 20% compared to the same period in 2013. This emerges from Unacea data presented yesterday at Verona on the opening day of the 29th edition of the international triennial exhibition of earth-moving and building machinery (8-11 May).

Samoter, as of this year, for the first time takes place alongside Asphaltica, the International asphalt industry exhibition: equipment, technologies and road safety, organized thanks to partnership between Veronafiere and Siteb, the Italian Road Asphalt Bitumen Association.

The Government is also determined to support the recovery in this sector, as mentioned by the **Under-secretary of State at the Ministry of Environment, Barbara Degani**, speaking during the exhibition inauguration ceremony: *"If we are to give new life to this industry, she explained, "we must release the stability pact in order to finance energy efficiency work for public buildings and hydro-geological risk prevention projects. These are two key points in the new Environment Decree that we will present tomorrow."*

The opening ceremony of Samoter was attended by the Veneto Regional Councillor for Public Works, Massimo Giorgetti, the President of the Province of Verona, Giovanni Miozzi, Verona City Councillor, Anna Lama, Vice-President of the Chamber of Commerce of Verona, Maurizio Danese, the President of Veronafiere, Ettore Riello, and the CEO & Director General of Veronafiere, Giovanni Mantovani.

Associations were represented by the President of Unacea, Enrico Santini, the President of Ascomac, Elisa Cesaretti, the President of Siteb, Michele Turrini, and the Vice-President of Federcostruzioni (Anima and Ucomesa), Luca Turri.

Encouraging signs – after six years of crisis that have slashed the domestic market by 80% – also come from exports. The **Foreign Trade Monitor of Construction Equipment Outlook by Unacea and Prometeia** indicates that exports of construction machinery in January 2014 were worth 160 million, posting an increase of 21.6% compared to the previous year. After closing 2013 with -3% on an annual basis, growth in January was driven by the resumption of exports to Western Europe (+14.5%), Eastern Europe and Turkey (+71.9%), and Asia (+57.9). Exports to Africa (+8.1%) and North America (+5.6%) were also positive.

"This initial data encouraged us to continue believing and investing - in conjunction with businesses and associations - in an international event such as Samoter even at a time of immense difficulties for the sector," said the **President of Veronafiore, Ettore Riello**. *"This year's edition will be the event guiding us out of the crisis directly towards the next Samoter - which we are already working on and is scheduled Wednesday 22-Saturday 25 February 2017."*

New markets, sustainability of the supply chain ("Sustain.ability") and training are at the heart of Samoter and Asphaltica 2014 that this year are the only reference events in Europe for the construction and road sectors.

"These four days in Verona we see us present the entire road sector," said the **President of Siteb, Michele Turrini**. *We were determined to be here despite the difficulties to demonstrate the courage which companies and the sector need so much."*

The event will confirm its role as a tool at the service of the international status of companies with **106 international exhibitors out of 445**, representing **27 countries**. Veronafiore, together with Chambers of Commerce and ICE offices in Rome, has also worked and invested to increase **incoming trade missions** of buyers and specialist professionals from **40 countries**.

The **President of Unacea, Enrico Santini**, lastly, made an appeal to the Government: *"If we are to re-start the sector as a whole,"* he said, *"we also need new legislative instruments to avoid a two-speed market that penalises customers who purchase advanced machinery complying with European anti-pollution standards in favour of those who continue to use outdated tools."*

Veronafiore Press Office

Tel.: +39.045.829.82.42-82.85

E-mail: pressoffice@veronafiore.it

Web: www.samoter.com

Press Office Samoter 2014

Soluzione Group

Tel. +39 (0)30.3539159

Fax +39 (0)30.3582476

pressoffice@samoter.com