

*At Veronafiere since 1964:  
30th edition in 2017 - the year's main European event for construction equipment*

## **SAMOTER 2017: FOCUS ON ENVIRONMENTAL AND HYDRO-GEOLOGICAL PROTECTION SOLUTIONS THROUGH INTELLIGENT MACHINERY AND TECHNOLOGICAL PLATFORMS**

**Demo Area, Rental Area, co-location with ASPHALTICA (machinery and systems for the road-building and bitumen sector promoted by Siteb), the Samoter International Award and the International Technical Innovation Competition make Veronafiere an international landmark for the earth moving, site and building machinery sector.**

**Verona, 27 April 2015.** The heart of construction equipment beats in Italy. And more precisely for over 50 years at Veronafiere, where - from Wednesday **22 to Saturday 25 February 2017** - the **30<sup>th</sup> edition of SAMOTER** will be held ([www.samoter.com](http://www.samoter.com)), the Triennial International Earth Moving and Building Machinery Exhibition: the year's main European appointment in the sector, with the patronage of CECE (Committee for European Construction Equipment).

The exhibition focus will be on environmental emergency and protection solutions, the territory and hydro-geological risks, with special reference to intelligent machines, hybrid low-emission and high efficiency machines, technological platforms for human to machine (H2M) and machine to machine (M2M) interaction. Topics debated will highlight EU projects such as Europa 2020 planning for sustainable growth and the Horizon 2020 programme for research and innovation.

Demo Area, Rental Area, co-location with **ASPHALTICA** (machinery and systems for the road-building and bitumen sector promoted by Siteb), the Samoter International Award, the International Technical Innovation Competition and the involvement of top players in the sphere of public administration, local councils and civil protection, will ensure an extremely detailed offering at Samoter in 2017

*«We are meeting large groups and small-medium companies to promote a direct channel for communication and listening to the needs of the market segments where they operate in order to define a concerted plan of action, in Italy and abroad, matching their commercial targets in the medium-long term and throughout 2017»*, says **Diego Valsecchi**, Veronafiere sales director.

Despite the massive recession gripping the sector for many years, the next edition of Samoter has set itself of the objective of driving the recovery.

Italian industry data are encouraging in this context. As reported by statistic from Cresme and Unacea, in fact, in 2014 the Italian construction equipment market improved by 11% with a positive trend confirmed by results in the first quater of 2015 that closed at +19%.

The event, for sector operators, will be attended directly and through representatives by all sectors: earth moving, concrete, drilling and crushing, hoisting/lifting, vehicles and components, and even services.

### **Veronafiere Press Service**

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

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

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

### **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)