

ASPHALTICA AND SAMOTER TEAM UP IN VERONA

The first edition of Asphaltica in Verona is scheduled 8-11 May 2014 alongside Samoter, the Triennial International Earth-Moving and Building Machinery Exhibition - the landmark exhibition for the construction industry that brings together the most important world manufacturers and operators on the machinery and plant market, as well as institutions and trade associations.

Veronafiere has signed an important cooperation agreement with Siteb, the reference association in Italy for the entire road building sector, whereby **Asphaltica**, the international asphalt industry exhibition, equipment, technologies and road safety, will be transferred to Verona.

This simultaneous scheduling comes into being with the objective of qualifying Asphaltica as the European landmark for the entire value chain, through reliance on the Samoter's important status and impressive international visibility.

The show will maintain its traditional schedule in November 2015 and then return alongside Samoter in 2017.

This important agreement ensures that Asphaltica can work with a consolidated partner to develop synergies for growth, thanks to Veronafiere's *track record* as a leader in direct organisation of exhibitions and Siteb's collaboration within the scope of Samoter going back many years.

The new exhibition event is highly specialised yet complementary to earth-moving and will be held alongside SAMOTER in a specific area of approximately 23,000 m², where the best of international industry will highlight the many innovations characterising an area experiencing constant technological evolution. **GREEN ROADS** will be the main theme and attraction at **Asphaltica** in 2014, outlining solutions for building roads with alternative and 100% recyclable materials characterised by low environmental impact and low energy consumption technologies.

If the **Green Economy** is the future of old Europe, then even design and construction approaches to roads and road infrastructures will have to follow the same route. Solutions are currently available and used with great that take this direction and the **Asphaltica** showcase will be the ideal occasion for promoting technologies such as so-called **cold** or **tepid** asphalts that **reduce energy costs and CO2 emissions** or asphalts **containing rubber powder recycled from used tyres** that offer undisputed advantages in terms of quality, safety, durability and sound-proofing - not to mention **photo-catalytic** versions that exploit sunlight to convert air-borne pollutants into non-toxic inert compounds. GREEN ROADS also embrace **perpetual pavements** that, as claimed by the American model, can last up to 50 years without needing for special care of any kind, and **reflective pavements** that reflect than absorb light and heat rather, thereby reducing the so-called "heat island" phenomenon typical of modern urban agglomerates.

"Smart" ideas and technologies are therefore the basis for GREEN ROADS and SITEB will organise events and conferences during the exhibition to ensure that Asphaltica 2014 is a unique opportunity in Europe for taking stock of the situation and promoting such progress among figures responsible for managing national development plans, the network of road infrastructures, vehicle mobility and the improvement of living conditions for new generations.