

Scheduled at Veronafiere Thursday 8 - Sunday 11 May 2014

**SAMOTER: NEW DATES FOR THE NEXT EDITION
ALONGSIDE THE DEBUT OF ASPHALTICA IN VERONA**

The International Triennial Earth Moving and Building Machinery Exhibition is expanding its trade offering at the service of the sector.

Verona 28 January 2013 - Samoter changes date and expands its exhibition offering: in 2014, the 29th International Triennial Earth Moving and Building Machinery Exhibition (www.samoter.com) will be held Thursday 8 to Sunday 11 May and will be joined by Asphaltica, the event focusing on asphalt industry, equipment, technologies and road safety.

Asphaltica made its way to Verona thanks to the collaboration agreement signed recently with Siteb, the Italian reference association for road works and road infrastructures representing about 300 members (companies, public administrations and free-lance professionals) involved with road design, construction, maintenance and control.

The last edition of Samoter in 2011 was attended by more than 900 exhibitors (29% international from 37 countries) over a net exhibition area of 108,906 sq.m. Attendance over the four days of the exhibition confirmed expectations, totalling more than 98,000 visitors from 110 countries, with an increase of 4%.

The continuing economic crisis in Europe and Veronafiere's policy of establishing strong, strategic roots in geo-economic regions enjoying high growth, open new scenarios for 2014 that, without overlooking historical markets in major European countries such as France, Germany and Spain, encompass the Balkans, Eastern Europe, the Arabian Peninsula, the Mediterranean area, Central Asia, the Far East and Latin America.

The event - and its historic fulcrum of machinery, plant and equipment for the building industry and major works - by expanding its radius of action more than ever before seeks to confirm and preside over its role as a landmark on a European scale in a sector that, despite the global crisis, still drives the world economy, emerging as the reference partner for companies, institutions and category associations in the construction world.

In this perspective, the triennial schedule shared since 1993 following an agreement strongly supported by CECE (Committee for European Construction Equipment) is a qualifying choice that distinguishes the three largest industry events – Bauma in Munich, Intermat in Paris and Samoter in Verona – and their desire to streamline and enhance the offering by facilitating visitors and exhibitors and, above all, avoiding detrimental overlaps for companies in the reference sectors.

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