

*30<sup>th</sup> edition presented today in Brussels*

## **SAMOTER 2017 AT THE CECE SUMMIT DEDICATED TO "SMART MACHINES" SHOW'S FOCUS MEETINGS IN LINE WITH THE VISION OF EUROPEAN INDUSTRY IN THE CONSTRUCTION EQUIPMENT SECTOR**

**Renewed partnership with the Committee for European Construction Equipment (CECE) for the 30th edition of the Triennial International Earth Moving and Building Machinery Exhibition (Verona, 22-25 June 2017), which will focus on issues such as environmental protection and hydrogeological risks, as well as possible solutions through smart machines and technology platforms.**

**Brussels, 24 September 2015.** The future of construction machinery is increasingly "smart". This was also confirmed during the **CECE Summit**, the Committee for European Construction Equipment event which for two days (23-24 September) brought together in Brussels representatives of this industrial sector and economists specialising in international scenarios to discuss the topic theme *"Smart regulation for smart machines"*.

In this context, Veronafiore organised a presentation to the CECE Steering Group Meeting (which includes all the top brands in the sector) of the **30<sup>th</sup> edition of SaMoTer**, the Triennial International Earth Moving and Building Machinery Exhibition scheduled in Verona 22-25 February 2017 ([www.samoter.it](http://www.samoter.it)).

The 2017 edition of the exhibition will focus on protection solutions for the environmental, the territory and hydro-geological risks, with special reference to intelligent machines. Hybrid low-emission and high efficiency machines, technological platforms proposed as focus human to machine (H2M) and machine to machine (M2M) interaction.

*"It is very important," said Luciano Rizzi, Agriexpo & Technology Area Manager, "that we presented SaMoTer 2017 in an international and specialist context attended by the most important sector companies, as well as having identifying topics and sectors in perfect harmony with the development of European industry in this field, where all involving construction equipment will be represented during the 30<sup>th</sup> edition of SaMoTer: earth moving, concrete, drilling, crushing, lifting, vehicles and components, not to mention the road sector and bitumen, on show in Verona thanks to conjunction with the Asphaltica Exhibition promoted by and with Siteb."*

During the Summit, SaMoTer-Veronafiore also renewed its **partnership with CECE**. The event has been included for many years among the exhibitions enjoying the patronage of CECE within the scope of a shared exhibition calendar, so much so that in 2017 it will be the main European event for the construction machinery industry.

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