

Unacea: 3,134 machines sold in Italy in the first half of 2014 (+16%); exports up by 2%

CONSTRUCTION MACHINERY GETS MOVING AGAIN IN ITALY WHILE EXPORTS CONTINUE TO DRIVE THE MARKET

Veronafiére accompanies Italian companies on international markets with three events dedicated to the building sector scheduled by the end of the year in Egypt, Morocco and Brazil.

Verona, 22 October 2014 - According to Cresme, the building and land economic and social research centre, 2015 will see then end of the recession stage in the construction sector. Nothing will be the same as before but the construction machinery sector can also rely on a recovery on the home market and not just on exports. In truth, a first signal of a resumption on the domestic market was seen last May in Verona on the occasion of **Samoter**, the Triennial International Earth Moving and Building Machinery Exhibition (**the 30th edition is scheduled 22-25 February 2017, www.samoter.com**); this was confirmed by market data for the first half year, developed by **Unacea**, the National Union of Construction Equipment & Attachments Companies.

3,134 machines were sold, in fact, an increase of 16% compared to the same period in 2013. These figures suggest an increase in production value in 2014 for Italian companies in the sector of around 2.4%. While waiting for this trend to consolidate, machinery builders are still relying on the foreign market.

Unacea also certified exports in the opening months of the year, that posted an overall increase of 2% with particularly positive performances by road building machinery vehicles (+16%) and machinery for aggregates (+8%) and concrete (+6%). **Veronafiére**, with its **Marmomacc** and **Samoter** brands, directly promotes the building sector on emerging markets by supporting companies in their internationalisation processes through events abroad in Egypt, Morocco, Qatar and Saudi Arabia, as well as the USA and Brazil.

Upcoming exhibitions dedicated to building and construction especially include **MS Africa & Middle East** scheduled in Cairo 11-14 December with a focus on construction equipment and the natural stone industry (www.msafrika.net). The event is promoted by Veronafiére with Egyptian partners Art Line and ExpoLink; the aim is to penetrate markets associated with the building industry in North Africa and the Middle East. The potential on these markets is absolutely outstanding: in Egypt, the largest infrastructure work already planned is the doubling of the Suez Canal that in three years will involve investments of over 12 billion dollars.

Major infrastructures also see priorities focus on upgrading the railway network and the expansion of certain ports, including Port Said and Arish. Yet if these "major works" that nevertheless require a great deal of specific machinery are awarded to large international general contractors, the civil construction sector also offers excellent prospects. Egypt, not the least in terms of internal social and political stability, must build no less than 3.5 million housing units as soon as possible. These will be joined by investments in commercial buildings (the Mall Of Egypt is under construction in Cairo for example) and hospitals. In 2015 alone, Egypt will launch investments totalling 7 billion dollars.

Staying in North Africa, Morocco is also investing in construction: unlike Egypt, here the focus is on residential construction and tourism. The government has launched a plan to boost tourism in the country by about 28,000 beds, worth 1.7 billion euros. As regards the residential sector, on the other hand, a programme has been developed involving four major cities - Marrakech, Casablanca, Essaouria and Salé - worth 911 million euros.

Lastly, the National Ports Agency has also decided to upgrade commercial and tourist ports with a 560 million euro package. An opportunity to explore these and other opportunities in Morocco will be provided by another exhibition organized by Veronafiere: **Médinit Expo** is scheduled in Casablanca 28-31 October (www.medit.it).

Those interested in the South American market, and in particular Brazil (which despite a slowdown in the local economy is still booming), can refer to **Expo Construções** scheduled in Vitória, the Capital of Espírito Santo State, 4-7 November (www.expoconstrucoes.com.br). Organized by Veronafiere in collaboration with Milanez&Milaneze, this is the landmark trade fair for building companies focusing on the Espírito Santo region. Here, the building sector is expected to see investments worth 3 billion euros by 2017.

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