

SMOPYC 2017 marks a new period of optimism and recovery for the sector

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The Feria de Zaragoza trade fair welcomed over 55,000 visitors, underlining the confidence placed in the boosting of the public works and construction market

The businesses highlight the atmosphere and the quality of the professional visitors, while showing their satisfaction of an event supported by professionals. The professionals and businesses at the seventeenth SMOPYC, held at Feria de Zaragoza from 25th to 29th April, have classed it as a breath of fresh air. The trade fair was the best platform and a “turning point” for the sector internationally, as indicated by the president of Feria de Zaragoza, Manuel Teruel.

After five days of intense activity and a high number of visitors, the figure of which reached 55,317, the fair confirmed the confidence that the sector places in this event and revalidated the authority of the trade fair on the national and European scene. **SMOPYC** acted as a meeting place for the Spanish market, as the 65,000-plus square metres of exhibition space hosted a total of 870 companies, of which 488 were international brands from up to 49 different countries.

After the event, the sector seems much more confident and optimistic, as could be seen by the number and quality of products on display in the six halls and the outdoor area of the fair. The 17th International Trade Fair for Public Works, Construction and Mining Machinery was overwhelmingly supported by industry and has become an obligatory meeting place for this segment.

Most notable at **SMOPYC** this year was the great professionalism of its visitors, which has contributed towards the satisfaction of the exhibitors and helped meet the expectations placed in the event. The fair offers a significant boost to the domestic market and helps strength relationships in such relevant areas as North Africa or Latin America.

The audience attending the event valued the high investment potential of the 870 companies present and their support for R&D+i. **SMOPYC** can be seen as a synonym of innovation, thanks among others to the 13 award-winning technical novelties at the fair, an indication of the efforts of the exhibiting firms when presenting new products and supporting technology.

IMPORTANT CHANGES AT SMOPYC 2017

The 1st Torres Quevedo-New Ideas Machinery Award, by way of which Feria de Zaragoza recognises the talent of young university students who represent the future of the sector; the exhibition of projects produced using recycled materials; and the Gallery of Major Works were three driving forces at this event that were welcomed by its professional visitors.

Together with these initiatives, and aware of the importance of being at the forefront in all processes, products and technologies involved in the infrastructures sector, the **SMOPYC 2017** organisation offers an extensive schedule of activities. The many meetings, assemblies, forums and debates held over the five days of the trade fair confirmed its recognition.

In short, the six halls and the outdoor area became the spearhead for a sector that has chosen Zaragoza and its trade fair: SMOPYC. This confirms the capacity of the event to become the catalyst required for a sector that, following the trade fair, breathes a new air of optimism. The next event is already up and running: SMOPYC 2020.

Source: Alarcon & Harris