



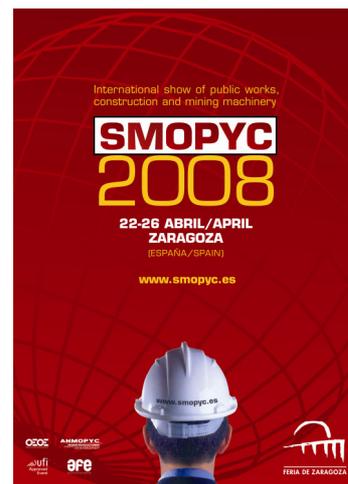
**INTERVIEW WITH MR. JOSÉ MARÍA POZAS,  
CHAIRMAN OF THE SMOPYC 2008 STEERING COMMITTEE**

**On April 22 to 26, 2008, Zaragoza will be hosting SMOPYC 2008, the 14th International Show of Public Works, Construction and Mining Machinery - an event which has become a reference for the sector and one of the industry's most important international trade fairs.**

**With just six months to go until the Show opens its doors, José María Pozas, Chairman of the Steering Committee, fills us in on some of the novelties and what to expect at the upcoming event, as well as his view of how the sector is progressing.**

## Is everything in place and ready to go for SMOPYC 2008?

Six months before the Fair is scheduled to begin, it is safe to say that everything is in order and under control. As always, our teams have worked and continue to work relentlessly in order to have everything running perfectly and ensure that visitors will have all the necessary assistance and services to make their participation in the fair a truly positive experience, not merely satisfactory, particularly on a professional level.



## What changes are in store for SMOPYC 2008?

The Show will continue to grow, as was the case at the last event, and which is corroborated by the large number of visitors and participants. Two thousand exhibitors are expected to participate in the upcoming event and we are confident that the number of visitors will be close to 100,000. I can also confirm that the Show will be the largest in the history of Spain and the second largest in Europe, with a total exhibit area of 260,000 square meters.

## Will SMOPYC 2008 live up to the high expectations that it has been generating?

The figures I have pointed out regarding the overall growth of the Trade Fair, in addition to confirmation on the part of many leading companies that several of their products will be making their world debut at SMOPYC, as well as the current high spirits of the commercial and social circles in Zaragoza for whom 2008 will go down as a red letter year, are all factors which substantiate the enormous interest aroused by the event and bear out the first-rate expectations it has been generating practically since last April, when it was first presented at the BAUMA Trade Fair held in Germany.

## How do you believe the downturn in construction will affect the overall economy?

I am optimistic without losing sight of reality. We should not forget that forecasts had already predicted a deceleration in global economic growth for the year 2008 due to the nervousness stalking financial markets.

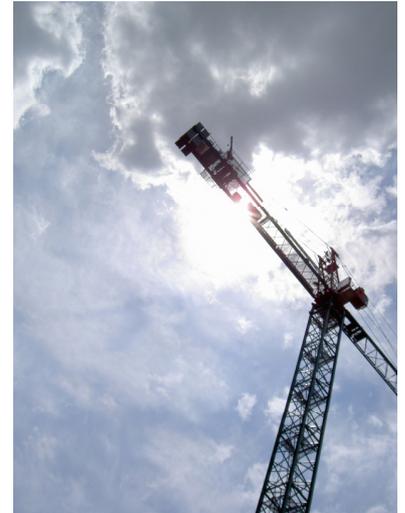
In this setting and despite forecasts pointing to a slowdown, up to now the leading Spanish construction companies continue to perform well thanks to diversification strategies and the expansion of international activities, which already represents one percent of the Spanish GDP. In addition, there are numerous infrastructure construction projects underway in the European Union's new Member States.



In Spain, a new ambitious infrastructure project, the Strategic Infrastructures and Transport Plan (PEIT), has been launched with a 2020 timetable which will cause the bulk of the sector to shift to civil works and continue to fuel the growth of the industry.

## How is the construction machinery industry performing?

The sector is experiencing positive growth and the market is in excellent shape at the moment. As we have seen in the past, the participating companies continue to bring new technological solutions to every SMOPYC event with constant innovations being made in the fields of industrial safety, automation and environmental protection. The fact is, on the whole, the market for new machinery continues to grow. Last year, the industry experienced a growth rate of fourteen percent and similar results are expected for 2007. As far as types of equipment are concerned, the compacts are and will continue to be among the most popular items. As for the foreign markets, this area is also performing well and, in fact, our sector is one of the most dynamic in this respect, with exports representing close to thirty percent of production.



## What challenges lie ahead for companies in this sector?



I honestly believe that companies have grasped the global economy message perfectly and are doing a good job, keeping up-to-date and making progress on all fronts, which makes them highly competitive in the international markets. To continue in this manner, a commitment must be made to diversification, increasing their presence in more and more markets and expanding activities in foreign countries.

Other key factors that should be taken into account include providing adequate after-sales service - supplying spare parts and offering complete maintenance services- in addition to developing turnkey projects adapted to satisfy the specific needs of the customer. And all of this flavored and packed with innovation. Innovation should be a constant feature of the company's daily work and throughout all processes. Companies that are capable of introducing innovations will always be adequately rewarded by the market.

## What are the strong points of the sector in Spain?

I believe the strong point of the Spanish companies is the price-quality relationship they offer. On the one hand, the equipment has a higher technological level than that manufactured in developing countries such as China and the Asian Countries and, on the other hand, prices are more competitive than those of their German, Japanese and North American competitors.



**Lastly, what would you like to say to participants attending the upcoming SMOPYC event?**

To those of you who are coming back again and who already know us, we thank you for your confidence over the years, a confidence which helps all of us to grow, acting as a driving force in promoting the sector, and we take this opportunity to reaffirm our commitment.

To all the other professionals I would encourage them to make sure not to miss this remarkable encounter that, in all certainty, is shaping up to be the most important event for the industry world-wide.



**You can find this Press Release in**

[http://www.alarconyharris.com/\\_prensa/smopyc/smopyc\\_indexeng.htm](http://www.alarconyharris.com/_prensa/smopyc/smopyc_indexeng.htm)

**(Word/jpg 300 dpi)**

**Issued by:**

**ALARCON & HARRIS**

Communication and Marketing  
Consultants

Avda. Ramón y Cajal, 27  
28016 MADRID (SPAIN)

Tel: +34 91 415 30 20

Fax: +34 91 415 30 20

E-Mail: [info@alarconyharris.com](mailto:info@alarconyharris.com)

Website: [www.alarconyharris.com](http://www.alarconyharris.com)

**On behalf of:**

**SMOPYC** International Show  
of Public Works, Construction and  
Mining Machinery

Apartado de Correos 108  
50080 ZARAGOZA (SPAIN)

Tel: +34 976 76 47 00

Fax: +34 976 33 06 49

E-Mail: [comunicacion@feriazaragoza.com](mailto:comunicacion@feriazaragoza.com)

Website: [www.smopyc.com](http://www.smopyc.com)