

THE SUBSOIL INDUSTRY SEEKS NEW SKILLS: GEOFLUID 2026 CONFIRMS ITS ROLE AS A STRATEGIC HUB FOR EMPLOYMENT AND INNOVATION

The subsoil engineering and geotechnical sector is currently experiencing a paradox: despite market demand reaching historic highs, driven by major infrastructure projects and the growing need for environmental monitoring, companies are struggling to recruit and maintain qualified technical professionals. In the context of this increasingly competitive “talent hunt”, **GEOFLUID 2026** (7 – 10 October, Piacenza Expo) positions itself as the essential bridge between the world of education, industry professionals, and leading companies in the *drilling & foundations* sector.

AN EXPANDING MARKET

The most recent sector data present a clear picture: the geology market in Italy is thriving, fuelled by challenges related to the prevention of hydrogeological instability and the maintenance of large-scale infrastructure. However, as highlighted by recent international analysis on human resource management in soil engineering, the ability to attract young talent has become the main strategic priority. It is no longer simply a matter of offering employment, but of providing structured career development pathways within a technologically advanced field that is essential for territorial safety.

GEOFLUID 2026: A FULLY BOOKED PLATFORM

With expectations of a complete **sell-out** involving leading Italian and international players, GEOFLUID 2026 is not merely a technological showcase, but an out-and-out **marketplace of opportunities**. This year’s edition will feature expanded exhibition spaces and a comprehensive programme of technical workshops, making it the ideal venue for:

- **Matching supply and demand:** companies will have the opportunity to present their corporate vision and projects to young engineers, geologists, and specialised technicians.
- **Professional development:** the extensive workshop programme will enable participants to explore the latest technological and regulatory innovations, essential for competing in the large-scale infrastructure market.
- **In-person networking:** in an increasingly digital age, direct interaction and face-to-face engagement at exhibition stands remain the most effective multiplier for building careers and long-term partnerships.

FUTURE CHALLENGES

Emerging professional challenges centre on the integration of traditional geology with predictive monitoring systems and low-impact drilling technologies. GEOFLUID 2026 will provide a comprehensive overview of these developments, enabling new professionals to understand the direction in which the sector is evolving and the skills that will be required on the construction sites of the future.