

Marketing company seeing potential at indaba

CARINA BORRALHO | REPORTER

By attending the 2014 Investing in African Mining Indaba, which takes place from February 3 to 6, at the Cape Town International Convention Centre, business development and marketing company MineAfrica hopes to gain a better understanding of what can be expected in the African and international mining sector over the coming years.

“This knowledge helps us shape our offerings to cater to expected conditions,” says MineAfrica VP Wayne Floreani.

The company has been attending the Mining Indaba since 2003 and has become aware of the growth of the event, with an increasing number of Canadian companies and investors, in particular, attending the event.

“In 2012, the show had a preponderance of service providers and fewer miners, no doubt as a result of the downturn in commodities,” he adds.

Corporate yes-men have nodding in common.

The indaba is the biggest African mining event in the world and, since 2002, MineAfrica has been the platform for African mining companies, service providers and governments to communicate with an Africa-friendly investor audience in North America and the UK.

The company highlights that the timing of the indaba is important, as it precedes the Prospectors and Developers Association of Canada (PDAC) convention and trade show, where MineAfrica and the Canada-Southern Africa Chamber of Business hosts the largest African mining event in North America.

“Being at the indaba gives us a great opportunity to promote our African Mining Breakfast, our seminar and our Africa pavilion on the PDAC trade show floor to mining companies, African governments and service providers,” says Floreani.

MineAfrica is also running two educational courses under its Mastermining brand during the indaba, including a three-day

seminar, titled ‘Understanding the Mining Industry: From A to Z’, and a new offering, ‘The A to Z of Mining Supply Chain Optimisation’ – an interactive, one-day workshop.

“Our goal each year is to let our potential clients know about our upcoming programmes and that we offer the best and most cost-effective platform for them to promote their projects, services and countries in the two main mining financing centres – Toronto, in Canada, and London, in the UK,” explains Floreani.

Meanwhile, MineAfrica also forms part of the Canadian delegation. “Although we do not exhibit, we use the Canadian pavilion as a base and our brochures [are available] there,” adds Floreani.

At the 2014 Mining Indaba, the company will promote the Canada-Southern Africa Chamber of Business’s fifteenth Annual Mining Breakfast and MineAfrica’s twelfth Annual Investing in African Mining seminar on March 4.



WAYNE FLOREANI
Knowledge gained from the indaba will help MineAfrica shape its offerings to cater for expected future conditions

MineAfrica also promotes business development and promotional services for African governments and companies.

Further, the company plans to attend seminars at the indaba. “Some of the world’s experts in mining and finance are attending the event and it is always illuminating to hear what they have to say, particularly in the current environment,” says Floreani.

MineAfrica has clients in South Africa and in other parts of Africa who will attend the indaba. “This is an opportunity

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sustainable, it must be able to function profitably throughout the resource life cycle, while offering the best possible returns to the shareholders, the community and the country. Mining companies will need to decide how to get the most value from integrating the logistics chain into the mining processes in a way that will improve life-of-mine practices and drive long-term shareholder value.

“As mining activities move to more remote and less developed locations worldwide, a holistic approach to mine development is fundamental to achieving a balance between strong financial returns and corporate social responsibility and transparency. Key interrelated fundamentals, such as the social licence to operate, life-of-mine operational planning, reducing environmental impacts and, most importantly, attractive investment returns for the mining company, contribute to the viability of any new mining project,” Keith adds.

He highlights that Aurecon contributes towards overcoming industry challenges and increasing sustainable growth through partnerships with clients. This entails working with clients to identify and develop initiatives that foster cooperation with governments and communities to deliver sustainable growth in a particular region, country and



MARK BERGER

Aurecon will deliver the morning safety address to all delegates for the duration of the 2014 Investing in African Mining Indaba

community, as well as identifying and realising business value for shareholders, employees and stakeholders.

“Aurecon’s aim is to create value for its clients by making a real difference in the communities in which it works. This is achieved using the five capitals model for sustainable growth, developed by Forum for the Future, which includes financial, manufactured or physical, human, social and natural capital. A holistic approach to mine development considers all five capitals in assessing the best possible approach to the project,” Keith concludes.

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MARKETING MINING

Besides events and conferences, MineAfrica also promotes business development

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to meet with them to discuss which of our programmes will benefit them most and what we can do for them on an individual basis,” explains Floreani, adding that MineAfrica is invited to several useful networking events.

He notes that showcasing Africa as a mining investment destination to a senior-level international audience of decision-makers will have positive effects on the African economy. “This showcasing includes not only rewards but also challenges, particularly in the current environment of doing business in Africa.”

MineAfrica believes the best way for each African government to promote its country as a mining destination is to undertake specialised business-devel-

opment trips to countries, such as Canada, which are the source of finance.

“This is a service MineAfrica provides, which involves personalised business-development trips where government representatives can meet potential mining investors, deal makers, financiers and, in some cases Canadian government officials,” says Floreani.

There are about 360 non-African mining companies that operate in Africa. Of these, about half are listed in Canada.

“This, along with Canada’s emphasis on good corporate social responsibility, makes business-development trips to Canada the most productive way of using the promotional budget,” he concludes.

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