

Attracting Mining Investment to Your Country in 2011

Attracting foreign mining investment to your country is a challenge due primarily to aggressive competition from other mining jurisdictions around the world.

There are three key factors in successfully attracting mining investment to your country:

1. Possessing mineral resources.
2. Providing an attractive investment climate.
3. Promoting awareness of your country's mineral wealth and attractive investment climate to potential investors.

Promoting awareness of your country and its attractiveness to potential investors means having:

- A commitment to a long term proactive and consistent investment attraction marketing program.
- Having specific investment opportunities with business case details to promote.
- Responsive interactions with potential investors.

MineAfrica can assist you in promoting your country and attracting foreign mining investment.

We offer you the following cost-effective investment attraction programs:

- Presentation and Sponsorship at our acclaimed Investing in African Mining Seminars in Toronto, Canada during PDAC and London, UK during Mines and Money.
- A customized investment attraction/business development trip to the mining financial capital of the world – Toronto, Canada - including one-one-one meetings, a customized investment seminar and private dinner/cocktail reception.
- Targetted email campaigns to potential investors and focussed website advertising campaigns.
- Strategic consulting.

See page two for more details on each of these four programs.

MineAfrica Inc. is a business development and marketing company which, since 2002, has been providing the premier platform for African governments, mining companies and service providers to promote themselves to a senior level audience of mining and financial executives with an interest in Africa. Current venues include Toronto and London, UK. More information on past seminars including detailed audience composition, programs and photo galleries can be found here www.mineafrica.com.

Presentation and Sponsorship Opportunities at our Investing in African Mining Seminars in Toronto & London

Our Investing in African Mining Seminars feature presentations by African governments seeking foreign mining investment, corporate updates by mining companies on their African projects, and specialized presentations by service providers such as banks and law firms on doing business in Africa. We have two main seminars; our 5th Annual Investing in African Mining in London, UK on December 5, 2011, the day before Mines and Money with Premier Sponsor the TSX and our 9th Annual seminar in Toronto on March 8, 2011 during PDAC.

Our Toronto seminar takes place during PDAC - the largest mining investment show in the world - and is part of North America's largest African mining event that includes the Canada-Southern Africa Chamber of Business 12th Annual Mining Breakfast. The 2010 breakfast had a record 340 participants and the seminar featured 18 presentations.

MineAfrica can also offer your booth space in the sold out PDAC Trade Show in Toronto as part of a larger African pavilion. This pavilion approach creates excellent networking opportunities and is an all inclusive option – we provide the space, stand construction, furnishings, trade show registrations and a full conference delegate badge for technical presentations, etc. You simply show up.

Strategic Consulting

With over 60 years of experience in international investment and trade promotion and business development we can assist you in developing longer term strategies for the continued improvement and success of your mining industry.

Customized Investment Attraction / Business Development Trip to Toronto

We can organize for you a customized investment attraction / business development trip to the mining financial capital of the world – Toronto - which could include:

- customized seminar on doing business in your country and mining industry covering the following topics: Country, Mining and Geological Overview, Mining Legislation, Corporate Social Responsibility, Canadian Government support for Mining Projects, Financing Alternatives and Specific Investment Opportunities.
- pre-arranged private one-on-one meetings for you with senior mining executives and financiers interested in investing in your country.
- private dinner or reception with VIP investors and potential investors in your country.
- meetings with the Canadian Ministry of Natural Resources and the Ontario Ministry of Northern Development and Mines.

Direct Marketing Campaigns

Through its targeted email and website marketing campaigns MineAfrica is the leading platform for you to reach a senior level audience of mining and financial executives with an interest in Africa in a cost-effective manner.

We can send a dedicated email campaign promoting your country or mining conference you are organizing to our database of 7,500 senior level mining and financial executive, mining media and government contacts and give you exposure on our website which averages 3,000 unique visitors per month with 4,500 total visits per month.

For More Information

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