



Successful Mining Technologies From Canada To The World



CAMESE - The business association for Canadian mining suppliers

Canada offers nearly everything needed for successful mining

At home, Canada's first rate mining suppliers cater to one of the largest, most efficient, safest and environmentally sound national mining industries in the world. Global exports account for 30% to 50% of the value of Canadian produced mining goods and services.

Some facts about Canada's mining industry:

- Canada is in the world's top five producers of the following: potash, uranium, titanium, nickel, cobalt, zinc, asbestos, gypsum, platinum group metals, aluminum, cadmium, molybdenum, gold, salt and lead. Soon diamonds will join this group.
- Canada is regularly first or second in the world as a country destination for annual mineral exploration expenditures.
- In 2002, the mining and mineral processing industries contributed \$36.2 billion to the Canadian economy.
- From 1989 to 2001, both labour and total factor productivity in Canadian mining grew by an average of nearly 4 times Canada's total economy productivity.
- More than 1/2 of the world's public mining companies have a listing on a Canadian stock exchange and, in 2002, Canadian financial institutions raised almost 1/2 of the total global equity raised for exploration and mine development.
- With thousands of exploration and development projects in about 100 countries, Canadians are leaders in the rapidly globalizing mining business. In fact, Canadian direct mining investment abroad approached \$50 billion in 2002.

As a national entity, the Canadian mining industry and its supplier base are second to none in the world. The rise of this industry has been possible because Canada has been endowed, not only with great mineral wealth, but also with people competent and capable of conquering the challenges posed by our geological, geographical and climatic diversity.

Canada's international success in everything from mineral exploration to selling refined metals speaks volumes for the quality of its suppliers in every step of the mining process.



Photos by Graeme Oxby



www.camese.org



Uniting Canada's mining suppliers to send a message to the world

CAMESE's Mission:

CAMESE provides its member companies with a cost-effective international marketing approach that is complementary to the marketing and selling efforts which any single company can undertake. This is accomplished by uniting companies in the mining equipment and services sector to undertake common efforts that are supported by sectoral government funding.



CAMESE is a trade association made up of Canadian member companies offering products and services to the mining industry. It was established in 1981 for the purpose of assisting members in marketing their goods and services within Canada and around the world.

The association's more than 250 corporate members across the country supply the entire mining industry spectrum including mineral exploration, mine development, mining, mineral processing, environmental monitoring, smelting and refining.

CAMESE's staff is an excellent source of marketing and selling expertise. The leadership has spent years in small- and medium-sized companies marketing to the mining world. Two staff members have each visited more than 70 countries selling to the mining industry. English, French, Spanish and German are spoken. CAMESE's market research, print and web publishing and trade show organizing capabilities receive kudos from members, government and foreign organizations.

Partnerships

Believing that the Canadian mining industry is a continuum, CAMESE has strong partnerships with the Canadian Institute of Mining, Metallurgy and Petroleum (CIM), the Canadian Diamond Drilling Association (CDDA), the Mining Association of Canada (MAC), the Prospectors and Developers Association of Canada (PDAC).

CAMESE is a partner of Team Canada Inc. and works closely with Natural Resources Canada; the Department of International Trade Canada; ministries of the Ontario, Quebec and other provincial governments that foster international trade; and local and regional economic development agencies.



As an export trade association focusing on an industrial sub-sector, with national representation and a marketing mandate, CAMESE is unique among Canadian business associations.



Marketing. Information & Advice. Advocacy.

www.camese.org

Marketing to mining in Canada and abroad

CAMESE is a cost-effective source of export marketing support for members.

Here are some of the marketing services offered by CAMESE to members. Costs are sometimes a small fraction of alternate means of exposure to mining markets:

Trade Shows

Since 1995 CAMESE has organized Canada Pavilions at an average of 10 international mining exhibitions each year. For Canadian suppliers there is no better way to exhibit at these events. Joint action facilitates the experience, keeps costs down, improves traffic flow, enhances publicity and adds amenities that would not be available to individual companies.

Members participate in the CAMESE booth at these events through distribution of our publications, and by showing posters which generate literature distribution, sales contacts and attract local business partners

Internet

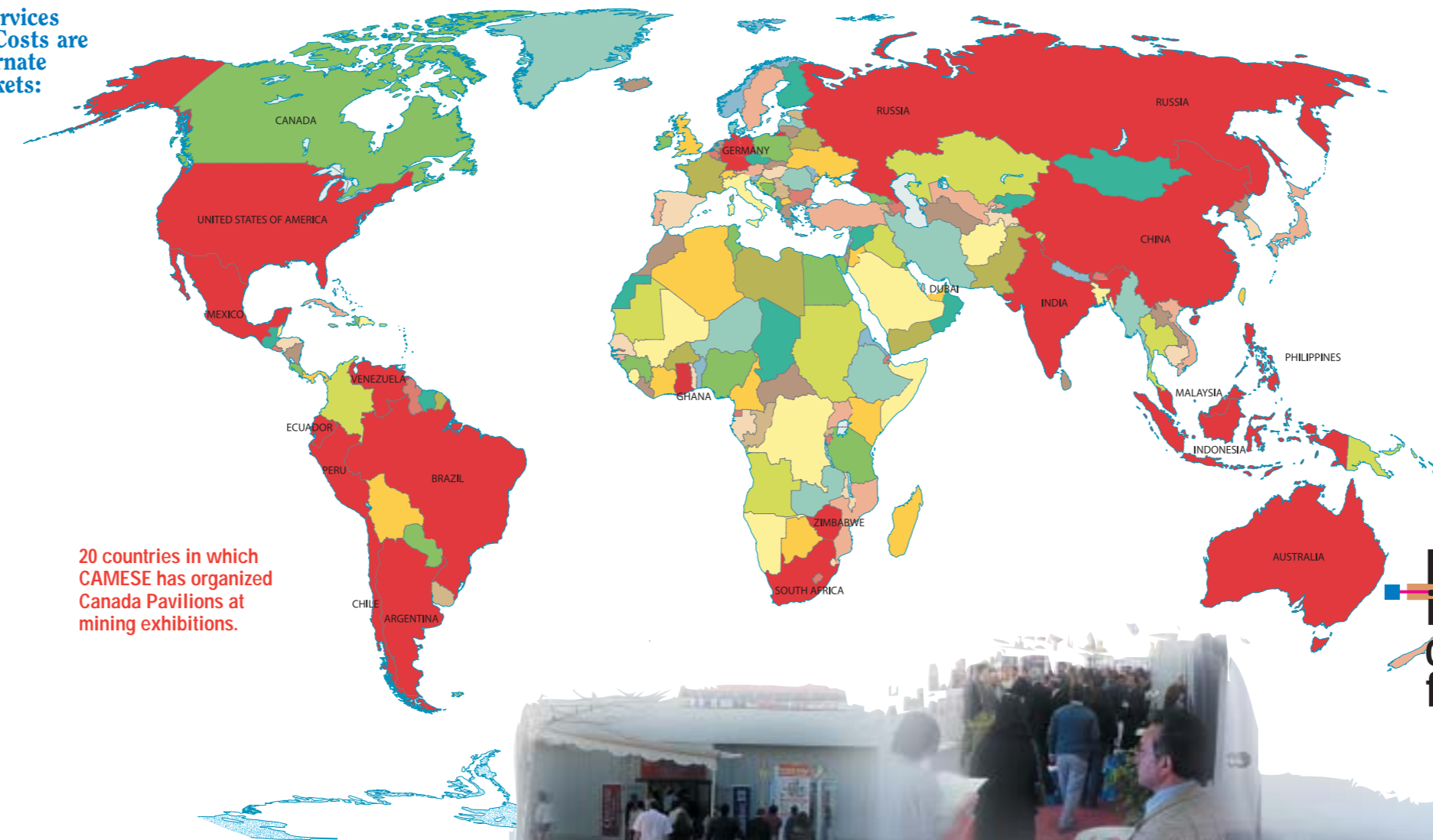
Internet exposure on the comprehensive www.camese.org web site. In 2003 this site provided over 185,000 user sessions during which over 31,000 visitors clicked to send e-mail to member companies or visit their web sites. Use of the site continues top grow and further features are planned. For more information, see pages 6 and 7 of this brochure.

Publications

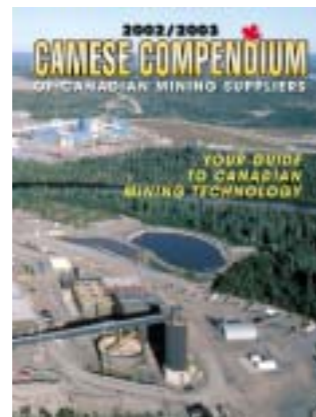
Like the web site, the annual Compendium of Canadian Mining Suppliers demonstrates the power of joint action. Printed in 20,000 copies it is distributed in Canada and world-wide. Every two years the Compendio de CAMESE de Abastecedores Canadienses para la Minería, is printed in 20,000 copies and distributed throughout Latin America providing a voice in Spanish for Canadian mining suppliers. In 2003, an additional 20,000 pdf copies were downloaded from the CAMESE web site.

Networking

CAMESE is a network in which firms with common interests in marketing to the mining sector meet, dialogue and cooperate to benefit their individual goals.



20 countries in which CAMESE has organized Canada Pavilions at mining exhibitions.



Informing mining suppliers about business and marketing opportunities

Information

CAMESE members receive prompt, organized, key information about export sales opportunities, market conditions, trade shows, trade missions and other events in the mining sector through weekly fax and e-mail broadcasts. These articles are backed up by more detailed information available via Internet.

Advice

Members receive assistance in focusing on their specific interests through CAMESE provided research on mining markets world wide.

CAMESE helps member firms to effectively use trade shows, missions, publications, advertising, brochures, public relations, direct mail, Internet and other marketing tools for successful selling to the international mining sector.

Promoting a stronger, internationally competitive environment for mining in Canada

Advocacy

CAMESE is the voice of the supply side of the Canadian mining industry. We enhance the domestic business climate for the mining supply sector by advocating to the mining industry, the Canadian public and governments.

CAMESE complements the excellent lobbying efforts of the Mining Association of Canada and the Prospectors and Developers Association of Canada by lending the force of mining suppliers to their initiatives.



CAMESE Web Site Home Page Tour

Searching for Products and Services

Menu Bar For Quick Access

This menu bar, available everywhere in the English portion of the web site, allows for quick access to other parts of the web site.

Welcome

These explanations will help you to understand how the CAMESE web site can best serve you.

User Login

When fully implemented, registered web site users and CAMESE members will soon be able to login to the web site to experience their own personalized view of the information on the web site and express interest in CAMESE activities.

Free E-Mail News Service

Interest-specific newsletters are planned for registered users of the web site.

Free Magazine

Whether you need to see it for the first time or need another copy for a friend, you can order the 160-page currently available CAMESE Compendium of Canadian Mining Suppliers or CAMESE Compendio, when available, via this link.

Browse Member Information

Search

You can do keyword searches of the entire web site, selected sections and member web sites.

CAMESE News

CAMESE-specific news items are presented.

Member News

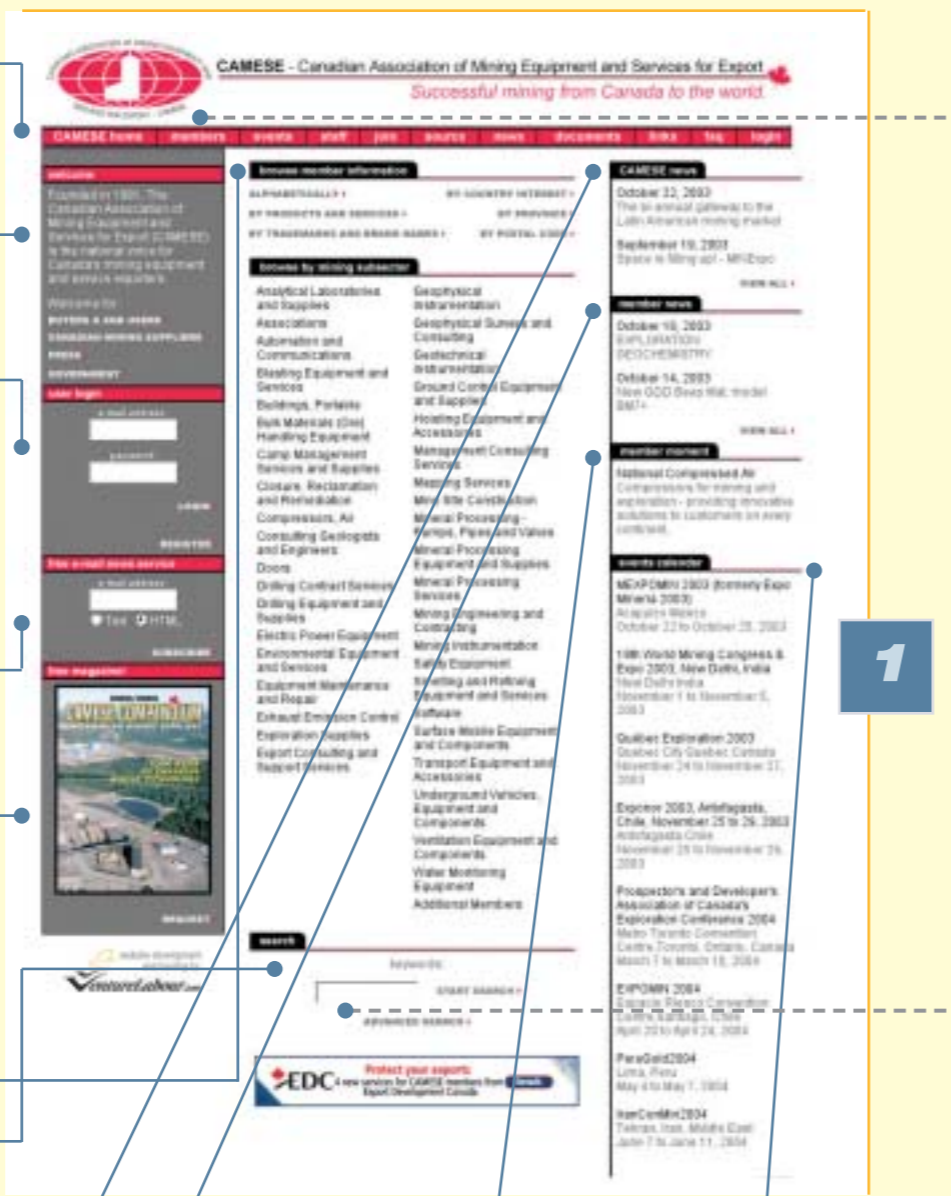
Member-specific news items are presented.

Member Moment

You can get the most up-to-date information about a randomly chosen CAMESE member.

Events Calendar

Here are listings of upcoming exhibitions and events in which CAMESE, its members and other Canadian companies will participate.



If you need to find a source for almost any product or service used in mining, we suggest the following steps:

- 1 From the home page, review the headings for the CAMESE subsectors to see which subsector applies to your sourcing requirement. With luck, your search may end there.
- 2 Click on 'Members' on the red menu bar to allow you to 'browse' or 'search' other sorting criteria that might lead you to your answer.

Products and Services, Trademarks and Brand Names might hold exactly what you are looking for. From this screen, it is also possible to search the text in the Products & Services listing, the Member Profiles themselves or the Trademarks.

- 3 At the bottom of the home page, you will find a section headed 'Search.' There, you can type a keyword and do a simple search, or click on 'Advanced Search' to set more complex parameters.

The CAMESE staff stands ready to assist you with your sourcing problems. Complete contact details appear at the foot of every web page. They include the current date and time at the CAMESE office, so you will know whether you can call and talk to someone right now.



An association for companies interested in marketing and selling to the mining industry in Canada and abroad.

Big benefits of collective action

CAMESE provides its members with cost-effective international marketing support that is complementary to their own marketing and selling efforts.

We have a lot to offer. There is no other global industrial sector in which Canadians are more dominant as investors and suppliers than mining. National joint action is the way for us to build our image and improve our businesses.

CAMESE is also the only organization collectively representing suppliers in advocating for a strengthened mining industry in Canada.

Who should join?

Over 250 firms from across Canada are CAMESE members.

They are suppliers to the whole spectrum of mining: exploration, mine development, extraction, mineral processing, environmental monitoring and remediation, smelting and refining.

Mirroring the Canadian mining supply sector, about 90% of the CAMESE membership comprises small- and medium- sized enterprises, but large companies active world wide also benefit.

Action to take

If you are marketing and selling to mining, you owe it to yourself to fully investigate the benefits of CAMESE membership.

The benefits will only start once you are a member, so don't delay. Contact CAMESE at:

Suite 101, 345 Renfrew Drive,
Markham, Ontario, Canada,
L3R 9S9

Telephone: 905-513-0046

Fax: 905-513-1834

E-mail: minesupply@camese.org

Web site: www.camese.org



Together we are building the 'Canada' brand of mining supply.

