



Event Prospectus

The China Investment Summit For Australian Energy And Resources

17-19 April 2009

China World Hotel, Beijing, PRC



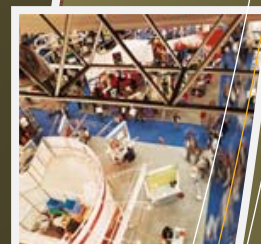
A Competitive Bid Environment For Your Business In China

Connecting China's Demand With Your Current And
Future Supply

A full service Summit where China's many public and private investment capital decision makers and deal makers will compete, tender and bid to secure Australian energy and resources directly from your company

Brought to you by AXCEN – Australia-China Business Development

Brisbane - Sydney - Melbourne - Perth - Beijing - Shanghai
Jiangsu - Zhejiang - Guangdong - Fujian - Henan - Shangdong
Shaanxi - Yunan - Sichuan - Qinghai - Xinjiang - Tibet



The China Investment Summit For Australian Resources and Energy

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Summit Partners & Keynote Presenters



Shaoshi Xu
Minister of Land and Resources,
People's Republic of China



Professor Clive Palmer
Chairman and Founder, Resource
Development International Ltd



The Mining Equipment & Services Council (MESCA) was formed in Queensland in 1995, a joint incentive of the Australian Industry Group (Ai Group) and the Queensland Government. Both of these entities being keen to promote dialogue between suppliers to the mining industry and mining companies as well as promote Australian contents into the sector.

www.mesca.com.au



National Development and Reform Commission (NDRC) People's Republic of China

The NDRC is the premier Chinese Government Authority which approves Chinese companies investing in overseas investment projects. The NDRC formulates and implements strategies of national economic and social development, annual plans and medium and long-term development plans which are submitted to the National People's Congress on behalf of the State Council. <http://en.ndrc.gov.cn>



State-owned Assets Supervision And Administration Commission of the State Council (SASAC), People's Republic of China

The SASAC is a special commission of the People's Republic of China, directly under the State Council. It is responsible for managing China's state owned enterprises, including appointing top executives and approving any mergers or sales of stock or assets, as well as drafting laws related to state-owned enterprises. All the largest mining corporations in China are State owned and are under the direct leadership of SASAC. <http://www.sasac.gov.cn/n2963340/2964236.html>

Media Partners



Boardroom Radio is an online information hub for investors and the financial community seeking financial markets related audio and video broadcasts. Having conducted more than 8,000 webcasts over the past 3 years. Boardroom Radio has extensive experience in this field and attracts more than 35,000 listeners per day to the website.

www.brr.com.au



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Australian Resources & Investment is Australia's premier mining journal dedicated to showcasing Australian miners to the investment world. Featuring presentations from Mining Club meetings, extended commentary from small and mid-tier miners and perspectives from leading professionals in the field, it is a key source of information on Australia's resources sector.

Free online subscription – visit: www.australianresourcesandinvestment.com.au

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Program Agenda

	Day 1	Day 2	Day 3
AM	Keynote Address Shaoshi Xu Minister of Land and Resources, People's Republic of China	Keynote Address Professor Clive Palmer Chairman and Founder, Resource Development International Ltd	Private meetings between Australian Companies and Chinese Investors
	Chinese Attending Investor Introductions	Australian Company Presentations	
PM	Keynote Address Australian Company Presentations	Keynote Address Australian Company Presentations	Private meetings between Australian Companies and Chinese Investors
Evening	Exhibition Cocktail Party & Fashion Show	Private Dinner Arrangements	Private Dinner Arrangements
Exhibition Days 1-3	The China Investment Summit for Australian Resources and Energy Exhibition		

The Exhibition

This Summit includes an industry exhibition which provides the main focal point for activity outside the main auditorium. All Australian participants will be given the opportunity to Exhibit as part of our service to ensure your greatest success.

Refreshment breaks and other activities will take place in the Exhibition area so you can showcase your business to a broad range of investors from many different backgrounds and industry sectors.



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What is the China Investment Summit for Australian Resources and Energy?

- **Real business outcomes and investment**
- **A competitive bid environment for your business in China**
- **Connecting China's demand with your current and future supply**

This end to end Summit has been designed so that China's many critical resource and energy demand stakeholders can connect directly with Australian companies to compete for your business. It is an outcome driven marketplace to exchange current and future demand and supply on an open and fair market platform.



Regardless of any current market conditions China still has a strong strategic demand for energy and resources, and energy and resource security, both now and in the future.

As a participant at this event you will connect directly with the competing demands from China wanting to secure current and future supply of energy and resources from Australia. Chinese public and private enterprises will tender, bid and compete for your business in a structured environment that crosses language and geographical barriers. It is an open market for your business where you can assess and choose your partners in China as well as build new commercial relationships for the future.

To ensure that all Australian energy and resource participants are given maximum exposure in China, your business and its investment and trade opportunities will be publicised across China to over 1 million Chinese decision makers. This will provide you will unprecedented market penetration through our network of offices and market contacts in China.

A tender process will then commence before the event for your business in China. This will ensure that demand and investment is directed to your business in a competitive process on the China side. You will be positioned at the Summit to present your trade and investment opportunity to the wider audience, conduct serious business discussions scheduled prior to the event and reap the benefit of additional business matching meetings that arise during the event.

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You will meet and do business with Chinese enterprises with strategic demand:

- Who already mine and supply energy and resources within China but whose reserves are depleting. It is imperative for them to put in place contingency plans to own and hold overseas resources for their continuing future business
- Whose core business relies on secure resource supply, such as steel manufacturing and power generation, and want to integrate their business upstream for greater efficiency and supply security
- Those Chinese companies which depend on a stable and consistent energy and resource supply to their supplier and want to integrate and invest in energy and resources to sustain their core business and competitiveness over the long term, independent of the current market
- Energy and resource trading companies whose core business is to trade energy and resources but want an investment stake in producers to reduce their risk and sustain their business

AXCEN's extensive operations in China and long history in Australia–China business development has delivered this marketplace for you at this Summit. This is your opportunity to do business, make deals, showcase your business and attract the best opportunities for your company in China.



Whether you are an SME with good growth prospects or a larger company, this is a not to be missed opportunity to connect directly with Chinese investment capital and demand, both short and long term.

The Chinese trade and investment decision maker attendees include:

- Energy mining and mining supply companies
- Resource mining and mining supply companies
- Energy and resource consumer companies
- Energy and resource trading companies
- Government Ministries of Land and Resources
- Metallurgical and steel manufacturers
- Resource and energy related companies both public and private
- Power generation and distribution companies
- State owned large and medium companies
- Representatives of China's top 500 companies
- Financial securities investment and exchange companies both public and private
- Chinese insurance and retirement investment funds
- Large import and export companies
- CEOs of property development companies both public and private
- Premiers and Mayors from regional China

In addition, China mining suppliers and services providers will attend. This will facilitate Australian participants to choose future cost effective and quality mining equipment and parts suppliers from China as well as other services providers.

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Which Australian companies should attend, exhibit, present and sponsor?

- All Australian energy and resource companies seeking investors and deals whether in production, exploration, listed or not listed
- Institutions, funds, financial advisers or private entities seeking investment capital
- Banks, stockbrokers and investment specialists seeking new opportunities
- Government and semi-government authorities looking to present their territories and attract exploration or infrastructure investment
- Professional service providers to the industry seeking to advise energy and resource companies on exploration development, production, feasibility studies, capital raisings and legal agreements

This Summit will also assist Australian mining and mining supply companies to understand holistically the integrated nature and many players in the China market for your business.

You will benefit from the long term strategic knowledge you will gain for demand for your business in China long after the Summit has finished. This event will take place annually so that you can continue to expand your business with China and attract further trade and investment partners.



Important aspects of this Summit you need to know – before, during and after end-to-end business matching and AXCEN China Consulting

This Summit is not a conference although you will benefit greatly from the information and insight of our Chinese and Australian Keynote Presenters. It is an outcome driven trade and investment platform for Australia and China whose primary focus is producing tangible business outcomes.

This Summit adopts a pre-tendering process for Chinese investment and trade for Australian energy and resource companies that culminates at the Summit where serious business match making meetings and discussions take place. You will also benefit greatly from our pre and post event China Consulting services.

To achieve this for you AXCEN:

- Presents the Australian companies prior to the event to the Chinese participants in a framework where language, culture and industry practices between the two countries are no longer a barrier to business
- Works with your company to present your opportunity in accordance with the selection criteria and priorities of the Chinese investors in a way that is easy for them to understand and differentiate
- Provides each Australian participant with maximum exposure in China to ensure fair and full opportunities to attract competing Chinese investment and deals for your business

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Actively creates competition among the Chinese investors for each Australian participating company prior to and during the event

- The long term scarcity of world resources is fully appreciated in China with the result that not yet mature Australian projects are also able to share the pool of investment and trade opportunities. We actively work to promote your business whether in production or not, have good prospects and are either listed or non listed
- Your projects and investment opportunities are distributed to screened and qualified Chinese investors prior to the Summit in consultation with you.
- This allows the potential Chinese investors time prior to the Summit to seriously study your materials in Chinese and prepare so for the serious in-depth business negotiations that will take place at the event
- Prior to the event we will provide you with translated proposals and tenders in English from the Chinese side that you can study to also be prepared for your business match making meetings at the Summit
- In addition you will be given the opportunity to present your investment and trade opportunities to the wider audience of Chinese attendees at the Summit thus generating further business match making and business meetings which will be scheduled by us in coordination with both sides during the three day event
- After the Summit we will organise Chinese investors to visit mutually interested Australian companies in Australia, facilitate independent due diligence and conclude the investment process
- Each Australian participant will be provided with exhibition space to provide maximum exposure and leads to all attendees
- Some exhibition booths will be available for non-sponsors but these are limited and we will discuss this with you. Exhibition only participants will not have the opportunity to address the Chinese investors in the main auditorium but we will assist you with business match making and highlighting your business at the Exhibition.

About AXCEN - How we can deliver specialised consulting as part of your participation at the event.

AXCEN provides a full range of sophisticated consulting services for Australian companies:

- Business strategy and solution consultancy for Australian companies to identify business synergy, strategy and practices with China market and China stakeholders
- Capital attraction and sourcing from China
- Business negotiation, market research, feasibility studies, human resource and legal dispute mediation consultancy services as well as company, trademark and patent registration
- Chinese brand name and image design, high level interactions between Australian and Chinese stakeholders, expert business translation and interpreting English < > Mandarin

AXCEN also offers unique business consultancy services for incoming Chinese investors and companies wishing to set up businesses and partnerships in Australia, including assisting Chinese investors to conduct due diligence studies of Australian companies and investment opportunities.

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Barbara Grieve, AXCEN CEO

The business was established by Barbara Grieve in 1998, trading initially as the Australia-China Developments Centre ("ACDC"). Following registration of its trademark, it has traded as "AXCEN" since 2006.



Barbara Grieve, Chief Executive Officer, was born in China. She migrated to Australia in 1995 after completing her bachelor degree at Wuhan University, and since graduated with an MBA from Queensland University of Technology.

AXCEN industry perspective from China

Extract from interview of Mr Chao Chen, Director General, Foreign Affairs Department of Shenhua Coal by Barbara Grieve, CEO of AXCEN

AXCEN: What would be Shenhua's view for its long term strategic development with resources in Australia?

Mr Chen: We perceive Australia as one of the significant strategic resource development countries for our Corporation. We welcome resource project partnership proposals from Australia.

Extract of interview of Mr Hong Xie, Assistant President, Aluminum Corporation of China Ltd. (Chalco) by Barbara Grieve, CEO of AXCEN

AXCEN: What would be your view of the non ferrous metal price trend in China?

Mr Xie: The price would be associated with the production cost as well as the demand in the market in the long run. It is only temporary that the prices of non-ferrous metals are lower than its production cost in China at the moment. We are very optimistic of its long term price.

AXCEN: What would be your view of Chalco's strategic development vision for Australia?

Mr Xie: Australia is one of the most developed leading resource countries in the world. We certainly consider Australia as one of the most important countries for our corporation's resource development strategic alliances in the world.

AXCEN: What would be your view of China's long term resource demand?

Mr Xie: China will have long term demand for resources. Periodic (downwards) fluctuations are understandable and normal.

AXCEN: What would be your corporation view of AXCEN's 'The China Investment Summit for Australian Resources and Energy' Summit'?

Mr Xie: We look forward to receiving the resource information of the Australian non ferrous metal resource companies who will attend your (AXCEN) Summit. We would like to assess their resource situation prior to the conference to identify our position in relation to their projects.

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Sponsorship Investment Opportunities Tailored to your Business Goals and Level of Commitment

Please note that all Sponsorships include:

- An Investment Presentation
- Exhibition Space
- Branding Placement
- Pre-Summit AXCEN Consulting For Your Chinese Investment Market Success
- Business Matching and Private Business Meetings

Sponsorship of this unique Summit will give your company an unparalleled opportunity to promote your business in the heart of China's capital, Beijing and come away with tangible business opportunities. It will enhance your brand, build your business and maintain a high profile both before, during and after the Summit.

We look forward to working with you personally to ensure you receive the greatest benefit from you Sponsorship Investment. Places for this event are in high demand so early confirmation of your participation at the Summit will ensure your participation and the benefits of the China Consulting Services all Sponsors will receive. Please note that all Sponsorship investment prices are exclusive of GST and GST must be added. All Sponsorship Investment prices are in Australian dollars.

Gold Sponsorship Investment – One Only

The Gold Sponsor will receive strong branding as the only Gold Sponsor at the Summit. You will reap the rewards from a wide cross section of Chinese and Australian market players and market makers. As the Gold Sponsor your organisation will feature prominently in all aspects of the Summit including all the pre-Summit marketing in China and Australia

You will reap the rewards of positioning your corporate logo on all Summit material, major signage, the Summit delegate program and papers presented.

Gold Sponsor Investment Benefits:

- A one hour Presentation on your company to the Chinese investor attendees
- Five complimentary full registrations
- The opportunity to make a company Keynote Presentation
- Prime location exhibition space negotiable to suit your requirements
- Your logo incorporated into all Summit marketing materials
- Principal signage in the main auditorium
- A full page advertisement within the conference guide
- A brief description of your company in the Key Sponsors section of the conference guide
- 1 Insert into conference delegate bag
- Your logo on introductory slides as part of the Conference design template – these will be used throughout the three day event
- Your logo and company notes on the Summit website including a link to your website

Sponsorship Investment: \$50,000 plus GST

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Silver Sponsorship Investment – Five Only

Silver Sponsor Benefits:

- A 40 minute Presentation on your company to the Chinese investor attendees
- Four complimentary full registrations
- An exhibition stand (6m x 2m)
- Signage within the auditorium and the opportunity to brand the room during the sponsored session
- A half page advertisement within the Summit program
- A brief description of your company in the Key Sponsors section of the Summit Program
- An insert into the Summit delegate bag
- Your logo and company notes on the Summit website including a link to your website
- Your logo on all advertising and promotional materials leading up to and at the Summit

Sponsorship Investment: \$30,000 plus GST

Bronze Sponsorship Investment

Bronze Sponsor Benefits:

- A 20 minute Presentation on your company to the Chinese investor attendees
- Two complimentary full registrations
- An exhibition stand (3m x 2m)
- A quarter page advertisement within the Summit program
- A brief description of your company in the Summit Program
- An insert into the Summit delegate bag
- Your logo and company notes on the Summit website including a link to your website
- Your logo on all advertising and promotional materials leading up to and at the Summit

Sponsorship Investment: \$15,000 plus GST

Non Sponsor Exhibition Booth Investment

Non Sponsor Exhibition Booth Benefits:

- Two complimentary full registrations to the event
- An exhibition stand (3m x 2m)
- A brief description of your company in the Summit Program
- Your logo and company notes on the Summit website including a link to your website
- Your logo on all advertising and promotional materials leading up to and at the Summit

Sponsorship Investment: \$5,000 plus GST

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Networking Cocktail Reception Sponsorship Investment

The Summit has been designed to mix business with pleasure and a Networking Cocktail Reception to be held at the end of Day One in the exhibition area along with entertainment highlighting the latest fashion from some of China's top designers and models. This is an excellent Sponsorship opportunity and a highlight of the event for attendees to meet informally and forge further business relationships.

Networking Cocktail Reception Sponsorship Benefits:

- Two complimentary full registrations
- Welcome address to delegates at the Networking Reception and branding within the reception area
- Your company logo on Sponsor boards at the event
- A half page advertisement within the Summit program
- A brief description of your company in the Summit agenda
- An insert into the delegate bag
- Your logo and company notes on the Summit website including a link to your website
- Your logo as the Cocktail Reception Sponsor in all advertising and Summit materials

Sponsorship Investment: \$10,000 plus GST

Lunch Sponsorship Investment

The Summit lunches will take place in the Exhibition area.

Lunch Sponsorship Benefits:

- Two complimentary full registrations
- You will be able to brand buffet lunch areas and/or give company information to attendees
- A brief description of your company in the Sponsor section of the delegate program
- Acknowledgement of the Sponsored lunch at the close of the session before lunch
- An insert into the delegate bag
- Your logo and company notes on the Summit website including a link to your website
- Your logo on all the advertising leading up to and at the Summit

Sponsorship Investment: \$5,000 plus GST

Name Badge Sponsorship Investment

Sponsored name badges will be worn by all Summit participants, Sponsors and Exhibitors. Delegates will need to wear these for the duration of the event in order to gain access to sessions, social functions and the exhibition.

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Name Badge Sponsor Benefits:

- One complimentary full registration
- All delegate badges will have your company logo printed on the delegate badges
- A brief description of your company on the Summit program
- An insert into the delegate bag
- Your logo and company notes on the Summit website including a link to your website
- Your logo on all the advertising leading up to and at the Summit

Sponsorship Investment: \$5,000 plus GST

Refreshment Break Sponsorship Investment

The Summit morning and afternoon refreshment breaks will take place in the Exhibition area.

Refreshment Break Sponsorship Benefits:

- One complimentary full registration
- You will be able to brand the refreshment area and/or give company information to attendees
- A brief description of your company in the Sponsor section of the delegate program
- Acknowledgement of the sponsored refreshment break at the close of the session before the break
- An insert into the delegate bag
- Your logo and company notes on the Summit website including a link to your website
- Your logo on all the advertising leading up to and at the Summit

Sponsorship Investment: \$5,000 plus GST

Delegate Bag Sponsorship Investment

Every registered delegate will be provided with an official Summit Delegate Bag upon registration. This will contain the Summit Program and other Summit information.

Delegate Bag Sponsor Benefits:

- Two complimentary full registrations
- A brief description of your company on the Summit program
- Your logo on delegate bags
- An insert into the delegate bag
- Your logo and company notes on the Summit website including a link to your website
- Your logo on all the advertising leading up to the Summit

Sponsorship Investment: \$8,000 plus GST

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Delegate Bag Insert Sponsorship Investment

You will have the opportunity to insert one item of promotional material into the delegate bag which all attendees will receive. Please note that insert material must not exceed A4 size.

Additional Benefits:

- One complimentary full registration
- A brief description of your company in the Sponsor section of the delegate program
- Your logo and company notes on the Summit website including a link to your website
- Your logo on all advertising leading up to and at the Summit

Sponsorship Investment: \$800 plus GST

Securing Your Participation and Conditions of Payment

Sponsorship

Registration Deadline: 20 February 2009.

For payments over \$10,000 we have an installment plan available. Final payment is due on February 20 2009. Please telephone or email to discuss this.

Method of Payment

All payments are to be payable to AXCEN

- Company cheque - Australian companies only.
- Direct bank transfer – please contact our office to discuss this and please send an email notification of the transfer to sydney@axcen.com.au

Bank Details

Account Name: AXCEN
BSB Code: 034000
Account Number: 237 214

Contact AXCEN

AXCEN
ACN 082 704 890

www.axcen.com.au
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The China Investment Summit for Australian Resources and Energy Participation Booking Form

Investment	Cost (ex GST)	Total
Gold Sponsorship Investment – One Only	\$50,000	
Silver Sponsorship Investment – Five Only	\$30,000	
Bronze Sponsorship Investment	\$15,000	
Non Sponsor Exhibition Booth Investment	\$5,000	
Networking Cocktail Reception Sponsorship Investment	\$10,000	
Lunch Sponsorship Investment	\$5,000	
Name Badge Sponsorship Investment	\$5,000	
Refreshment Break Sponsorship Investment	\$5,000	
Delegate Bag Sponsorship Investment	\$8,000	
Delegate Bag Insert Sponsorship Investment	\$800	
Add GST (10%)	GST	
Company Details	Total	

Organisation Name*			
Address		Suburb / City	
Postcode		State:	
Country			
Company ASX Code (if applicable)			
ABN (if applicable)			
Contact Details 1 (Required)		Contact Details 2 (Optional)	
Title		Title	
Given Name		Given Name	
Surname		Surname	
Position		Position	
Phone		Phone	
Fax:		Fax:	
Mobile		Mobile	
Email		Email	

Signature of authorised person, on behalf of participating company

Name		Date	
Signature		Purchase Order No (Required)	

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Terms and Conditions

Payment is required before the event date. Data Protection: AXCEN or its agents) may contact you by mail, phone or email about products and services offered by AXCEN which AXCEN believes may be of interest to you.

AXCEN reserves the right to change dates, venues, topics and speakers due to factors outside our control.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this event in your place – for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your Sponsorship Investment less a service charge of 10%.

Condition: You must inform us in writing 30 days or more before the start date of this event. No refunds are possible for cancellations received less than 30 days before this event. Instead you will be issued with a 50% Discount Voucher, which entitles you (or a nominated colleague) to attend a public event arranged by AXCEN within the next 12 months.