

EXTEMIN 2011.

International Event

Trade.
Invest.
Prosper.
austrade.gov.au

Join the Australian National Pavilion and explore opportunities in Peru and the wider Latin America region

About this conference

EXTEMIN is the most important mining conference in Peru and rapidly growing in prominence globally due to tremendous growth and importance of the Peruvian mining sector. Peru is ranked number one in Latin America in all metals except for copper and is ranked third globally for mining exploration investment after Canada and Australia.

EXTEMIN has been a vital contributor to the successful market entry and expansion strategies of many Australian companies into this region. Australia is recognised as a quality supplier to this mining industry and participation in the **Australian National Pavilion** at EXTEMIN is an ideal way to develop your opportunities in Peru and wider Latin America.

For the first time, the **Australian National Pavilion** will be divided into three main sections (safety, environment and productivity). Companies will be able to elect a section of the Australian pavilion that most reflects the benefit to the customer. These sections will help Austrade market Australia's expertise and capability in these critical areas of a mine operation and ultimately market your company's solution more effectively.

Why you should participate?

- Develop a first-hand understanding of the Peruvian market.
- Meet and network with mining industry professionals and decision makers from Peru and other countries in Latin America
- Stand out as an exhibitor at the highly recognisable and well positioned **Australian National Pavilion**
- Take advantage of Austrade's on the ground assistance, business matching and facilitation of networking events for Australian participants
- Leverage on Australia's strong and positive perception in the mining industry.

Market insights

Peru is rich in mineral resources and the development and processing of these resources is a vital economic activity contributing to 62% of Peru's exports and fuelling the consistent 8% GDP growth. Peru is a major player in the international metals marketplace and has consolidated this global leadership thanks to its polymetallic mining industry.

Important information

Date 12 -16 September 2011

Location Arequipa, Peru

Application Deadline 11 February 2011

Who should attend?

Australian suppliers of equipment, technology and services to the mining industry.

New for 2011

Austrade will host an informal networking event similar to Fosters at 5.

Austrade will have a business lounge for use by participants.

The pavilion will be using the new **Australia Unlimited** branding.

The pavilion will be sectioned into safety, productivity and environment to better promote Australian capability.

Other upcoming regional mining shows

Exposibram 2011
Belo Horizonte, Brazil
26-29 September

Expomineria 2011
Acapulco, Guerrero Mexico
26-29 October



Australian Government
Austrade

Apply now at austrade.gov.au/extemin2011

Peru ranking by production

Ranking	World	Latin America
Gold	6 th	1 st
Silver	1 st	1 st
Copper	2 nd	2 nd
Lead	4 th	1 st
Tin	3 rd	1 st
Zinc	2 nd	1 st

Investment in Mining exploration

Only 10% of the territory with mining potential has been explored. According Metal Economic Group, in 2009 US\$ 512 million was invested in exploration. Peru ranked 1st place in Latin America and 3rd in the World in Exploration Investment in 2009, following Canada (US\$1.172 million) and Australia (US\$ 951.6 million). Lima Stock Exchange has created a Venture Capital segment ('Projects Exchange'), specialized in mining exploration.

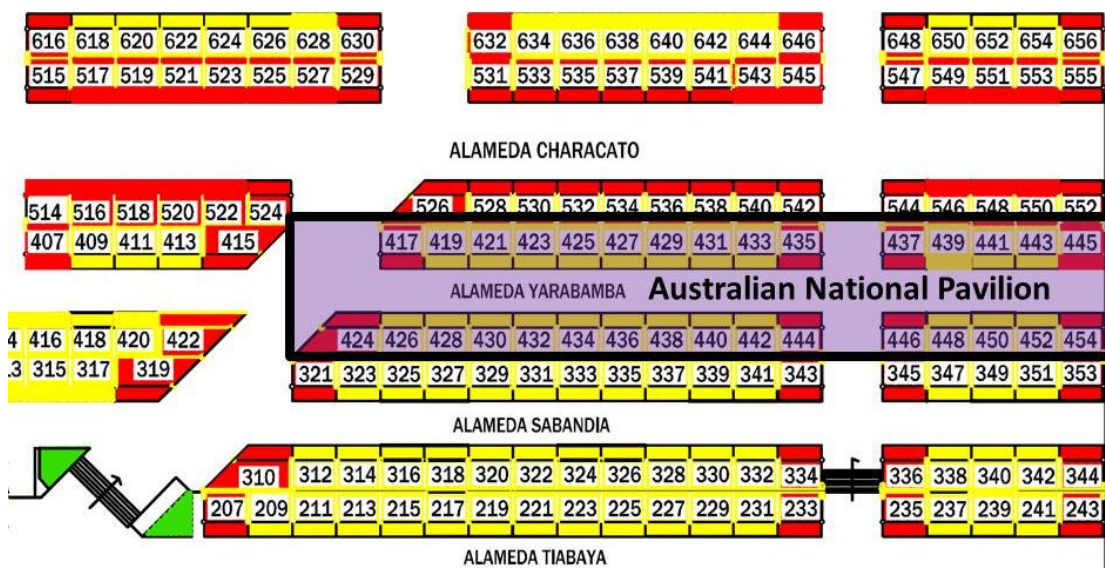
Mining Investment

In the last 15 years, the Peruvian economy has continued to grow regardless of the worldwide economic cycles and mining investment in particular has been a major driving force. Peru ranks highest in Latin America in terms of its climate for investment in mining. The estimated portfolio of mining investment is composed of 40 major projects, including both exploration and expansion projects, which together amount to US\$41 billion for the period 2010-2016. The high level of investment announced for the Peruvian mining industry offers enormous business potential for both Australian resource investors and exporters of mining equipment services and technology across all facets of the industry. Particular attention is being placed on the environmental, community relations and safety aspects of the industry.

Australian National Pavilion

The **Australian National Pavilion** in EXTEMIN will have 31 booths of which 23 will be interior booths, 7 corners and 1 distinctive corner (stand 424).

Austrade will be using booths 417, 419 and 421 for the Australian Business Lounge.



Your participation options

You can choose the level of participation that suits your marketing needs and budget.

Options	Total cost	Direct costs	Austrade service fee
Option 1 Interior Booth 8.35sqm (15 available)	A\$9,520	Direct costs of A\$8,380 contributes towards: <ul style="list-style-type: none"> Australia Pavilion rental space Pavilion construction and design using Australia Unlimited branding Austrade's business lounge Design, printing and distribution of Australian Exhibitors Guide (including company profile) Australian Networking function On-site informal networking event (e.g. <i>Fosters @ 4</i>) Printed copy of Peru Mining Report developed by Austrade Translators located within the pavilion PR Agency on behalf of the Australian presence. 	Austrade service fee A\$1,140 (6hrs at A\$190 per hour) includes: <ul style="list-style-type: none"> Preparation and logistics coordination with conference organisers Management of various contractors and suppliers Organisation and hosting of networking events including invitations Development of the Australian Exhibitors Guide Development of Peru Mining Report Business development and logistical Assistance within the pavilion during the conference and networking events. Briefing by representatives of Austrade's Latin American mining team.
Option 2 Corner Booth 8.35sqm (6 available)	A\$12,000	Direct costs of A\$10,860 contributes towards: <ul style="list-style-type: none"> Australia Pavilion rental space Pavilion construction and design using Australia Unlimited branding. Austrade's business lounge Design, printing and distribution of Australian Exhibitors Guide (including company profile) Australian Networking function On-site informal networking event (e.g. <i>Fosters @ 4</i>) Printed copy of Peru Mining Report developed by Austrade Translators located within the pavilion PR Agency on behalf of the Australian presence. 	Austrade service fee A\$1,140 (6hrs at A\$190 per hour) includes: <ul style="list-style-type: none"> Preparation and logistics coordination with conference organisers Management of various contractors and suppliers Organisation and hosting of networking events including invitations Development of the Australian Exhibitors Guide Development of Peru Mining Report Business development and logistical Assistance within the pavilion during the conference and networking events Briefing by representatives of Austrade's Latin American mining team.
Option 3 Corner Large 12.52sqm (1 available)	A\$16,135	Direct costs of A\$14,995 contributes towards: <ul style="list-style-type: none"> Australia Pavilion rental space Pavilion construction and design using Australia Unlimited branding. Austrade's business lounge 	Austrade service fee A\$1,140 (6hrs at A\$190 per hour) includes: <ul style="list-style-type: none"> Preparation and logistics coordination with conference organisers Management of various contractors and suppliers Organisation and hosting of networking



		<ul style="list-style-type: none"> Design, printing and distribution of Australian Exhibitors Guide (including company profile) Australian Networking function On-site informal networking event (e.g. <i>Fosters @ 4</i>) Printed copy of Peru Mining Report developed by Austrade Translators located within the pavilion PR Agency on behalf of the Australian presence. 	<ul style="list-style-type: none"> events including invitations Development of the Australian Exhibitors Guide Development of Peru Mining Report Business development and logistical Assistance within the pavilion during the conference and networking events. Briefing by representatives of Austrade's Latin American mining team.
<p>Option 4</p> <p>Stand-up</p> <p>Half Interior Booth</p> <p>(8 available)</p>	<p>A\$6,170</p>	<p>Direct costs of \$5,030 contributes towards:</p> <ul style="list-style-type: none"> Australia Pavilion rental space Pavilion construction and design using Australia Unlimited branding. Austrade's business lounge Design, printing and distribution of Australian Exhibitors Guide (including company profile) Australian Networking function On-site informal networking event (e.g. <i>Fosters @ 4</i>) Printed copy of Peru Mining Report developed by Austrade Translators located within the pavilion PR Agency on behalf of the Australian presence. 	<p>Austrade service fee A\$1,140 (6hrs at A\$190 per hour) includes:</p> <ul style="list-style-type: none"> Preparation and logistics coordination with conference organisers Management of various contractors and suppliers Organisation and hosting of networking events including invitations Development of the Australian Exhibitors Guide Development of Peru Mining Report Business development and logistical Assistance within the pavilion during the conference and networking events. Briefing by representatives of Austrade's Latin American mining team.
<p>Visitor Package</p>	<p>A\$2,960</p>	<p>Direct costs of A\$2,200 contributes towards:</p> <ul style="list-style-type: none"> Australia Pavilion rental space Pavilion construction and design using Australia Unlimited branding Austrade's business lounge Design, printing and distribution of Australian Exhibitors Guide (including company profile) Australian Networking function On-site informal networking event (e.g. <i>Fosters @ 4</i>) Printed copy of Peru Mining Report developed by Austrade Translators located within the pavilion PR Agency on behalf of the Australian presence. <p>Note: visitors will be able to use the Australian business lounge but will not have permanent space at the National Pavilion and will not be able to display signage or promotional materials.</p>	<p>Austrade service fee A\$760 (4hrs at A\$190 per hour) includes:</p> <ul style="list-style-type: none"> Preparation and logistics coordination with conference organisers Management of various contractors and suppliers Organisation and hosting of networking events including invitations Development of the Australian Exhibitors Guide Development of Peru Mining Report Business development and logistical Assistance within the pavilion during the conference and networking events. Briefing by representatives of Austrade's Latin American mining team.

- **DEPOSIT:** Austrade requires a non-refundable 30% deposit for all international events where the value of the package is over \$1500. The payment term for the deposit amount is 7 days from invoice date. Payment of the deposit reserves your place on the event, but your place is not fully secured until the entire fee is paid. Please refer to the event Terms & Conditions for further detail. Non-payment of the deposit by the applied deadline will result in the forfeit of your reserved place on the event. For packages of \$1500 or less, full payment is required with payment terms as per the invoice provided.
- Registrations for the Australian National Pavilion in EXTEMIN 2011 are exclusively for Australian companies registered with an ABN. It will be mandatory to pay through an Australia entity.
- Airfares and accommodation are not included in these packages.
- Direct costs and Austrade service fees form part of the total package and you cannot purchase one without the other.
- If you are part of the New Exporter Development Program, speak to your export adviser about using NEDP hours.
- You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78.

Apply before Friday 11 February 2011

Apply online at www.austrade.gov.au/extemin2011 to have our country and industry specialists assess whether this mission offers opportunities that are well-matched to your business.

If your application is successful, we will send you an Event Participation Kit with all the information you need to prepare. Visit www.convencionminera.com for more information about this tradeshow.

The Australian Pavilion has a limited number of booths so register early. While Austrade reserves the right to allocate the booths, we will take into account the date of registration amongst other factors. Companies accepted will receive confirmation by 18 February 2011. Austrade will endeavour to accommodate every company's requirements. We may not however be able to accommodate your specific request, in which case we will contact you to discuss further.

Austrade is also organising an Australian National Pavilion at the major mining conferences in Brazil and Mexico shortly after Extemin. **Exposibram**, Belo Horizonte (September 26 – 29) and **Expomineria**, Acapulco (October 26 – 29) for more details contact Victoria Warden (see below for details).

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.

Key contacts

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