



# Hong Kong makes mining cents

**Australia has the mines, Asia has the money. At the Mines and Money Hong Kong conference they come together to bring exciting projects to fruition. Mining reporter FRANCES THORNTON investigated how Hong Kong is becoming the Asian investment hub for Aussie miners.**

HONG Kong is fast becoming an important investment location for Australian mining companies.

It is a central hub where investors from Asia, North America and Europe can coexist with end users and off-take groups from Asia.

Launched in 2008, Mines and Money Hong Kong has become the key event to attend if you want to access Asian markets.

It was held last week over four days, with an additional workshop day preceding the conference.

Many miners from Western Australia made the trip to Hong Kong because the conference is fast becoming a must on the investor calendar.

Organisers say Mines and Money Hong Kong is where mining companies from around the world come to raise capital in Asia and meet with investors from Hong Kong and mainland China.

With more mines on display and more investors taking part than ever before, Mines and Money Hong 2012 brought together 1400 companies and more than 2750 institutional investors, mining entrepreneurs, brokers and investment analysts for five days of high-value networking, investment analysis and deal-making.

Beacon Events manages Mines and Money Hong Kong and marketing director Charlie Hastings said the conference does not just consist of company pitches like many events.

"We also include a well-researched conference featuring key topics affecting the industry right now," he said.

"There are numerous keynotes from leading lights from the mining and investment communities and it is this combination we feel sets it apart from many events.

Keynote presenters included Patersons Securities director and head of research Alex Passmore, Hal G Boshier from The World Bank Group, Fortescue Metals Group chief executive Nev Power and founder and chief executive of Ivanhoe Mines, Robert Friedland.

"Hong Kong is the largest IPO market in the world and the local finance and investment community are only recently understanding the huge opportunities available in investing into the resource field," Mr Hastings said.

"We are still quite early in the education of the investment opportunities and this is only going to continue to

grow.

"Hong Kong is also seen as the more Westernised route of getting access to China's money. China's huge demand for natural resources ensures the event is perfectly placed to take advantage of this need and this has seen the event increase in size by 500 per cent since 2010."

National director of investor relations for Professional Public Relations, David Tasker, brought several of his clients to the conference last week.

"We decided some years ago this was a conference we wanted to take clients to and support on the basis that we felt it represented a unique opportunity to introduce companies to investors from a range of key markets, being Australia, Hong Kong and Singapore and mainland China," he said. "This view has only been enhanced in recent years and in particular this year, where we saw a significant lift in attendances and investors also coming to the event from Europe and North America."

Mr Tasker said PPR will certainly be taking a large number of clients to the event next year as he believes it has now confirmed itself as one of the leading investor focussed resources conferences on the global scale, alongside Diggers and Dealers, PDAC and Mining Indaba.

"This conference is unique in that it genuinely attracts investors from key markets in Australasia, Europe and North America," he said.

"One other key differential is that it also attracts a large number of off-take, end user groups and trading houses, which is a market not normally represented significantly at similar conferences in the region.

It is also just happening before the Hong Kong Rugby 7s, a great draw for a large part of our audience and makes Hong Kong a great place to be the week the event is held.

**"This conference is unique in that it genuinely attracts investors from key markets in Australasia, Europe and North America."**

- DAVID TASKER

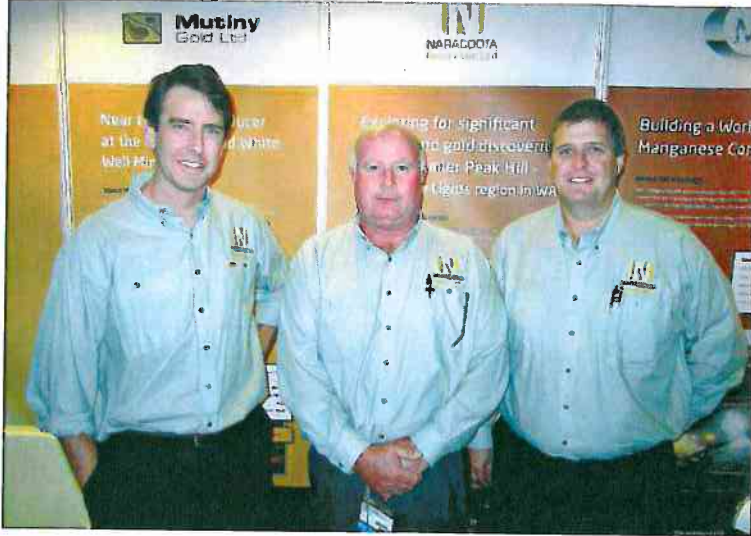
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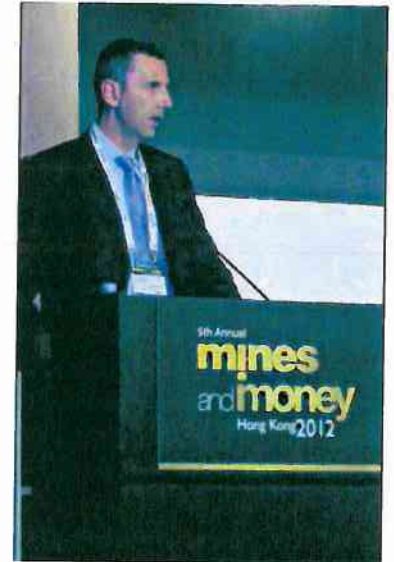
Team talk: Dan Hawitt, Steven Crabbe and Wayne Fernie of Naracoota Resources.



The right connections: Morgan Ball (BC Iron) and James Harris (Professional Public Relations).



Time to mingle: Chris Gale (Latin Resources), Sharnah Meier (Latin Resources) and Blair Sergeant (Lemur Resources).



Mine talk: Peter Roth addresses the conference.



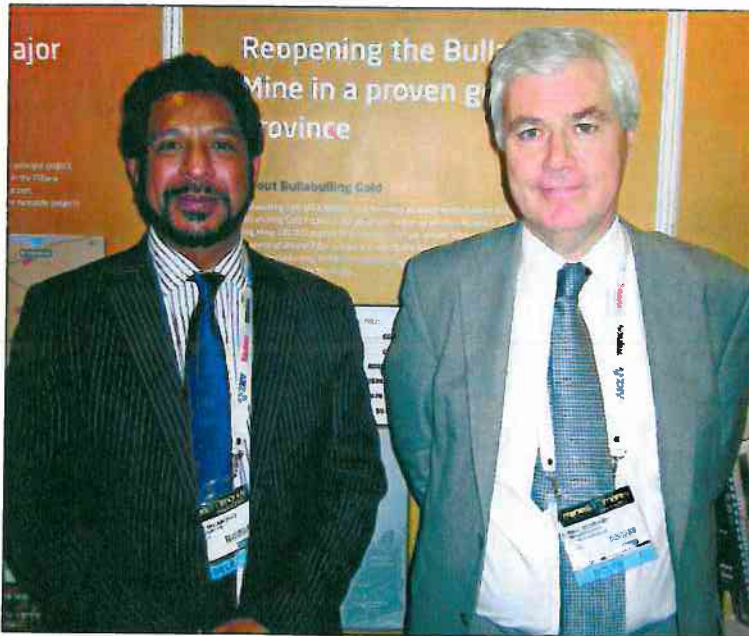
Growth potential: Russell Hardwick (Spiffire Resources), John MacKenzie (Spiffire Resources) and David Tasker (Professional Public Relations) were on hand to market Australia's investment opportunities.



High fliers: Hong Kong is fast becoming a central hub where investors from Australia, Asia, North America and Europe meet. Photo: GETTY IMAGES



Public forum: Scott Donaldson (Bauxite Resources) and Belinda Newman (Professional Public Relations) made the most of the opportunity to talk to potential investors. Photos: SUPPLIED



Golden opportunity: Jeffrey Malaihollo (Bullabulling Gold) and Paul McCreary.



Money talks: The conference is the ideal location to raise capital in Asia and meet with investors from Hong Kong and mainland China. Photo: REUTERS



Deal or no deal: Robert Edel (DLA Piper) and Neil Marston (Horseshoe Metals).