

Pennsylvania Mining Export Initiative

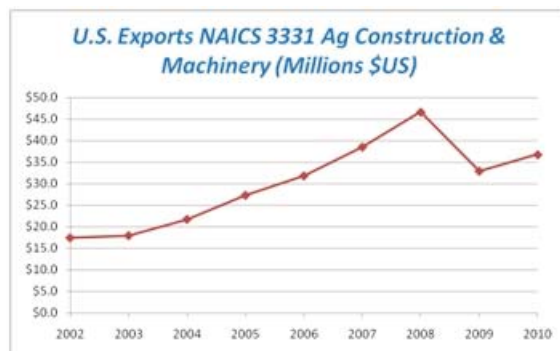
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Global demand will require the mining industry to mine, process, and move more materials and minerals in the next 20 years than it has in the past 10, 000 years, says Rio Tinto CE diamonds and minerals Harry Kenyon-Slaney. (Feb 14, 2011)

Grant Opportunity for Mining/Construction and Related Companies

The Commonwealth of Pennsylvania's Center for Trade Development (CTD) is proud to offer a Pennsylvania Mining Export Initiative (PAMEX) designed to assist Pennsylvania companies in driving export sales to the India, China, and South Africa and South African Development Community (SADC) markets.

A Pennsylvania Mining Consortium will be developed to serve the interests of Mining and Construction-related companies serving the mining industry.



U.S. Exports of Construction & Machinery 2002-2010

WHY THESE MARKETS?

India's allowance of 100% foreign direct investment (FDI) in mining and exploration of non-core minerals and the industry switch from open-cast to large-scale underground mining, requiring new imported equipment is a large advantage to U.S. mining-and-related firms, as there are not enough domestic suppliers of such equipment.

India's Investment Commission estimates that mining investment opportunities, valued at \$30-40 billion, will be available over the next ten years to explore and develop new coal mines, manufacture and sell state-of-the-art mining equipment and technology, and to create related infrastructure for the off-take of mined coal.

China's mining market size of \$21.4 billion in 2010 for equipment is reason enough to launch initiatives to boost U.S. competitiveness. Demand for mining equipment in China is projected to increase at a 7.1 percent annual rate through 2013 to \$22.9 billion and will be stimulated by growing demand for mined products from downstream industries such as steel, construction, agriculture, chemicals and -- most notably -- the coal-dependent electric utilities. Trends favoring increasing mechanization in Chinese mines will also spur new sales of mining equipment through the forecast period. In addition, the harsh work environment and limited lifespan of mining equipment will support sales of aftermarket parts and attachments, further fueling market expansion.

The **South African mining industry** is booming with \$2.3 billion in mining equipment in 2008, especially in the platinum mining sector. Local mining companies are rapidly expanding their reach into other African countries including Angola, Botswana, Mozambique, Zambia, and Namibia, taking advantage of the new mines that are being established throughout the continent.

Mining Expansion Initiative

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PA MARKETING REPRESENTATIVE

Pennsylvania CTD will hire Marketing Representatives (PA MMR) in each country to work directly with the Mining/Construction Consortium. Each Marketing Representative will be hired and supervised by Pennsylvania's Overseas Teams in India, China, and South Africa.

Marketing Services Provided:

- > **Development of Regional Export Sales Plan:** PA MMR will assist the consortium in developing planned task outcomes for India, China, and SADC.
- > **Development of Regional Buyers List and Market Summary:** Complete summary of target buyers in the market for specific sales outcomes.
- > **Personnel:** Allocated time from our PA MMR to assist the consortium with marketing and sales in the market.
- > **Special Event Calendar** of trade shows and missions.

- > **Regional Market Travel:** Allocated time and sales meetings in country/region for consortium companies. Several trips are planned to reach regional countries where significant mining exploration and operations are underway.
- > **Translation of Promotional Material:** Translation services of consortium companies' product material.
- > **Printing of Brochures/Promotional Materials:** Printing of consortium companies' product material.
- > **Monthly Reports:** Written monthly updates and regular communications with consortium companies to ensure field objectives are being delivered.
- > **Access to Journals, Periodicals** and associated items relating to the Mining industry.

TEAM
Pennsylvania
FOUNDATION

Interested in sponsoring this event?
Please contact Matt Zieger at the Team PA
Foundation at info@teampa.com or (717)233-1375.

CONTACT

For additional information, contact:

Linda Gardner or Larry Nelson

Center for Trade Development

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E-mail: lgardner@pa.gov | lanelson@pa.gov

newPA.com/trade

Mining Expansion Initiative

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PARTICIPATION AGREEMENT

Attention: Linda Gardner | Fax: 717.772.5106

A participation check must accompany this form to register for the CTD PAMEX. The fee is renewable annually for the three (3) year life of the Initiative. Please make your check payable for: \$10,000 per Pennsylvania company to the **Team Pennsylvania Foundation** and forward with a copy of this agreement to:

Pennsylvania Department of Community and Economic Development
Office of International Business Development / **Attn: Linda Gardner**
400 North Street, 4th Floor
Commonwealth Keystone Building
Harrisburg, Pennsylvania 17120-0225

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:	FAX:	
COMPANY CONTACT:	TITLE:	
E-MAIL:	WEBSITE:	

As a duly authorized representative of the above-named company, I have read, understand, and agree to the above Success Agreement terms necessary to be a participating company in the Pennsylvania Center for Trade Development's Pennsylvania Mining Initiative (PAMEX).

Authorized Representative (print)

Signature

Title

Date