





#### AGENDA

- Background
- Mandate & Objectives
- Advisory Board
- International Network
- Activities & Partners







## BACKGROUND

#### 2010 Kick-Off

- New raw materials strategy & founding of German Mineral Resources Agency (DERA)
- Visit of the minister Brüderle in Toronto 2010

#### 2011 Research Study

- Pilot study: Opportunities for German companies in Canadian mineral resources sector
- Presentation of results at symposium at Ministry of Economics and Technology (BMWi)

#### **2012 Competence Centre**

- 3-year project full-funded by BMWi to enhance Canadian-German strategic partnerships in the mining sector
- Establishing a Competence Centre for Mining and Mineral Resources as the first point of contact for Canadian and German companies

AHK COMPETENCE CENTRE FOR MINING & MINERAL RESOURCES



## MANDATE & OBJECTIVES

- 1. Providing market information to Germany
- Increase market transparency for industry and public sector stakeholders
- Communicate business opportunities to German industry and associations in the resource sector
- 2. Establish central contact for the Canadian Resource market
- Establish market expertise of the industry & business network in Canada
- Provide a centralized platform to coordinate activities in Canada
- 3. Enhance bilateral business relationships in the mining sector
- Support diversification of supply sources for German industry and support bilateral relationships in the resource market





## MANDATE & OBJECTIVES

- 4. Working together with partners in Canada and Germany
- Support the German Mineral Resources Agency (DERA) as partner in Canada
- Provide forums and events to support business contacts and networking
- Organization of events together with German and Canadian stakeholder
- 5. Providing consulting services for German companies
- Support German companies in establishing business activity in Canada
- Provide support for German industry to improve access to strategic metals
- Communicate market opportunities to German industry and associations





## MANDATE & OBJECTIVES

- 6. International coordination of German chambers with resource focus
- Building an international network between German bilateral chambers active in the mining sector
- Establish an international newsletter exclusively on mining activities
- 7. <u>Competence Centre Advisory Board</u>
- Support implementation of German raw materials strategy
- Support the German resource initiative
- Raise awareness about Canada as resource supplier and mining market
- Working on strategic questions and analyze market trends





## **ADVISORY BOARD - ORGA**

#### Federal Ministry of Economics and Technology (Principal)

Three-year project (full sponsored) Independent Independent Advisory Board **Advisory Board** Competence Advisory **Advisory Function Function** Centre for Germany Canada Mining and Mineral Resources **Associations** Company Representatives Multipliers

Jochen Tilk (Former CEO & President INMET Mining)
Robert Hardt (CEO & President Siemens Canada)
Carles Navarro (CEO & President BASF Canada)



Supported by:

Federal Ministry of Economics and Technology

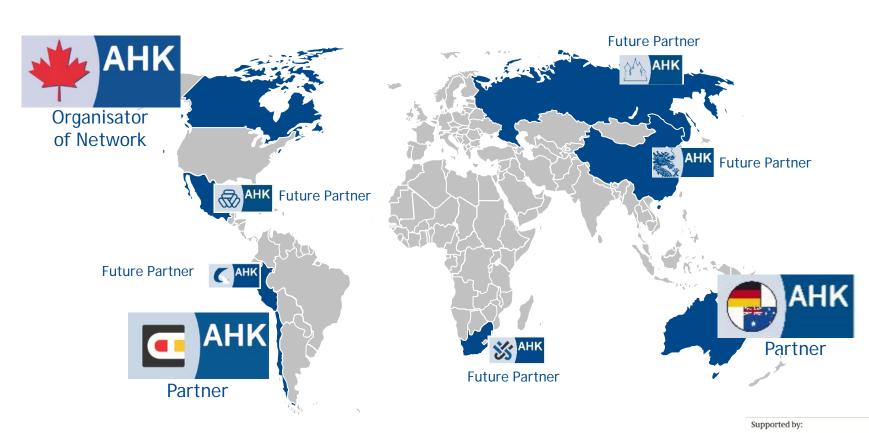
## **ADVISORY BOARD - TASKS**

- Supporting the Competence Centre as independent advisory board
- Reinforcing the **political strategic long-term** effect of the centre
- Providing of external practical knowledge and expertise about the resource markets from both countries (Canada & Germany)
- Advising the Competence Centre with regards to long-term strategy and strategic focus
- Supporting the Competence Centre with strategic projects, activities
   and studies





# INTERNATIONAL MINING NETWORK







## SELECTED ACTIVITIES

- April 24, 2013: Workshop "Canadian-German Partnerships in the Supply Sector", Sudbury
- June 7, 2013: Breakfast Seminar "Mining and Renewable Energies Focus on Wind Energy"
- September 2013: Mines Operators and Maintenance Conference MEMO 2013
- September 2013: Renewable Energy and Mining Summit, Toronto
- October 8, 2013: Presentation "Canada: Promising Tungsten Supplier" at DERA Workshop
- October 28, 2013: Head of Delegation Germany at Naturallia 2013, Sault Ste. Marie
- November 2013: 41th Annual Geoscience Forum 2013
- January 2014: Vancouver Round Up Conference 2014
- February 2014: 143rd SME Annual Meeting and Exhibit
- May 2014: CIM Convention 2014
- October 2014: Deep Mining





## GERMAN PRESENTATION ROOM

"The mineral resources value-added chain – more efficiency with German technology" – March 4<sup>th</sup>, 2014

Part I: Germany's Mineral Resources Strategy

Part II: Mining Expertise made in Germany

**Part III: Efficiency in Mineral Processing** 

Convention



March 2-5, 2014 Metro Toronto Convention Centre Toronto, Canada

Supported by:



on the basis of a decision by the German Bundestag



# SELECTED MEDIA

#### Northern Ontario Business -Report of workshop with local association SAMSSA in Sudbury



#### Partnerships with potential

#### **Overseas** opportunities



#### Le Point - Natural Resources,

Volume 1 - Number 4, Canadian bilingual technical journal, August 2013



Handelsblatt, March 5, 2013, Report of PDAC German **Presentation Room** 

#### **Germany Trade and Invest GTAI**

- magazine markets, October 2013, interview with Aarti Soerensen



#### Die Rohstoffbranche trifft sich in Toronto

Sault Star - Regional Newspaper, October 2013, interview Christopher Schmidt (Head of Delegation Germany at Naturallia)

#### Naturallia educates businesses on the North





# **SELECTED PARTNERS**























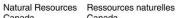




















# **OUR TEAM**



**Aarti Mona Soerensen** 

Department Manager Mining and Mineral Resources

Phone: +1 (416) - 598 7091

Aarti.soerensen@germanchamber.ca

www.canadian-german-mining.com (Website launch January 2014)



**Christopher Schmidt** 

Manager Mining and Mineral Resources

Phone: +1 (416) - 598 7083

Christopher.schmidt@germanchamber.ca

www.canadian-german-mining.com (Website launch January 2014)



Thank you and Glückauf!

Supported by:



on the basis of a decision by the German Bundestag

