



presents

2nd Annual **mineMexico** seminar

Presentation Opportunity

May 17, 2011

with premier sponsor



in partnership with



MEXICO CANADA
ALLIANCE OF COMMERCE

**Minerals Resources
Analysts Group (MRAG)**

Introduction

Building on the success of our inaugural **mineMexico** seminar on September 27, 2010 we are pleased to invite you to present at our second **mineMexico** seminar to be held on Tuesday May 17, 2011 in Toronto. Presenting gives you a cost-effective opportunity to promote your mining project, company, expertise or services to a senior level audience of international mining and financial executives with an interest in mining in Latin America in general and Mexico specifically. The seminar will feature project updates by public and private mining companies active in Mexico and expert presentations by service providers and advisors (banks, law and engineering firms) on doing business in Mexico's mining industry.

The Premier Sponsor for our **mineMexico** seminar is **Macleod Dixon LLP**, a leading international law firm with a strong presence in Latin America. The seminar is also sponsored by the **Minerals Resources Analysts Group (MRAG)**, an association of the senior Canadian mining analysts who will form an integral part of the audience. In addition the audience will comprise senior executives from mining companies, analysts, investment bankers, fund and asset managers, service providers (law firms, engineering firms, consultants) and mining media. The seminar is also organized in partnership with the **Mexico Canada Alliance of Commerce**.

Background

On the Ground Group is the international division of MineAfrica Inc. producing mining investment and specialized seminars for the international mining and financial industries. MineAfrica Inc. has been organizing Africa specific mining investment seminars in Toronto, Vancouver and London, UK since 2002. In 2009 we expanded our focus (under our On the Ground Group brand) to include specialized seminars focussed on the global mining industry and not limited to Africa. These seminars included "Surviving the Global Financial Crisis in the Mining Industry" and "Mining Deal Exchange: Financing Your Mining Project Through the TSX Venture CPC Program" in Toronto and Vancouver. In 2010 we launched **mineSouthAmerica** and **mineMexico** with three seminars focussing on Colombia, Mexico and Peru. Read the reports on these seminars including links to the presentations, programs and photo galleries here <http://onthegroundgroup.com/pastseminars.htm>.

Our 2010 Mexico seminar featured nine presenters and 115 participants and drew rave reviews.

Of the total audience 25% were from the financial sector (analysts, investment banks, etc), 17% were senior mining executives, 13% were lawyers, 17% were service providers and advisors to the mining industry and 4% were media.

More information on these past seminars including detailed audience composition, programs and photo galleries can be found at www.onthegroundgroup.com and www.mineafrica.com.

Seminar Program (draft and subject to change)

- Investor updates by TSX listed mining companies on their Mexican projects.
- Overview on Mexico's mining industry covering geology, investment climate, tax incentives, mining legislation, etc.
- Risk profile and mitigation on doing business in Mexico's mining industry.
- Canadian government support for mining projects in Mexico.
- Financing a mining project in Mexico.
- CSR in Mexico: case study of successful corporate social responsibility projects.
- Mining investment opportunities by private companies.
- Networking cocktail reception.

The seminar features a high-level keynote address, twenty minute corporate and technical presentations including the opportunity for questions and answers, and significant networking opportunities during a refreshment break and a cocktail reception.

Who Should Present

- Public and private mining companies with exploration, mine development or production projects in Mexico.
- Service providers and advisors such as banks, law firms, engineering firms and consultants with expertise in doing business in Latin America and Mexico's mining industry.
- Governments seeking to attract mining investment to their jurisdiction.

Why Present

1. Excellent opportunity to promote your company to a targeted, senior level audience of financial and mining executives and government representatives with an interest in mining in Latin America in general and in Mexico specifically.
2. Make high-level contacts, build personal relationships and gain new clients through networking opportunities.
3. Extensive, ongoing exposure for your company in our comprehensive ongoing marketing program before, during and after the seminar. This includes website and email promotion by the organizers as well as by sponsors and our media partners, corporate profile in program, high resolution logo projection during the seminar, etc.
4. Four complimentary seminar registrations for your colleagues or clients.
5. Distribution of corporate brochures at information tables at the seminar.
6. Presentation posted on our website for ongoing downloads after the seminar.
7. Media mention and interviews wherever possible.
8. At C\$2,750 participation is cost-effective - you get exposure and your message to key mining and financing executives at a fraction of the cost and effort that would be required on your own.
9. Proven track record by the organizers in organizing high quality results-focussed mining investment seminars.

mineMexico Participation Form

Complete and return this page by email to bruce@onthegroundgroup.com or fax to 416-588-7504.

Presentation Investment Required - C\$2,750 plus applicable taxes.

First Name _____ Last Name _____

Title _____

Company _____

Mailing Address _____

City _____ Province _____

Country _____ Postal Code _____

Tel _____ Fax _____

Email _____ Web _____

Signature _____

For More Information

On the Ground Group

769 Euclid Avenue, Toronto, Ontario, Canada M6G 2V3

T. 416.588.7749 F. 416.588.7504 W. www.onthegroundgroup.com

Bruce Shapiro President T. 416.588.7749 E. bruce@onthegroundgroup.com

Wayne Floreani Vice President T. 416.533.3998 E. wayne@onthegroundgroup.com