



presents

**mineMexico**

Presentation Opportunity

September 27 2010

with premier sponsor



in partnership with



**MEXICO CANADA**  
ALLIANCE OF COMMERCE

**Minerals Resources  
Analysts Group (MRAG)**

## Introduction

Building on the success of our **mineSouthAmerica**: Focus on Peru and Focus on Colombia seminars we are pleased to invite you to present at our **mineMexico** mining investment seminar on Monday September 27, 2010 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.

## 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**. Our first seminars included **Focus on Peru (May 27, 2010)** and **Focus on Colombia (June 17, 2010)**.

Our just concluded **Focus on Peru** and **Focus on Colombia** seminars averaged eight (8) presenters, an audience of eighty-five (85) senior level financial and mining industry executives and drew rave reviews.

*"I enjoyed tremendously the Peru day symposium last week and thank you for the opportunity to participate. The interest generated from my Condor talk was very strong, as noted by the people that approached me afterwards. It was a success for us". Patrick Burns, President and Chief Executive Officer, Condor Resources Inc.*

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](http://www.onthegroundgroup.com) and [www.mineafrica.com](http://www.mineafrica.com).

## Why Toronto and Why Mexico?

Canada, and Toronto specifically, is a world leader in mining and mining finance. The Toronto Stock Exchange - the TMX Group - which includes the Toronto Stock Exchange and the TSX Venture Exchange, is the pre-eminent mining stock exchange in the world, home to 55% of the world's public mining companies. More mining companies are listed on TMX equity exchanges than any other market in the world - 1,405 versus 684 on ASX and 216 on LSE/AIM. \$137 billion in equity financing was raised on the TMX in the five year period 2004-2008. Toronto is home to expertise and service providers to the global mining industry - lawyers, engineers, geologists, consultants, analyst, media, investment bankers, brokers. 70% of mining exploration investment in Mexico is by foreign companies, of which 75% are Canadian.

## 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.

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-focused mining investment seminars.

## For More Information

For more information on our past and upcoming seminars visit [www.ontthegroundgroup.com](http://www.ontthegroundgroup.com) and [www.mineafrica.com](http://www.mineafrica.com) or contact us:

### **On the Ground Group** (the international division of MineAfrica Inc.)

769 Euclid Avenue

Toronto, Ontario, Canada M6G 2V3

T. 416.588.7749

F. 416.588.7504

E. [info@ontthegroundgroup.com](mailto:info@ontthegroundgroup.com)

W. [www.ontthegroundgroup.com](http://www.ontthegroundgroup.com)

Bruce Shapiro

President

T. 416.588.7749

E. [bruce@ontthegroundgroup.com](mailto:bruce@ontthegroundgroup.com)

Wayne Floreani

Vice President

T. 416.533.3998

E. [wayne@ontthegroundgroup.com](mailto:wayne@ontthegroundgroup.com)

# mineMexico Participation Form

Complete and return this page by email to [bruce@onthegroundgroup.com](mailto: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** \_\_\_\_\_