



**STEP**  
SASKATCHEWAN TRADE  
& EXPORT PARTNERSHIP

**STEP – Technology, Services and Resources**

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**WED Supported Mission  
Extemin  
Sept 19 to 25  
Arequipa, Peru.**

## **TRIP REPORT**



**CONNECTING SASKATCHEWAN  
BUSINESS WITH THE WORLD**

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## Overview/ Mission Description

As part of its 3 year agreement with WED STEP organized and managed a project to recruit mining supply companies from Western Canada to exhibit at the Extemin mining convention and show in Arequipa, Peru. The event took place at the Universidad Nacional de San Agustín. Show dates Sept 21 to the 25. Extemin is promoted as the most important mining show in South America. Numbers from the show management claimed 118,000 visitors, over 2000 stands and \$3 B in commercial transactions done during the week.

STEP contracted to build a pavilion with display space and a common meeting area for the participating companies. A team of translators was integrated into the pavilion during the week and a consulting firm was hired to connect with buyers to enhance the EDC match making program made available to Canadian companies.

10 Western Canadian Companies had booth space and 2 were represented by STEP.

## Summarized Agenda

### ITINERARY

#### **Sunday, September 20, 2015      Arequipa, Peru**

08:00-18:00      Booth Installation and Decoration  
hours

16:00              Delegation to meet in Hotel Courtyard for introductions

18:00- 21:00      TCS and EDC hosted Meet and Greet dinner - (Zingarro TBC) with a set menu during which Canadian delegates will be invited to come and meet the TCS and EDC in addition to receiving their agendas for the B2B meetings.

\* Convention participant: has complete access to the event, Conferences. Mining Technological exhibition- EXTEMIN and Social Activities.

#### **Monday, September 21, 2015      Arequipa, Peru**

12:00-18:00      Official Opening of **Perumin 32<sup>nd</sup> Mining Convention**  
Hours

19:30 – 22:00      Opening Cocktail and greetings from sponsors and Extemin President Roque Benevides.  
**Must have conventionist badge for access.** Club Del Abogado

#### **Tuesday, September 22, 2015      Arequipa, Peru**

09:00-18:00      Exhibition Hours  
hours

EDC B2B Program (At CAMESE Pavilion 2- Booth #'s 542, 543, 570)

16:00 hours      Reception by invitation STEP/WED pavilion (invitations will be provided to delegates on Monday.

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**Wednesday, September 23, 2015 Arequipa, Peru**

09:00-18:00 Exhibition Hours  
hours

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EDC B2B Program (At CAMESE Pavilion 2- Booth #'s 542, 543, 570)

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18:30-21:30  
hours

**Canada Peru Chamber of Commerce will host the “Canada Cocktail” (Chicha Restaurant Terrace) where 1 delegate per company will be invited to attend and network with B2B participants, Chamber members and key contacts of the Embassy (TCS/EDC). (Business attire)**

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**Thursday, September 24, 2015 Arequipa, Peru**

09:00-18:00 Exhibition Hours  
hours

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19:30 Dinner Casa de Pisco

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**Friday, September 25, 2015 Arequipa, Peru**

09:00-13:00 Exhibition Hours  
hours

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Dismantling of Booth and merchandise (TBD)

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## Market Information

Canada has one of the largest mining supply sectors globally with more than 3,400 companies supplying engineering, geotechnical, environmental, financial and other services to mining operations.

57% of the world's public mining companies are listed on the TSX and TSX-Venture Exchanges. Together, the two exchanges handled 48% of global mining equity transactions in 2013, and accounted for 46% of global mining equity capital for that year.

Globally, Canada is recognized for its leadership in safety and sustainability. Mining companies in Canada were the first in the world to develop an externally-verified performance system for sustainable mining practices with the creation of MAC's Towards Sustainable Mining initiative in 2004.

Roughly the size of France, the country of Peru is endowed with valuable natural resources. It is the world's second largest producer of copper, after Chile, and holds the second-largest known copper reserves. Peru is also the second largest producer of silver in the world, and the sixth largest global producer of gold. The country also has significant reserves of coal, iron ore, silver, tin, sulfur and zinc. Mineral exports account for about 60 percent of Peru's total shipments abroad.

Given its strong mining potential, Peru has been attracting the world's major mining companies to expand activities in the country. In 2013, the Peruvian Mines and Energy Ministry estimates the production of copper will soon reach 1.57 million tons, an 18 percent increase over 2012 that stemmed from a 7.8 percent increase the year before. Foreign direct investment (FDI) is pouring into the country, of which the mining sector contributes over 13 percent. The current value of mining investment is in the neighbourhood of \$US10 billion. Since investment activity in Peru has been driven

by the private sector in recent years, the country is displaying a growing commitment to become a good place for doing business.

The mining industry in Peru is well regulated and has relatively straightforward mining laws. The government grants four different kinds of concessions for various mining activities. Mining companies must pay the ongoing fees for these concessions, and submit environmental impact studies for any exploration or development activity. Water rights and surface land rights must be obtained separately, and companies are obligated by law to consult with local indigenous people about any development projects near their communities.

Canadian mining producers are prominent players in the Peruvian mining sector.

## Results

STEP's Sask. pavilion was set up at a good location within the show which attracted very good traffic throughout the event. The CAMESE and Ontario pavilions along with EDC & TCS were near and had the Canada branding and visibility. The British pavilion was between us & this made locating the STEP companies confusing for some people who went to the "Canada" pavilion to find our company contacts. This is something we will try to remedy going forward to other international mining events.

Feedback from members about the show and the event program was very positive with some participants. With a number of companies reporting that they had significant opportunities arise from contacts made during the event. The results in terms of revenue generated by STEP members resulting from the Extemin Show will be estimated as follow up with attending companies is conducted.

### Quantitative Results

Trade Leads: 40

New In Market (NIM): 10

Further in Market (FIM): 12

# of STEP Member Companies Participating: 4

# of STEP Member Companies Represented: 2

## Recommendations

The Extemin show is regarded by those in the region as the most important Mining show for companies seeking opportunity in the sector. The relatively high entrance fee ensures that those attending are serious. The Perumin conference attracts many executive level personnel. If there is significant interest from member companies STEP should consider a return to this event. Ideally STEP would locate adjacent or next to the CAMES E pavilion.

## STEP Contact For Further Information

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## Photos



[www.sasktrade.sk.ca](http://www.sasktrade.sk.ca)



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