



years of

**INTERNATIONAL
MINING AND
RESOURCES
CONFERENCE+EXPO**
31 OCT - 2 NOV 2023

2023 POST-EVENT REPORT

**COLLABORATING ON TRENDS IN MINING, INVESTMENT AND
INNOVATION TOWARDS A SUSTAINABLE FUTURE**

Founding Partners



AusIMM

**mines and
money**



BROUGHT TO YOU BY | **BEACON**

THANK YOU FOR BEING PART OF AUSTRALIA'S LARGEST & MOST INFLUENTIAL RESOURCES EVENT

This year's International Mining and Resources Conference + Expo marked a historic milestone, as we celebrated 10 years of IMARC and industry. It's an honor to celebrate a decade of bringing together the global mining community. I want to express my deepest gratitude for your invaluable support over the past 10 years, and for helping to make IMARC 2023, our largest gathering to date, with a record-breaking 9,385 registered attendees.

The mining industry finds itself at a crucial juncture, with significant global shifts and an intensified drive toward achieving net-zero targets. IMARC, as one of the leading global platforms for the sector, continues to adapt to the evolving needs of our industry, thanks to the collaboration with our Founding Partners—the Victorian Government, Austmine, AusIMM, and Mines and Money.

This year's conference program, boasting an impressive lineup of 587 speakers, was a true reflection of the industry today.

IMARC 2023 also saw the introduction of several new initiatives that garnered overwhelming positive feedback. 'OnAir at IMARC' allowed us to extend our reach and connect with a broader audience, bringing a piece of the conference experience to those who couldn't be with us in person. Our NextGen Program for students and recent graduates gave a platform to emerging talent in the mining sector, fostering growth and encouraging fresh perspectives, while the new NextGen Junior Program provided a glimpse into how the industry can work with schools and organisations across the country to showcase the opportunities the mining industry can offer.

Moreover, we were proud to host new co-located events like the World Economic Forum Roundtable and the Australia-Korea New Energy Forum, collaborations that allowed us to explore the intersection of mining, energy, and global economic dynamics, enriching the discourse and creating new opportunities for all participants.

I want to extend my sincerest gratitude to our partners, speakers, sponsors, exhibitors, government delegations, and attendees, both from Australia and around the world. Your unwavering support and active engagement has contributed to the resounding success of IMARC over the past 10 years, and we hope that this will continue long into the future.

Special thanks go to our Host Partner, the NSW Government, our IMARC Connect Sponsor Traxys. Thanks also to our Industry Collaboration Partner, METS Ignited, BHP and the Melbourne Mining Club who have been supporters of IMARC since its inception 10 years ago, and our Headline Sponsor, The Kingdom of Saudi Arabia for their invaluable partnership and support. I must also mention the vital roles played by our Lead Sponsors, including Hexagon, IMDEX, Perenti, Ma'aden, the Victorian Government, and Worley.

As we look ahead to Sydney 2024, we are excited to continue our journey together and are committed to delivering an even more impactful event.

ANITA RICHARDS
Chief Operations Officer

BEACON



THANK YOU FROM OUR FOUNDING PARTNERS



Austmine is proud to be a Founding Partner of IMARC and we are very pleased to be celebrating 10 years of success. IMARC emerged from the necessity to establish a major mining event in Australia, one that has now gained global recognition as a must-attend conference every year.

Over the years, we have not only met but exceeded this objective, with mining leaders, influential industry figures, decision-makers, and technology experts convening at IMARC each year. They gather to delve into the latest developments, ground-breaking innovations, and innovative strategies propelling the mining industry forward.

Austmine would like to thank all of our members who sponsored, exhibited and attended IMARC over the last decade and contributed to its success.

Christine Gibbs Stewart
Chief Executive Officer



As a Founding Partner, AusIMM congratulates IMARC on its tenth anniversary. It was fantastic to see 9,000 delegates in Sydney from all over the world who came together to make IMARC 2023 such a successful event.

AusIMM is proud to promote the work of resources professionals as part of the global energy transition. At IMARC, we were delighted to showcase Australia's resources sector on the world stage, share the latest knowledge, connect like-minded people, and demonstrate our industry's commitment to a more sustainable future.

Thank you for joining us at IMARC 2023.

Stephen Durkin
Chief Executive Officer



The 2023 International Mining and Resource Conference (IMARC) again turned the global spotlight on Australia and Victoria's resources capability, mineral prospectivity and innovative mining equipment, technology and services sector.

During the conference, the Geological Survey of Victoria and Global Victoria worked together to promote the state's many exciting investment and business opportunities, particularly around critical minerals.

IMARC turned 10 years old this year. The Victorian Government would like to congratulate Beacon Events on the successful management and development of the conference over the past decade. It is no mean feat to take a start-up conference and build it into one of the biggest resources events around the world.

Thanks must also be given to IMARC founding partners AusIMM and Austmine. Both organisations have provided invaluable advice and support in developing the conference over the years.

IMARC has a bright future and is now fully established as one of Australia's high profile international business events.

Paul McDonald
Director,
Geological Survey of Victoria
Department of Energy,
Environment and Climate Action
Victorian Government



AUSTRALIA'S LARGEST MINING EVENT ATTENDANCE PROFILE



Celebrating 10 years of IMARC and industry in 2023, this year's event attracted **9,385** registrants over the 3 days of the event.



POSITION OVERVIEW



46%
C-Level &
Executives



31%
Middle
Management



17%
Technical / Operational
/ Specialist



4%
Administrative
& Support Staff



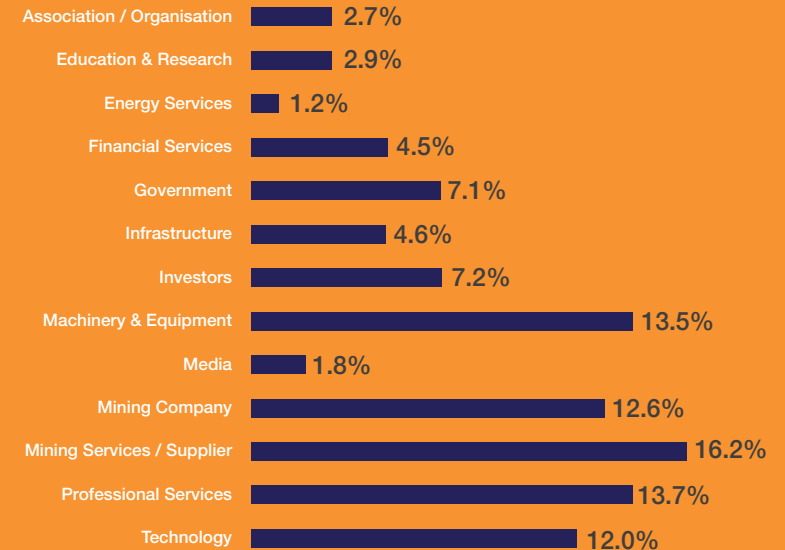
2%
Students, Educators
& Researchers

91% OF ATTENDEES WILL
RETURN IN 2024



**89% OF ATTENDEES
RATED THE EVENT 7
OR HIGHER OUT OF 10**

INDUSTRY BREAKDOWN



“IMARC is the global junction of expertise, technology, knowledge and future aspirations for mining melded into the one location.”

Mike Lane, Director Autonomous Solutions,
Surface Blast Hole Drills,
Pempek Systems

587 SPEAKERS

SHARED INSIGHTS ACROSS 7 CONCURRENT CONFERENCES

Throughout the three-day conference, 587 speakers took part in 380+ technical talks, panel discussions, interviews, and strategic keynote presentations across seven concurrent conferences that covered the entire mining value chain.

The packed plenary sessions focused on the 4 key themes of the conference;

- Reshaping the Mining Value Chain to Support the Industry's Role in the Global Energy Transition
- Creating Social Value and Environmental Resilience that Supports Shared Prosperity
- Strengthening the Mining Innovation Ecosystem: Investment, Technology, Skills & Collaboration
- Resourcing Tomorrow: Future Proofing Mining

Once again, the digital transformation sessions were some of the highlights of the program with topics like

digitalisation & AI, the digital & connected mine of the future, and connectivity & communications proving extremely popular.

Reflecting the current direction of the industry, these were closely followed by sessions on mining electrification, developing critical minerals supply opportunities and hydrogen supply & investment, each packing out the Energy Transition Theatre.

With ESG still remaining high on the agenda, free-to-attend sessions around repurposing mine sites and post mining legacies that benefit communities that extend beyond engagement but that focus on economic prosperity, also proved extremely popular with attendees.

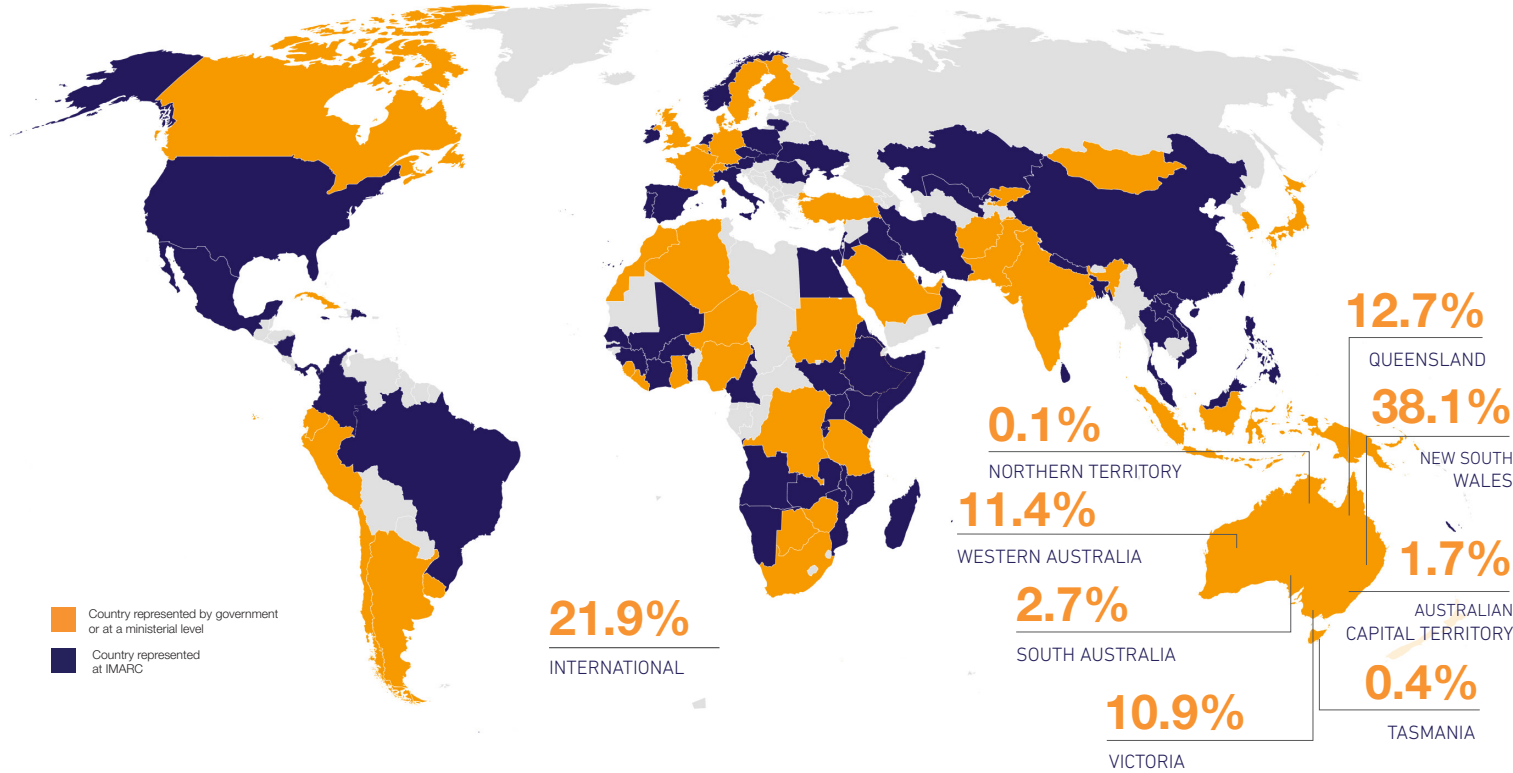
All attendees benefited from the 21 free-to-attend country/region presentation series highlighting trade and investment opportunities from around Australia, Latin America, Canada, Europe, Saudi Arabia, Africa and more.

“**The best Mineral Resources Industry Expo I have been to. The Expo + combined with 6 speaker themes and 500 speakers is unmatched anywhere.**”

Paul Byrne, Director,
Allia International Limited



A TRULY INTERNATIONAL EVENT WITH PARTICIPATION FROM 115+ COUNTRIES



- Afghanistan 🏠
- Algeria 🏠
- Angola
- Argentina 🏠
- Aruba
- Australia 🏠
- Austria
- Bahrain
- Bangladesh
- Belgium 🏠
- Botswana 🏠
- Brazil
- Burkina Faso

- Burundi
- Cameroon
- Canada 🏠
- Chile 🏠
- China 🏠
- Colombia
- Comoros 🏠
- Cote d'Ivoire
- Congo 🏠
- Cuba 🏠
- Czech Republic
- Democratic Republic of the Congo 🏠
- Denmark 🏠

- Dominican Republic
- East Timor 🏠
- Ecuador 🏠
- Egypt
- Eritrea
- Ethiopia 🏠
- Europe 🏠
- Finland 🏠
- France 🏠
- Germany 🏠
- Ghana 🏠
- Guinea 🏠
- Hong Kong

- India 🏠
- Indonesia 🏠
- Iran
- Iraq
- Ireland
- Israel
- Italy 🏠
- Jamaica
- Japan 🏠
- Jordan
- Kazakhstan 🏠
- Kenya
- Kuwait

- Kyrgyzstan 🏠
- Laos
- Lebanon
- Liberia 🏠
- Lithuania
- Luxembourg
- Madagascar
- Malawi
- Malaysia
- Mali
- Mauritius
- Mexico
- Monaco

- Mongolia 🏠
- Morocco 🏠
- Mozambique
- Namibia
- Nepal
- Netherlands
- New Caledonia
- New Zealand
- Nicaragua
- Niger 🏠
- Nigeria 🏠
- Norway
- Oman

- Pakistan 🏠
- Panama
- Papua New Guinea 🏠
- Peru 🏠
- Philippines
- Poland
- Portugal
- Qatar
- Romania
- Saudi Arabia 🏠
- Senegal
- Sierra Leone 🏠
- Singapore

- Slovakia
- Somalia
- South Africa 🏠
- South Korea 🏠
- South Sudan
- Spain
- Sri Lanka
- Sudan 🏠
- Sweden 🏠
- Switzerland 🏠
- Taiwan
- Tanzania 🏠
- Thailand 🏠

- Togo
- Turkey 🏠
- Uganda
- Ukraine
- United Arab Emirates 🏠
- United Kingdom 🏠
- United States 🏠
- Uruguay 🏠
- Uzbekistan
- Vietnam 🏠
- Zambia
- Zimbabwe 🏠

50+ COUNTRIES REPRESENTED

AT A GOVERNMENT AND/OR MINISTERIAL LEVEL

Programs at IMARC 2023 included 21 featured Government Partners and key business councils and chambers from across the globe, including those from Canada, Ecuador, Peru, Chile, Argentina, Mongolia, Germany, Saudi Arabia and India.



Critical Materials and Minerals intergovernmental meeting with IMARC, furthering international participation from the United States, in particularly its Departments of Energy, State, Defense and Geological Survey, respectively, as well as Japan's METI Ministry of Economy, Trade and Industry, its New Energy and Industrial Technology Development Organization (NEDO), and the Japan Organization for Metals and Energy Security (JOGMEC) during IMARC.

To complement several of the international delegations and initiatives going on in Australia for domestic and international trade and investment, IMARC 2023 saw greater involvement from Austrade and the Department of Foreign Affairs and Trade, whom hosted international delegations for weeklong programs on the sidelines of IMARC, as well as from Geoscience Australia, Australian Nuclear Science and Technology Organisation (ANSTO), CSIRO, and the Department of Climate Change, Energy, the Environment and Water.

This was complemented by international and domestic province and state representation from Quebec, Ontario, Queensland, Victoria, New South Wales, Northern Territory, South Australia, and Western Australia. For the first time IMARC also welcomed programs and delegations from the Australian Korean Business Council and Business Sweden, along with respective Embassy and consulate support and attendance from over 20 countries.

The Department of Industry, Science and Resources' Critical Minerals Office co-located its 16th Conference on

IMARC 2023 also welcomed NSW Minister for Natural Resources, the Hon. Courtney Houssos to IMARC for the first time, and welcomed back Federal Minister for Resources, the Hon. Madeline King, whom participated in bilateral meetings during IMARC, and did a walk of the 18,500sqm Expo floor meeting with several of Australia's METS companies, junior miners and country pavilions. With over 1,500 registered attendees making up the international profile of IMARC in 2023, this year firmly cemented IMARC as Australia's most internationally represented event where conversations, networking and deals were made.



A TRULY INTERNATIONAL EVENT

CO-LOCATED EVENTS

IMARC 2023 featured a number of sideline events taking place during the week of IMARC, each adding a new dimension to what is already Australia's biggest business event.

CMA INTERNATIONAL SUPPLY CHAIN COLLABORATION INDUSTRY ROUNDTABLE

Organised by the Critical Minerals Association Australia; this Industry Roundtable facilitated a discussion between Australian upstream and international midstream and downstream players, with a view to drive greater supply chain collaboration. The Roundtable included discussions on "What are the most significant bottlenecks / trade barriers / financial barriers / geopolitical barriers in the international supply chain, "What are the potential solutions", and examples from other nations that could be adapted to work in the Australian context.

AUSTRALIA-KOREA NEW ENERGY FORUM

The Australia-Korea Business Council, the Embassy of the Republic of Korea and KOTRA co-hosted the fourth Australia-Korea Critical Minerals and New Energy Forum during IMARC 2023, centered around the theme "Shaping a sustainable future together."

This event brought together key industry and government representatives from Australia and Korea and provided attendees with in-depth discussion of key market developments, substantive policy directives, and industry perspectives as Korea and Australia seek to bolster energy and resources security and expand markets in critical minerals and new energy.

WORLD ECONOMIC FORUM ROUNDTABLE AND PANEL @ IMARC

The World Economic Forum hosted its World Economic Forum "Australia Energy Transition Community" Roundtable, an invite-only sideline event for its mining, energy, finance and public sector members on Day 2 of IMARC 2023. This was a dialogue between the public and private sectors, from Australia and globally, on the realities and opportunities of the energy transition for Australia. Its aim was to set a clearer pathway forward between the government and the private sector on Australia's international energy transition and critical minerals strategy, and to propose governance, objectives, and roadmap for Australia Energy Transition Community.

WOOD MACKENZIE'S MINING LEADERSHIP ROUNDTABLE

Wood Mackenzie's Mining Leadership Roundtable took place on the first day of IMARC and connected the industry for an insightful discussion on the intersection of sustainability, critical materials supply, and net-zero carbon goals.



“One day not even close to seeing all of IMARC. You need to book in all three days to obtain the best connections and outcomes available at this event.”

Peter Morrissey, Industry Advisor,
HunterNet

NEW AND RETURNING HIGHLIGHTS

FROM AROUND THE SHOW

IMARC MINING PAVILION

A new addition in 2023, the IMARC Mining Pavilion was a purpose-built 4,000sqm attachment to the IMARC Expo featuring over 120 exhibitors and several networking and conference areas related to mining and investment. The Mining and Investment Hub within the pavilion was one of the busiest parts of the event, showcasing 100+ junior and mid-tier mining companies; the SW Investment Theatre and the Fender Geophysics Rock Arena. The Traxys IMARC Connect Lounge, also located within the Mining Pavilion, hosted over 3000+ meetings over the three days.

UNEARTHED GLOBAL INNOVATION GAMES AND CORE METS INNOVATION PITCH BATTLE

In collaboration with Uearthed, IMARC welcomed global METS innovators from USA, Canada, Germany and Finland to highlight cutting edge technologies with the potential to revolutionise the global mining industry. These companies joined IMARC via Uearthed's very unique crowdsourcing model and process. Complementing this, CORE hosted the IMARC 2023 METS Innovation Pitch Battle, which saw a tie between emerging innovators Ziltek and Electric Power Conversions Australia.

NEXTGEN JUNIOR PROGRAM

IMARC 2023 saw 250 Primary School students from across Sydney attend day three to experiment with technology ranging from virtual reality headsets to hydrogen powered cars, and hear from some of the sector's leading role models at IMARC's new NextGen Junior program. In partnership with AREEA, who facilitated their Bright Future STEM Program, this exciting initiative was sponsored by Agnico Eagle, JK Tech, and Thiess, with support from the NSW Minerals Council, Austmine and our participating exhibitors.

OnAir @ IMARC

Another new addition to IMARC 2023 'OnAir @ IMARC', was dedicated interview and podcast zone, featuring Money of Mine, GeoHUG, Cocktails & Commodities and Kitco Mining. With a combined daily engaged global audience numbered in the millions, OnAir @ IMARC featured three days of interviews and recordings, covering the mining news of the day, updates & announcements from our attending exhibitors and lively conversations with industry thought leaders.

MINING PITCH BATTLES

Hosted by Richard Morrow, Melbourne Mining Club, the hotly contested and always engaging Mining Pitch Battles took place over 3 days within the Mining Pavilion. The first two rounds of qualifying heats resulted in victories for Scott Eldridge, United Lithium Corp and Peter Ledwidge, Mako Gold, with a Grand Final "judges' wild card" selection awarded to David Turvey, Power Minerals.

A lively, entertaining and informative Grand Final Battle ensued with the top honour of Mines and Money, Mining Pitch Battle Champion 2023 awarded to Scott Eldridge, United Lithium Corp. A deserving winner, Scott was presented with VRIFY sponsored prizes including a limited-edition bottle of Gold Bar Whiskey and a discounted 1-year subscription with VRIFY. Congratulations to all of the battlers and thanks to our participating investor judging panels and of course, King of the Battles and the ultimate host & emcee, Mr Richard Morrow.

“ Was a great event, the clear challenge was trying to fit so much into such a short time frame.”

Adrian Beer, Chief Executive Officer, **METS Ignited**

“ Brilliant! Loved it.”

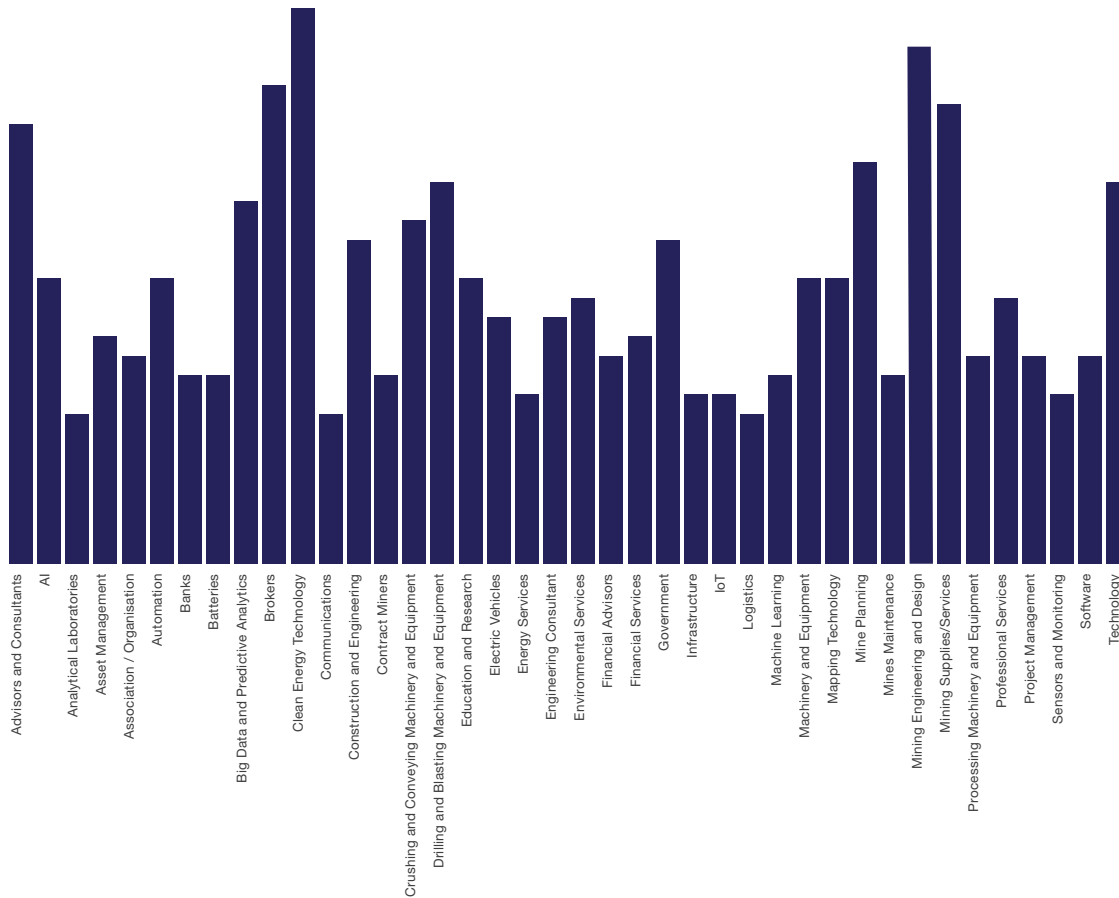
Nash Bakhit, Engineering Solutions
- Power & HVAC, **Coates Hire**



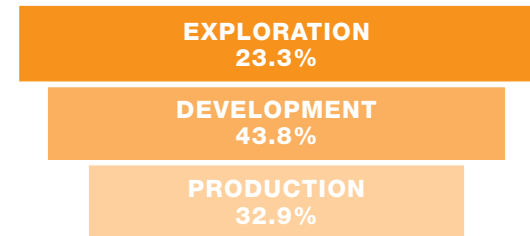
MINING & ENERGY COMPANIES

484 OF THE WORLDS LEADING COMPANIES ATTENDED IMARC 2023

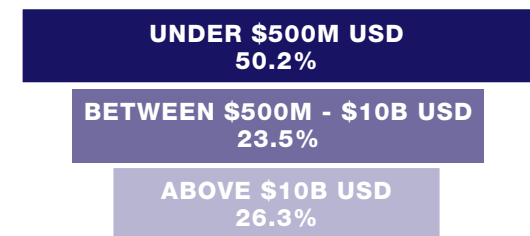
TOP 40 THINGS MINING COMPANIES WERE LOOKING FOR AT IMARC 2023



STAGE OF MINING PROJECTS



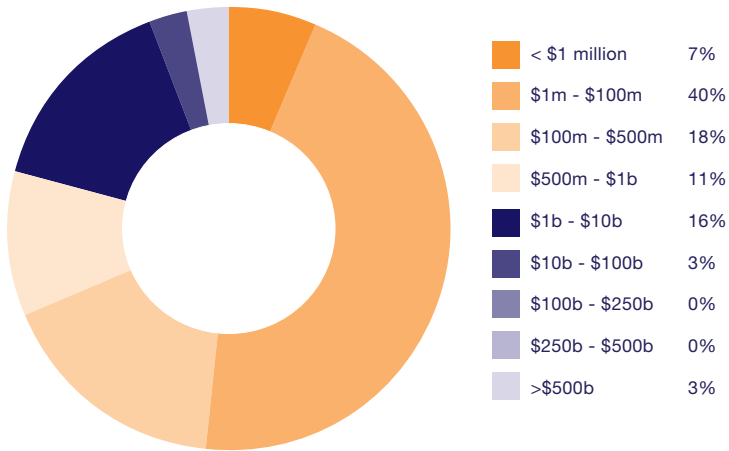
MINING COMPANY MARKET CAP



533 INVESTORS

ASSETS UNDER MANAGEMENT: \$6.7 TRILLION

ASSETS UNDER MANAGEMENT

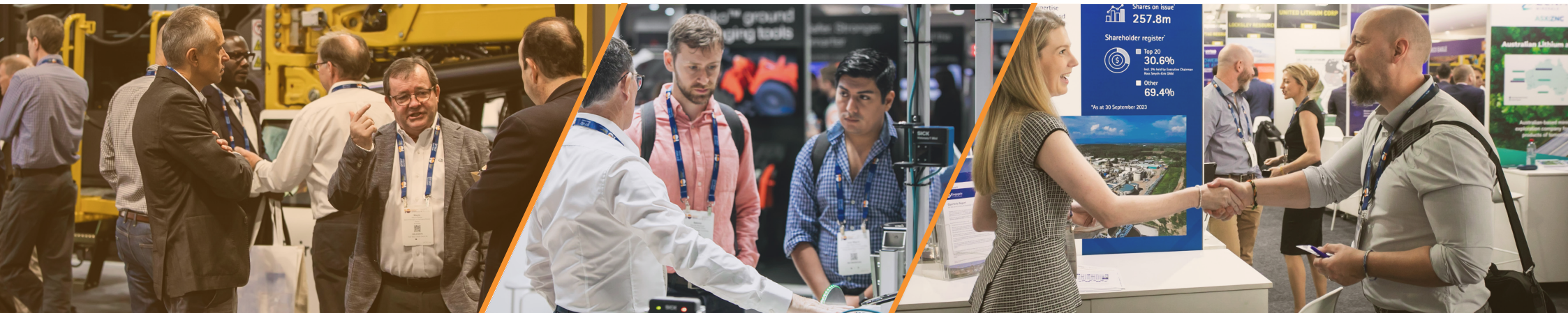
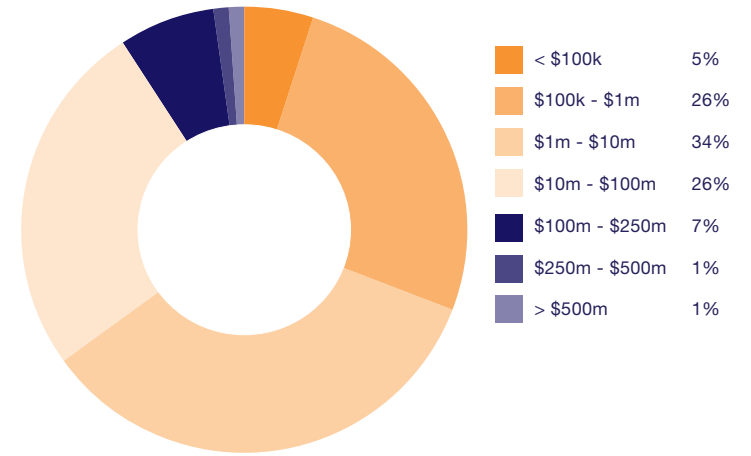


“

Expansive and ambitious programme, executed with great transparency and efficiency for attendees. Rich programme expanding visitors understanding of the development in mining sector.”

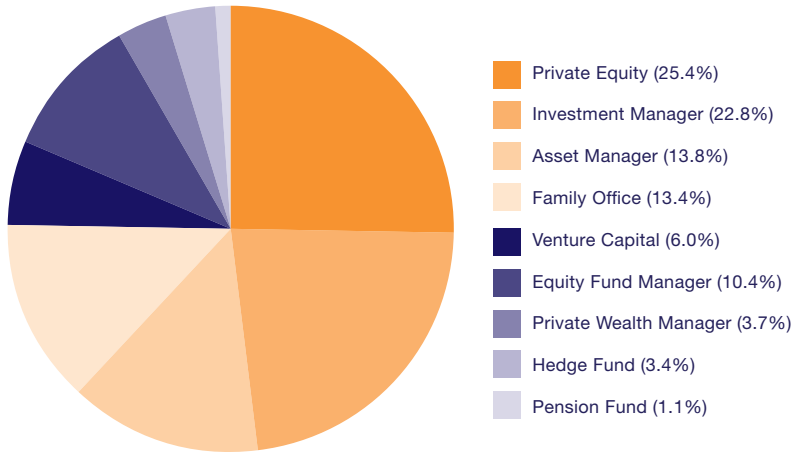
Taisia Nistorencu,
Associate M&A and Business Development,
Sev.en Global Investments

TYPICAL INVESTMENT SIZE

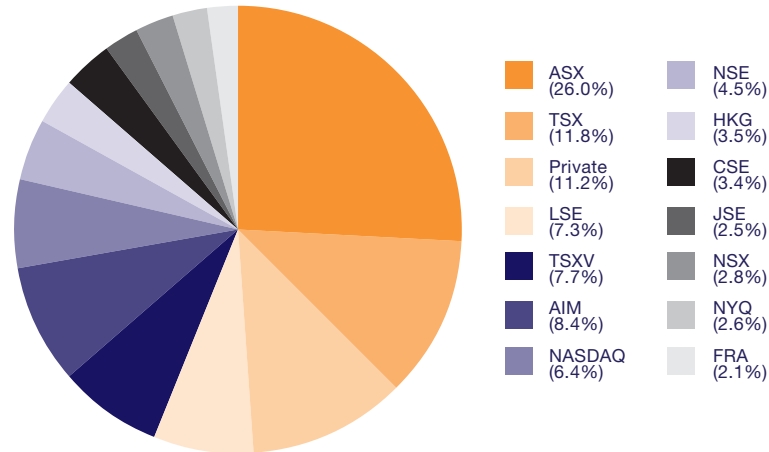


INVESTORS (CONT)

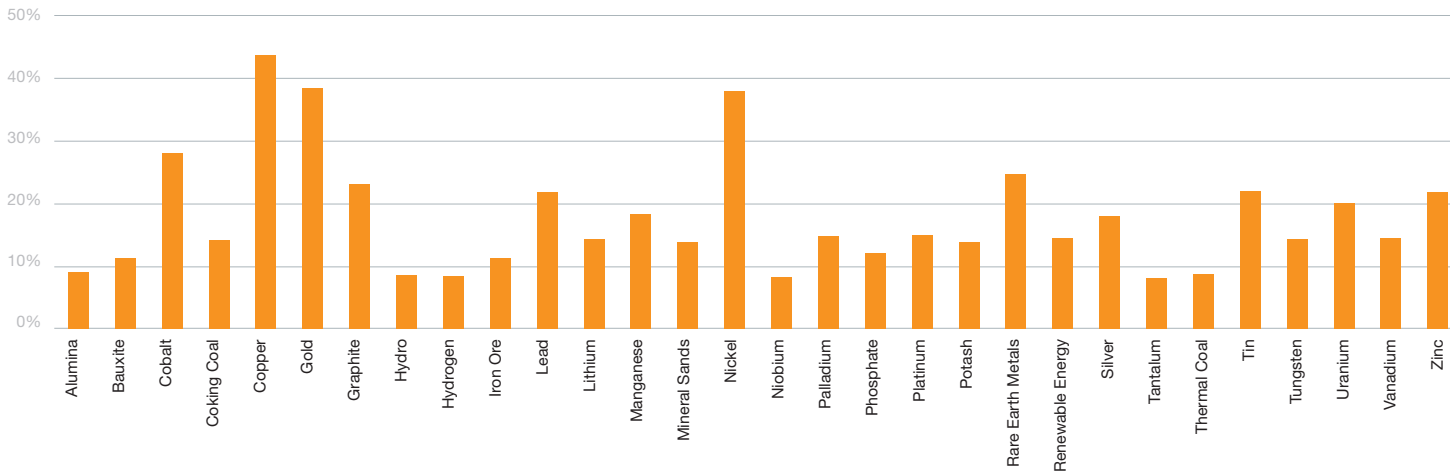
INVESTOR BREAKDOWN



STOCK EXCHANGE



TOP 30 COMMODITIES OF INTEREST



83%

of Investors expect to make investments as a result of attending IMARC

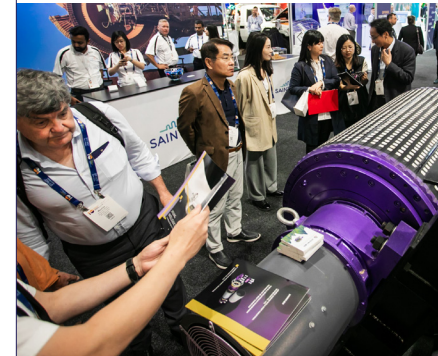
“IMARC 2023 was definitely one of the best shows I attended this year.”

Steve Phillips,
Private Investor



455 EXHIBITORS

THE 18,500SQM EXPO FLOOR WAS THE LARGEST EVER AT IMARC, SHOWCASING 455 COMPANIES THAT REPRESENTED ALL ASPECTS OF THE MINING VALUE CHAIN.



“Was a great event and we will attend next year”

Dave Jobson, Marketing and Communications Manager, Epiroc



NETWORKING

As well as the countless opportunities to connect across the show floor, delegates were also invited to attend a range of networking receptions hosted by both IMARC and its partners including:

- AAMEG Sydney Exploration and Mining Sundowner
- Austmine VIP Networking Drinks
- IMARC Delegate Receptions on Day 1 and 2
- Melbourne Mining Club Networking Event
- ALABC Latin America Mining Dinner
- Chile Delegates Networking Reception
- Mongolia Delegates Networking Reception
- AusIMM WIM Twilight Drinks
- Austmine's Meet the Miners
- NextGen Networking Lunch
- IMARC Gala Dinner

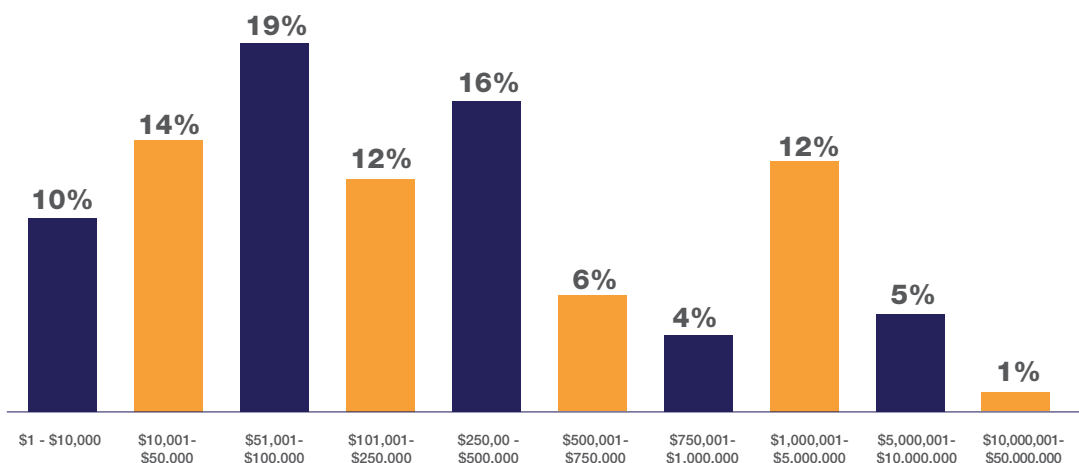
“One of the best networking events in the industry.”

Enkhtsatsar,
Tugs-Aldar, Director,
Bikini Atoll Investments



74% of attendees used the IMARC Event App

VALUE OF BUSINESS GENERATED AT IMARC



IMARC CONNECT

The bespoke Traxys IMARC Connect meetings platform, enabled attendees to schedule meetings in the weeks leading up to the event, resulting in more opportunities and better connections at the event. The Traxys IMARC Connect platform confirmed over 3,300 meeting in 2023, with many taking place at the Traxys Connect Lounge inside the Mining Pavilion

50%

of attendees used the Traxys IMARC Connect Platform to arrange meetings at the event



15,307
MEETINGS
REQUESTED **(up 91% on 2022)**



3,313
ACCEPTED
MEETINGS **(up 65% on 2022)**



Average Meeting Rating
4.7 out of 5 stars

“Excellent, In particular, the system for the one-to-one meetings was exceptional, and the staff were extremely helpful and efficient in rescheduling the missed meetings.”


Kaihui Yang, President & Chief Executive Officer, and Director, **Canadian North Resources**










133 JOURNALISTS & MEDIA

ATTENDED IMARC 2023, ACROSS MAINSTREAM AND INDUSTRY OUTLETS

 **2,590** MEDIA MENTIONS
from 1 May – 5 November 2023

 **75.8 MILLION**
Total Global Audience Reach
Through Media Coverage

 **\$13.6 MILLION**
Total Advertising Value
Equivalency (AVE)

 15.4k FOLLOWERS	↑ 29%
 2.1k FOLLOWERS	↑ 20%
 1.17k SUBSCRIBERS	↑ 35%
 10.1k FOLLOWERS	↑ 3%
 273,000 VIEWS	↑ 545%
 WEBISTE VISITS IN THE 4 MONTHS BEFORE THE EVENT VS. 2022	↑ 18%



IMARC CONTACTS



Paul Phelan
IMARC Event Director



Sherene Asnasyous
MARC Event Director -
Conference Content &
Partnerships



Menna Lofty
Regional Sales Director



Kelly Madigan
BDM METS Global



Peter O'Flynn
Sales Director METS Global



Grant Robinson
Global Commercial
Director



Nick Hughes
BDM Mining & Energy
Australia



Simon Kar
BDM Mining & Energy Asia



Sinead Doyle
Business Development
Manager



Ed Malkoun
BDM METS Global



Carly Stevens
Conference Production
Manager



Rachel Lee
Business Development
Manager



Rachel Lee
Business Development
Manager



Kelvin Johnson
BDM Mining & Energy
EMEA & Americas



Ciaran O'Connell
Marketing Director



Hasan Alwayel
Sponsorship Manager



Charles Maybury
Business Development
Manager



Jonathon Leader
Head of Investor Content



Toby Mbu
Business Development Manager



INTERNATIONAL MINING AND RESOURCES CONFERENCE+EXPO

29 – 31 OCTOBER 2024
ICC SYDNEY

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FOUNDING PARTNERS

