

**MEDIA RELEASE**

**“New look” GME returns to Kalgoorlie after two-year break**

Visitors attending the 2008 Goldfields Mining Expo – which will be back in Kalgoorlie from October 28-30 – will see a very different show from the one held two years ago in 2006.

For a start, it will be a significantly larger event, with more than 300 exhibitors, compared with around 160 at the previous show – making it the third-largest mining exhibition in Australia after the four-yearly AIMEX in Sydney and Mackay’s Queensland Mining and Engineering Exhibition.

As in previous years, GME 2008 will be held at the Kalgoorlie-Boulder Racing Club. It is being managed and organised by Reed Exhibitions, which operates the show in partnership with long-time owner the Kalgoorlie-Boulder Chamber of Commerce and Industry (KBCCI).

GME is part of Reed Exhibitions’ structured calendar of mining exhibitions and conferences, under the Reed Mining Events banner, held over a four-year cycle, and including shows in Queensland, NSW, South Australia and Western Australia.

The 2008 edition of GME will be the first time it has occurred on the biennial cycle, following 23 years of consecutive annual shows, said Soren Norgaard, Reed Mining Events’ Exhibition Manager.

“There’s considerable pent-up demand for this exhibition – not only among suppliers of equipment, parts and components, and services – but also among visitors, who’ve been used to an annual mining show in Kalgoorlie for nearly a quarter of a century,” he said.

“We’ve got some major names returning to this show – some after an absence of some years.

“Major suppliers include Caterpillar, Hitachi Construction and Mining Australia, Sandvik Mining and Construction, Construction Equipment Australia, LeTourneau and Metso Minerals – along with numerous smaller suppliers of specialist mining products and services.

“Visitors will also see substantially more heavy equipment back on display at GME 2008 than they may have been used to in the past few years – ensuring a good mix of the ‘big iron’ and the smaller supporting products, components and services that are so critical to today’s mining operations.”

Norgaard said that in addition to exhibitors from throughout Western Australia, who will make up more than half the show, with the balance being interstate and international exhibitors – including a South African Pavilion

“GME 2008 will be the only chance in two years for WA mining professionals to meet representatives of these suppliers and view their products at first hand,” he said.

“This makes GME 2008 a not-to-be-missed opportunity for anyone in the Western Australian mining industry – and we believe well worth the journey from Perth and the Pilbara.

“And because of the substantial growth in exhibitors at GME 2008, trade visitors will be able to see at first hand a whole host of new products not previously displayed in Western Australia.

“As a result, they will be able to talk to suppliers of some unique products and services which they may not previously have known about, giving them opportunities to find out about better or more cost-effective ways of running their mining operations,” said Norgaard.

Hugh Gallagher, chief executive of the Kalgoorlie-Boulder Chamber of Commerce and Industry, said that with the high levels of turnover among the region’s mining operations, events such as GME were an ideal opportunity to network and meet up with new people in the industry.

“During the past two years, the Goldfields-Esperance region has had a massive influx of new faces from all over the world – we are now truly part of a global industry,” he said.

“It’s not unusual for someone from the mining sector to be in Kalgoorlie today and somewhere like Laos or Thailand tomorrow.

“Given we are experiencing such rapid changes of key personnel in the region, the forthcoming GME is the best opportunity imaginable to meet new people in the industry, many of whom will have so much in common,” Gallagher said.

“As a rule, the region’s resource network rarely has a practical opportunity to mix at a single event where virtually all sectors of the industry have a genuine reason to attend; the Goldfields Mining Expo is just such an event, where there is a genuine reason for everyone to be there.”

He said that during the past two years the region’s mining dynamics have changed – and GME has kept pace with those change.

“We’ve seen the resource sector in our region, as well as Australia-wide, grow to unprecedented proportions – and GME has kept pace by growing at least an additional 30% since the last show in 2006.

“With the wide range of new products and services on display at this event, plus the opportunity for those in the mining industry from this region, as well as other parts of the state and Australia, to

attend, GME 2008 will be a unique networking and information-gathering opportunity,” said Gallagher.

“For the mining sector in this region – and anyone looking to do business with it – it truly is a must-attend event.”

Entry to GME 2008 is free to anyone involved in the mining and related sectors – including construction, building and transport.

Visitors are being encouraged to pre-register for the event through the GME 2008 website at [www.goldfieldsminingexpo.com.au](http://www.goldfieldsminingexpo.com.au) or by calling the GME Hotline on (02) 9211 7544, said Reed Mining Events’ Soren Norgaard.

“Visitors who pre-register before October 17 will have their visitor badges mailed out to them; that means they can walk straight into the show without having to queue to register,” he said.

“And those who register after this date – or who have forgotten to bring their badges on the day – can collect their badges at the registration counters.

“By pre-registering for GME, either via our website or hotline, visitors will save themselves a lot of time – allowing them to spend their valuable time looking at new products and services, and talking to suppliers, rather than queuing up to get into the show,” Norgaard said.

The GME website, as well as allowing visitors to register electronically, provides full information about the show, including directory listings for exhibitors with cross referencing, allowing visitors to search by product category.

In addition, for those visitors who may be particularly stretched for time, Reed Mining Events offers its free Product Interest Report.

“When registering on-line, visitors can tick a list of products or services that they are particularly interested, and we then send them a specific list of those exhibitors offering such products and services,” said Norgaard.

“Visitors using this service have found it’s an ideal way of ensuring that they don’t miss out on seeing products and services that are directly relevant to their operations or areas of interest.”

Those intending to visit Kalgoorlie to attend GME 2008 are also strongly advised to begin organising accommodation as soon as possible.

“Accommodation in Kalgoorlie is expected to be tight during the exhibition, and we recommend visitors from out of town contact their travel agent regarding accommodation. In addition Kalgoorlie Tourism can provide assistance with hotel and motel arrangements,” said Norgaard.

“Widespread press coverage through the mining industry media, as well as local and regional newspapers and television, means that GME 2008 is really capturing the attention of key mining and related industry buyers.

“GME 2008 is a once-in-two-years opportunity to visit an international standard mining exhibition in Kalgoorlie; it won’t be returning to the Eastern Goldfields region until October 2010.

“Our message to the industry is: don’t miss it!” he said.

Visitor registration for GME 2008 is now open, with prospective visitors able to register via the website at [www.goldfieldsminingexpo.com.au](http://www.goldfieldsminingexpo.com.au). Simply click on the “Register to Attend” button, and fill in your details.

Alternatively, visitors can call the GME 2008 Hotline on (02) 9211 7544.

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