

## **Immediate Release**

### **Mines and Money is launched in Beijing**

Aspermont UK, the publisher of *Mining Journal* and organiser of the Mines and Money brand of global events, is delighted to be bringing the Mines and Money event to Beijing for the first time on June 8 - 9.

Staged at the China World Hotel, and with a strong speaker line-up, a broad spectrum of exhibitors and sponsors, and a substantive delegation of over 400, this conference and exhibition is sure to become the most important mining investment event in the region, after its sister event, Mines and Money Hong Kong.

The conference has attracted key speakers from both the mining and financial communities highlighting the increased interest in resources in Asia. Leading the way from the mining sector is China Mining Association's Vice President, Zeng Shaojin and Andre Gauthier, chairman of China Mining Group.

Lilian Teng, Chief Marketing Officer from China-Africa Development Fund, one of China's four sovereign wealth funds will also be addressing the two day conference along with Zhang Bing Nan from the China Gold Association and Yang Wanghong from Shandong Gold Group.

From the finance side, the agenda will feature Ernst & Young, the World Bank, Strategic African Mineral Investments, Standard Bank and CITIC Securities, to mention a few.

Robert Friedland, the executive chairman of Ivanhoe Mines, spoke at Mines and Money Hong Kong back in March and predicated that the growth in the region was "unstoppable". He spoke also about the huge mineral potential in Mongolia, which is reflected in the conference programme at Beijing in a panel discussion focusing on investing in the Mongolian sector.

Speaking at about the Mines and Money events, Keith Spence, President of Global Mining Capital Corp said "Mines & Money is a fantastic conference for global mining finance and investments. It provides valuable industry insights and is an excellent source of networking. I have attended Mines & Money London and Mines & Money Hong Kong; and I look forward to attending Mines & Money Beijing"

For more information on Mines and Money Beijing please visit the event website at [www.minesandmoney.com/beijing](http://www.minesandmoney.com/beijing)

### **About Aspermont**

Aspermont Limited is an Australian Securities Exchange (ASX) listed media company (code: ASP) operating in Australia and overseas.

Aspermont's primary business is the production of business to business (B2B) information services, across the resource and construction sectors, delivered through print, conferencing and online media channels. Aspermont has recently also ventured into the consumer market with Business to Consumer (B2C) publications. These are also complimented with a suite of additional service offerings, including industry specific search engines, archives and directories, tailored editorial facilities and graphic design capability.

Aspermont offers its readers independent and newsworthy insight into carefully selected target markets, whilst offering its advertising partner's end-to-end targeted advertising solutions through its print, online, conferencing and complementary service channels.

Aspermont is Australia's largest resource industry media group with a significant Global presence, directly employing circa 150 people across offices in Australia, UK and America.

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