

Bruce Shapiro established A.P.O.C. Inc in 1991 as a Canadian-based business development company specialising in promoting trade and investment between Canada, South Africa and southern Africa. MineAfrica is a registered trademark of A.P.O.C. Inc.

MineAfrica – now in London!

Canadian-based MineAfrica is taking its highly regarded 'Investing in African Mining' and 'Black Economic Empowerment' seminars to London on November 19 and 20 2007.

The seminars provide a unique platform for companies and countries to promote themselves to a targeted audience of senior-level mining and financial executives. The focus of the seminars is strictly on African projects and African countries. "We have developed a dominant position as the premier platform for African mining in the Canadian market with our programmes over the past five years," explains MineAfrica principal, Bruce Shapiro. "London makes sense for us and our clients for a number of reasons. It's a major mining financing centre, it has a strong affinity for Africa, many of our clients are dual listed in both Toronto and London, and several of our presenters have been asking us to provide a similar African focused platform in London." With a

London programme, MineAfrica will now have coverage in the world's two most important mining financial centres – a key factor for its presenting companies and African countries aiming at raising funds for mining investment and project development.

Angola's Deputy President, Aginaldo Jaime took advantage of the MineAfrica platform to announce the World Diamond Summit to be held in Luanda, Angola in November 2008. Sebastiao Panzo, marketing manager for ENDIAMA E.P., Angola's national diamond mining company, was pleased with the response they received during MineAfrica in Toronto. "The rooms were full, which shows that the Canadians, and others that came for both the PDAC and MineAfrica, were interested in Angola," said Panzo.

While MineAfrica has been running its 'Investing in African Mining' seminar (in conjunction with the Canada-South Africa Chamber of Business Annual Mining Breakfast) in Toronto for the past five years, 2007 was the first year for its seminar on black economic empowerment in South Africa's mining industry. MineAfrica's seminars in Toronto are held each March during the Prospectors and Developers Association of Canada (PDAC) Convention. The London seminars will take place just prior to the start of Mines and Money.



Willem Smuts

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