



SAMSSA

MISSION:

“Provide the most innovative and highest quality mining supply/products/services for domestic and worldwide markets”

- Incorporated as a non-profit trade association**
- 5-member Board of Directors**



SAMSSA

CRITERIA FOR MEMBERSHIP

- **Located in Northern Ontario**
- **Physical presence (office)**
- **Minimum of 2 staff residing in Northern Ontario**
- **Create wealth in Northern Ontario**

A horizontal banner with a dark red background. It features a faint world map in the center and several stylized maple leaves scattered around it. The word "SAMSSA" is written in large, white, bold, sans-serif capital letters across the middle.

SAMSSA

PRIMARY GOAL

“SAMSSA is in the business of finding opportunities domestically and globally on behalf of its members”



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MANDATE – Domestic/Global Presence

- **Maximize sales opportunities (Int'l Trade Consulates and Embassies)**
- **Increase in-coming visits
(SA/Chile/Brazil/Peru
Mongolia/Zambia/Finland)**
- **Utilize virtual channels to promote SAMSSA members SAMSSA Web Site**
- **Provide a “one-stop shop” for mining related clients**



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MANDATE (cont.)

- **Develop multilingual global marketing materials**
- **Provide a series of export readiness seminars- BDC- Going Global**
- **Develop an annual strategy and increase incoming mining missions from countries**
- **Establish a presence in all global markets through offices & networks**
- **Build bridging between University and Community College expertise in mining**



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SAMSSA ACHIEVEMENTS

- **10 match-making agreements**
- **Assembled 25 country mining company contact lists**
- **DFAIT recognition of SAMSSA as one of the key mining associations in Canada**
- **First association globally to sign an MOU with a country -Antofagasta/Chile**
- **Web Site-4.5 million visits since Nov. 18, 2003**
 - **Example:Canada, USA, Chile, Brazil, South Africa, Peru, Argentina, Australia, India, Russia, Seychelles**



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SUDBURY/NORTH BAY CORRIDOR

- **Most densely MS&S corridor internationally**
- **Increased capacity and recognition internationally**
- **Provided a global branding for MS&S-SME's**
- **Created efficiencies and economy of scale**
- **Created value added relationships and synergy among members**



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KEY FACTS

- **Sudbury meets all of the criteria as a “cluster”**
- **Sudbury/North Bay/Timmins benefit from a strategic alliance**
- **Sudbury/North Bay is the is one of the world’s principle centres for MS&S for underground mining in Canada**
- **The S/NB MS&S industry produces approx. \$1 billion in sales output annually**



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KEY FACTS (cont.)

- **Sudbury/North Bay MS&S companies -375-400**
- **Total number of employees in 2005 (S/NB) estimated 12,100 (North Bay 2,500 – Sudbury-9,600)**
- **Largest Consolidated Mining Centre in the World**



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KEY FACTS (cont.)

- **\$900 million (excl. benefits) total annual salaries (Sudbury/North Bay)**
- **Estimated -\$550 million spent locally annually**
- **Sudbury/North Bay constitute 33-35% of all MS&S delivering products and services to underground mines operating in Canada**



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Sudbury SME sector is approximately twice as innovative as those in a national sample under the Oslo definition

Sudbury's three educational institutions collectively have more mining degree and college programs than any other country globally (Being reviewed)

**SAMSSA is opening two "storefronts" in the next year - China and Chile/Antofagasta
Looking at S Africa**



In Partnership with:



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Canada



Overview

Competition is growing, local and nearby markets are stagnant, globalization of markets is accelerating and the Canadian dollar is getting stronger. Dynamic and progressive businesses are becoming more and more interested in international markets. Penetrating new markets can be complex and difficult.

Therefore, Canadian businesses looking to export are invited to take advantage of GOING GLOBAL, a training and counselling program.



- To help those entrepreneurs, who are considering or already involved in export markets, develop winning strategies as well as increase their skills of international trade and knowledge in this respect.
- To perform an independent diagnostic of the required level of readiness to address International markets.
- To provide an opportunity to pursue an initiative further, e.g.: implementation plan.
- To help each participating firm with the development of its Strategic Marketing Plan to Export.



Program Benefits to Potential Exporters

- Awareness of opportunities offered by export markets.
- Opportunity to develop international trade skills, before entering foreign markets.
- Opportunity for networking and mentoring.
- Improves your chances of successfully dealing with existing or new markets.