



Marketing & Communications Committee

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IMnI's China Seminar
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IMnI Objectives

- Promote the Mn Industry and its Products
- Investigate Issues of Common Interest
- Facilitate the Exchange of Information
- Promote its Growth and Development

Marketing & Communications Committee

Objectives are to assist the
Institute in
achieving its Objectives

What do we do?

1) Develop Communication Tools: We ensure the Institute can communicate effectively with its members, potential members and interested parties

- Website under constant review – another upgrade underway
- Mn Matters Publication – regular reviews of Institute and industry developments
- Annual Review – new initiative for 2005
- China Sub-Committee formed to facilitate communications with the Chinese Industry

2) Arrange Annual Conferences with relevant themes

- 2004 Tokyo – New uses for manganese; occupational Health, Environment and Safety Issues
- 2005 St Andrews, Scotland – Market Research and Industry trends; News from Member Companies
- 2006 – Themes of interest to Chinese Members???

3) Seek out new members. Why is this so important?

Membership, which represents all relevant regions and sectors, can result in:

- A more efficient means of investigating common issues
- A more financially robust Institute able to better service its members
- A more relevant Institute which is the international focal point for both the industry and interested parties
- A more reliable statistical service

Why should a company join?

- You achieve credibility and you participate alongside the majority of other international companies
- You become a contributor to make the Institute stronger and thereby receive a better service
- You have access to studies undertaken to protect the interests of the industry in the fields of OHES
- You have access to the Institute's Market Research which is essential for decision making
- You have access to all the leaders in the industry and access to information
- You have the ability to influence the services provided – you should not be a passive player