Media Statement

Business Events Adelaide

11 November 2024

Adelaide secures AIMEX until 2033

Business Events Adelaide has announced that the Asia-Pacific International Mining Exhibition (AIMEX) will be held in Adelaide until 2033.

AIMEX is the longest running mining event in Australia, being held for over 50 years, and is the largest event of its type in the Southern Hemisphere. Each biennial business event attracts up to 6,000 delegates, 2,000 of whom are from overseas.

AIMEX has relocated to Adelaide from Sydney for the next five exhibitions and will deliver an economic impact of more than $240 million to the State. South Australia's first AIMEX will be held at the Adelaide Showgrounds in September 2025.

Business Events Adelaide Chief Executive Officer, Mr Damien Kitto said "AIMEX is a spectacular win for Adelaide. This series of business events will not only generate a strong financial return, but also provide a significant economic tail of enduring benefits to our important energy sector. We are proud that Adelaide has been entrusted with the next stage of its development."

AIMEX were attracted to Adelaide by its growing reputation as a world leader in renewable energy, and its investment in hydrogen to power green steel and future energy solutions. "AIMEX's choice of Adelaide demonstrates once again that our state is at the cutting edge of initiatives that provide real world solutions to complex problems," Mr Kitto continued. "*Business Events Adelaide* tries as far as possible to secure business events in industry sectors that allow our global expertise to come to the fore. By hosting AIMEX in our State, mining and energy providers will be able to develop lasting connections and relationships. AIMEX is a great fit for Adelaide, and we share Prime Creative Media's ambition to make AIMEX the world's largest mining event".

Prime Creative Media acquired AIMEX in May 2024. CEO John Murphy said "This is a critical time for the industry and South Australia is emerging as a frontrunner in responsible mining and production of the minerals, metals and fuels of the future. It aligns with our purpose to deliver a forward-focused mining event for the next generation of Australian mining. There's no denying that there's a link between the mining industry and renewable energy".

The arrival of AIMEX fits squarely with the Malinauskas Labor Government's ambitions to grow the economic benefit of major business events, with this year's State Budget committing an additional $14 million over four years to expand the Business Events Fund. "We are pleased that the State Government recognises business events' importance to South Australia" said Mr Kitto. "Securing a business event on this scale is a true 'Team Adelaide' effort, and we are grateful for their support".

Media enquiries: Tony Saulters ***Business Events Adelaide*** +61 412 660 312

About *Business Events Adelaide*

Business Events Adelaide is a 50-year-old independent, not for profit, member based organisation. Its purpose is to win business events for South Australia, a valued and proven economic driver in both the long and short term.

Beyond the high daily spend of delegates, business events provide an economic tail of multiplying benefits that often endure years into the future. Long-term benefits can be seen in research collaborations, business partnerships, company startups and even a contribution to population growth with the arrival of new professional and skilled workers.

Further information on *Business Events Adelaide* activities can be found at www.businesseventsadelaide.com.au