

Proceedings, 106th Annual General Meeting, 2003

The 106th Annual General Meeting of The South African Institute of Mining and Metallurgy was held in the J.C. Lemmer Auditorium, SA National Museum of Military History, 22 Erlswold Way, Saxonwold, Johannesburg on Wednesday, 13th August, 2003.

Welcome

The President extended a special welcome to the guests and representatives of our sister institutes and other associations, also to recipients of awards, senior members of industry, Honorary Life Fellows, Past-presidents, our Members and other guests, among them the following:

Kevin Moxham, President, Association of Mine Resident Engineers

Prof. Jay Barton, Vice President, The Geological Society of South Africa

Dr Gus Muller, President, Institute of Certificated Mechanical and Electrical Engineers, South Africa

Marius van Rooyen, President, Institute of Mine Surveyors of South Africa

Benjamin Ngulube, Deputy Vice President, South African Institution of Electrical Engineers

Dr Francois Malan, Chairman, South African Institute of Rock Engineering

Dr Paul Jourdan, President, Mintek

Minutes

The minutes of the previous Annual General Meeting, which were published in the September 2002 issue of the *Journal*, were confirmed.

Obituaries

The President announced the death, during the year, of the following members:

Life Fellows

C.H. Coxon, A.H. Mokken

Retired Fellows

A.W.L. Brereton, R.A. Lee, J.B. Mudd

Members

C.M. Chatira, C. Sevume

Retired Members

E.A. Cole, A. Marsh

Associate

R.H. Hummel

In memory of the deceased and in sympathy with the bereaved, all rose and observed a moment of silence.

Honorary Life Fellowship

Dr Willem van Niekerk (Senior Vice-president): Honorary Life Fellowship is awarded by the Council to corporate members of the Institute who have rendered outstanding service to the industry or to the Institute. It is my pleasure to announce that the Council has decided to award Honorary Life Fellowship to the following:

- **Alastair Douglas**, for his support of the Institute
- **Peter Knottenbelt**, for his contribution to the Institute during his chairmanship of the Career Guidance and Education Committee.

Brigadier Stokes Memorial Award

Mr Dick Stacey: The Brigadier Stokes memorial Award was instituted in 1980 to commemorate the outstanding contribution to the South African mining industry made by Brigadier R.S.G. Stokes, an Honorary Life Fellow and Past-president of this Institute. The award is made to an individual for the very highest achievement in the South African mining and metallurgical industry. It gives me great pleasure to announce that the award for 2003 is to be made to Mr Pieter Vogel Cox.

Willem van Niekerk calls upon John Cruise, Past-president and Treasurer of the SAIMM to read the citation:

Pieter Cox matriculated at Pretoria Boys High School in 1961. He read for a degree in metallurgical engineering at the University of the Witwatersrand, which he obtained in 1966. He then read for the degree in mining engineering at the same university, graduating in 1968. It is thus befitting that the South African Institute of Mining and Metallurgy bestows its highest honour on a man who had been educated as both a metallurgical engineer and a mining engineer.

Pieter Cox has been associated with one of South Africa's most innovative and successful companies, Sasol Limited, for thirty-two years. He joined Sasol as a mining engineer at Sigma Colliery in 1971. On the establishment of Secunda Collieries in 1976, he was appointed its first general manager. In 1981 he was appointed General Manager; Mining of the the whole of Sasol, and in 1985 he was appointed general manager of the Sasol Group.

Thus it was that Pieter Cox's early association with Sasol was mining. When it was decided to construct Sasol II at Secunda in the mid-1970s, the awesome task to develop a large underground coal mine to feed the plant fell on young Pieter Cox's shoulders. In 1976, the annual demand for coal was forecast at 12 million tonnes. When it was decided to replicate Sasol II with Sasol III only three years later, the demand for mined coal rose to 27 million tonnes per annum. By the end of 1983 the production was R29 million tonnes. This represented a world record for the speed of mine development. During the second half of the 1980s and the early 1990s productivity of men and machinery increased by 30% and 40% respectively. Today the Secunda mines account for 90% of Sasol's 50 million tonnes per annum production.

Being a new mining complex, which was started in a hurry, the Secunda mines had to be flexible and innovative. Sasol mines re-designed the standard continuous miners to suit South African coal conditions and the requirements to produce a coal product that would be acceptable for gasification in the plants. They have also developed virtual reality simulators, similar to those used in the aerospace industry, to train continuous miner operators.

Recently they have developed directional drilling techniques to determine from the surface the presence and location of underground dolerite dykes, so as to optimize the use of long-walling mining methods. Sasol's innovation is legendary. 'In all aspects, we constantly pushed the boundaries,' Pieter Cox has been quoted, 'we set the pace.'

After his appointment in 1985 as general manager of the Sasol Group, Pieter Cox had the opportunity to apply the chemical side of his metallurgical degree. As the Sasol plants produced ammonium nitrate, Sasol decided to produce ammonium nitrate based explosives and commission plants producing both anfo and cartridge emulsion explosives in late 1985. By 1988 SMX (Sasol Mining Explosives) was fully in the explosives' business and made a profit the next year. Pieter Cox had no small hand in the creation and staffing of SMX.

In 1993 Pieter Cox was appointed chief executive officer of Polifin, which resulted from a merger between Sasol and AECI of their ethylene and propylene monomer and polymer business—i.e. plastics. Plastics? in the film 'The Graduate' the hero, after graduating, is agonizing over what to do with the rest of his life when a middle-aged acquaintance tells him to make his career in plastics. Pieter Cox, unlike Dustin Hoffman who considered the option laughably crass, accepted the challenge. By the late 1990s there was a world shortage of octene. Dow Chemicals asked Polifin if they could manufacture it and gave them 3 months to produce a 100 litre sample. Twenty-eight months later a 50 000 tonne per annum plant was designed, built and commissioned, and in 1999 Pieter Cox received the President's award for export achievement from President Thabo Mbeki.

By the time Pieter Cox had been successively an executive director of Sasol, chief operating officer of Sasol in 1996, managing director and chief executive officer of Sasol in 1997.

During this period, Sasol introduced unleaded petrol and has recently developed unleaded petrol that can be used in both old and new cars—the Dual Fuel.

Pieter Cox was appointed to the post he holds today, namely, that of deputy chairman and chief executive, in March 2001.

Recently he has seen Sasol listed on the New York Stock Exchange, the development of synthetic aviation fuel, gas to liquids technology that is being exported to the Persian Gulf, the development of the Temane Pande Gas Fields in Mozambique, the construction of the 835 km long gas pipeline to Secunda and the 1 400 km gas distribution network to South African cities and towns in Mpumalanga, Gauteng and Northern Free State, and many, many more projects worth some R70 billion.

As has been previously stated, Sasol has been one of the most innovative and successful companies in South Africa. It is pre-eminent in the world in the conversion of our natural resources, namely coal and gas, into a vast array of products. During the past three decades, one man has been at the heart of these endeavours—Pieter Cox. Some may say he has been lucky, but those of us who have known Pieter all these years know otherwise.

Pieter Cox exemplifies the SAIMM motto—*Capaci Occasio*—'Give the occasion to the capable'.

It is my pleasure to present to you the 2003 recipient of the Brigadier Stokes Award—Pieter Vogel Cox.

Presentation of Awards, Medals and Certificates

Dr Willem van Niekerk: It gives me great pleasure to announce the following awards, medals and certificates, and I would like to ask Rams Ramokgopa to make the presentations.

50-year Membership Awards

- ▶ A.N. Brown, Elected 12 June 1953 as a Student
- ▶ M.J. Deats, Elected 10 April 1953 as a Student
- ▶ W. Lurie, Elected 12 June 1953 as a Student
- ▶ N. Martincevic, Elected 12 September 1952 as a Member
- ▶ E.P. Mortimer, Elected 7 October 1952 as a Student
- ▶ D.J. Murphy, Elected 8 May 1953 as a Student
- ▶ H.J. Stucke, Elected 12 September 1952 as a Student
- ▶ R.G. Williams, Elected 8 May 1953 as a Student

Transaction papers published in the *Journal* from March 2002 to February 2003 by members of the Institute were considered for the following medals:

Gold Medals

There were no papers worthy of a Gold Medal.

Silver Medals

K. Naidoo and M.F. Handley for their Transaction paper published in the May/June issue of the *Journal* entitled: 'Basic principles for stable gullies in the gold and platinum mines of South Africa'.

F.M.C.D. Vieira and R.J. Durrheim for their Transaction paper published in the May/June issue of the *Journal* entitled: 'Probabilistic mine design methods to reduce rockburst risk'.

R.T. Jones, G.M. Denton and Q.G. Reynolds, J.A.L. Parker and G.J.J. van Tonder received an Award in 2002 for their *Journal* paper published in the January/February issue entitled: 'Recovery of cobalt from slag in a DC arc furnace at Chambishi, Zambia'.

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Messrs Parker and van Tonder were inadvertently left off the list in 2002. As non-members they will receive certificates of merit.

Presentation of Student Prizes

Dr Willem van Niekerk: The following students at the Universities of the Witwatersrand and Pretoria and the Technikon Witwatersrand receive the SAIMM Prestige Prize:

University of the Witwatersrand

Prestige Prize:

Mining	B. Khumalo
Metallurgy	R. Dass

University of Pretoria

Prestige Prize:

Mining	J. Jordaan
Metallurgy	J. Morkel

Technikon Witwatersrand

Prestige Prize:

B Tech Mining Engineering J. Jacobs

The following SAIMM Prestige prizes were presented to the students at the Western Cape Branch AGM.

University of Cape Town

Prestige Prize:

Chemical Engineering	C. Anderson
Materials Engineering	S. Parker

University of Stellenbosch

Prestige Prize:

Chemical Engineering	L. Reyneke
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Cape Technikon

Prestige Prize:

Chemical Engineering	S. Ramohlola
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Annual Report and Accounts

Following the financial success of the previous two years, I am pleased to report that, despite losses on the Johannesburg Stock Exchange, we have had another successful year for 2002/2003. We have maintained our stated aim of again not relying on colloquia, symposia and conferences to subsidize the day-to-day running of the Institute. These functions provide the wherewithal with which our Institute has the financial muscle to make a positive impact in these days of change, and allows us to take a leading role in ECSA (Engineering Council of South Africa), SAMREC (South African Mining Resource Evaluation Committee), SAMVAL (South African Mineral Valuation Committee), and MQA (Mining Qualifications Authority), amongst others.

Subscriptions have increased in line with escalation with Company Affiliate Membership at R275 936 (R252 632) and Individual Membership at R880 309 (R800 508).

Conferences, colloquia and schools brought in surplus of R1 344 868 (R1 508 337), which is only less than the previous year due to the vagaries of a financial year that ends in June when there are major international conferences about to occur in the latter half of 2003, for which income has already been collected. In 2001, the record income was R934 292—today's record is tomorrow's call! Interest and dividends received was again a record R263 204 (R164 953). Net income from the sales of special publications increased twofold to R72 158 (R36 535).

Thus, total income (excluding the one-off book entry of revaluation of investments in 2002 of R151 288) increased marginally to R2 840 900 (R2 762 965).

Expenditure increased markedly to R 2 266 030 (R1 257 472). *Journal* costs rose to R1 088 392 (R946 195) due to larger issues of the *Journal*. This was partly offset by an increase in advertising revenue of R486 948 (R418 055) and maintaining sales revenue at R175 013 (R174 573).

Administration expenditure rose markedly to R674 684 (R431 832). This was due in the main to purchases of office furniture, computer equipment, and licences. Revaluation of investments showed a loss in market value of shares of R469 787 (gain of R151 288)—a book entry turnaround of R621 075. Another book entry deficit was depreciation of R110 149 (R17 433). Subscriptions written off increased to R91 992 (R54 246). Surprisingly, the same number of members were written off, they just owed more.

In summary then, although the surplus for the year is given as R574 870 (R1 656 781), removing income from interest and dividends from investments, and loss on revaluation of investments, the operating income for the year was R887 177. Perhaps the most significant investment decision taken during the year was to become more liquid. This is shown in the increase in cash and cash equivalents from R766 317 to R2 870 770.

The solid performance this year is due to the efforts of the members of our technical committees who year in and year out produce technical events of the highest standard. Finally, I would like to thank our Secretariat who unstintingly provide the support for your Institute, particularly Mrs Winning our accountant, and to KPMG for successfully maintaining our tax-free status with the fiscus and producing the audited financial statements in record time.

Office Bearers and Members of Council for 2001/2002

President: I have pleasure in announcing that, in accordance with Clauses 3.2 and 3.3 of the Constitution, the retiring Council has elected the following Office Bearers for the ensuing year:

President	Prof. T.R. Stacey
President-elect	F.M.G. Egerton
Senior Vice-president	Dr W.H. van Niekerk
Junior Vice-president	R.P.H. Willis
Immediate Past-president	S.J. Ramokgopa
Honorary Treasurer	J.A. Cruise.

In terms of the election of ordinary members of Council, there is a letter from the scrutineers stating 'We have to report that we inspected the nomination papers for members of Council for the 2003/2004 session, and have found that the ballot papers sent out to Corporate Members of the Institute were in order. As a result of our scrutiny, we find that the following members have been elected (in alphabetical order):

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A.M. Croll	Dr F.W. Petersen
Dr A.M. Garbers-Craig	R.G.B. Pickering
K.J. Hay	M.K.C. Roberts
F.W. Human	G.L. Smith
G.V.R. Landman	Prof. J.N. van der Merwe
A.S. MacFarlane	D.J. van Niekerk
Dr N.C. Machingawuta	H.G. Waldeck
K.C. Owen	

In addition, Dr A. Mulaba and P.J. Knottenbelt have agreed to represent non-corporate Members of Council.

In terms of Clause 3.2.8 of the Constitution, the Chairmen of the Branches are as follows:

Johannesburg	J.L. Porter
Pretoria	R.C.W. Webber
Free State	F.P.S.F. Guilherme
Mpumalanga	No Chairman
Western Cape	Prof. C.T. O'Connor
Bushveld	C.A.F. Sweet
Zululand	I.J. Walton

These Chairmen will serve on Council.

The following Past-presidents have signified their willingness to serve on Council for the ensuing year:

J.D. Austin	A.A.B. Douglas
Dr N.A. Barcza	H.E. James
R.D. Beck	R.P. Mohring
Prof. A.N. Brown	M.H. Rogers
Dr L.A. Cramer	D.A.J. Ross-Watt
J.A. Cruise	O.K.H. Steffen
J.R. Dixon	

I would like to thank those Past-presidents, who have indicated that they cannot serve on Council for the next year, for all their time, effort and dedication in the past.

I would also like to record our thanks to Past-presidents for their continued support, and I congratulate all those elected, and thank those who have agreed to serve another term of office.

Election of Auditors and Honorary Legal Advisers for 2003/2004

President: I propose that Messrs KPMG be re-appointed as auditors for the coming year. I also propose that Van Hulsteyn, Attorneys be re-appointed as Honorary Legal Advisers. Agreed.

Induction of President

President: It is my pleasant duty to introduce your new President, Dick Stacey. Rams Ramokgopa calls upon Willem van Niekerk to read the CV of Dick Stacey.

Willem van Niekerk:

Dick was born in Durban in 1943. Most of his schooling was in the then Rhodesia at Umtali Boys High School, and his initial university education was at the University of Natal, Durban, where he graduated with a B.Sc. Eng in Mechanical Engineering. With a particular interest in stress analysis, he continued his studies in mechanical engineering at Natal, carrying out research on plastic flow in rotating discs for a masters degree. In this research he used photoelastic stress analysis techniques to detect the

development of plastic strains in rotating aluminium discs. This experience with photoelastic stress analysis probably determined his future career.

Dick joined the Strength of Materials Division of the National Mechanical Engineering Research Institute at the CSIR, Pretoria, in 1967. Shortly afterwards, the Rock Mechanics Division in the same institute was looking for a researcher with experience in stress analysis, particularly in photoelastic stress analysis, and in 1968 the director of the Institute, Dr Gunter Denkhaus, said to Dick, 'You would like to work in the Rock Mechanics Division, wouldn't you?' This was an offer he could not refuse and was the start of a career in rock engineering. He worked under Dick Bieniawski in the Rock Mechanics Division for about six years, and during this period gained his doctorate from the University of Pretoria (in 1973) for research on the 'Stability of rock slopes in mining and civil engineering situations'.

He left the CSIR in 1973—the family home was sold for a profit and this funded an 18-month visit for Dick, his wife and two young children to the UK and Europe. After touring around the continent for three months, they settled down in the UK while Dick spent a year at the Royal School of Mines, Imperial College of Science and Technology, as an Academic Visitor with John Knill, in the Engineering Geology Department. A previous Academic Visitor described this appointment as 'having all the benefits of being a student, without any of the responsibilities'. However, Dick diligently attended the masters' course in engineering geology and obtained a Diploma of the Imperial College (DIC) for his dissertation entitled 'Seismic techniques in the assessment of rock properties'.

The family returned to South Africa in 1974 and, after a brief period with D.L. Webb and Associates, Dick joined Steffen, Robertson and Kirsten, where he spent 25 years, becoming a Principal of the Company and Chairman of the South African arm. During this time SRK grew from a small South African company of about 25 to an international consulting organization with more than 500 employees, with offices in nine countries on five continents. Dick is very proud of his contribution to SRK and remains an associate consultant with the company. Among many interesting and rewarding projects in which he was involved was a 14-year involvement in the Lesotho Highlands Water Project, as part of several consulting consortia.

Dick has always had an academic and research interest, and in 2000 he left SRK to pursue a short academic career in the School of Mining Engineering at the University of the Witwatersrand, where he is Centennial Professor of Rock Engineering. He teaches rock engineering and associated courses to undergraduate and postgraduate students, and his research activities include rock fracture, rock slope stability in three dimensions, and thin sprayed liners for rock support.

Dick is both a Professional Engineer and a Chartered Engineer. He joined the South African Institute of Mining and Metallurgy in 1977 and was elected to Council in 1996. He chaired the SAIMM committee for the Environment for several years and has served on

numerous other SAIMM Committees and conference organizing committees. In the professional and learned society field, he has served as Chairman of the Southern Transvaal Branch and Council Member of the South African Association of Consulting Engineers, Chairman of the South African National Group on Rock Mechanics (now S.A. National Institute of Rock Engineering—SANIRE), Chairman of the South African National Council on Tunnelling (SANCOT), and Vice-president for Africa of the International Society for Rock Mechanics. He is a council member of SANIRE and a member of the SANCOT Executive Committee. He has been a Member of the IMM (now IOM3) since 1981.

Dick is married to Judy and they have two daughters and three grandchildren. In his leisure time, Dick spends time with his family, plays tennis in a private school when he can (out of choice) and fixes broken things at home and in the garden (not out of choice). He does not have any specific hobbies, but has a number of interests that will keep his mind active when he eventually retires.

Presidential Address

Prof. Dick Stacey then presented his Presidential Address entitled 'Rock engineering—good design or good judgement', which is reproduced elsewhere in this edition of the *Journal*.

Vote of thanks

Dr Oskar Steffen:

Mr Chairmain, Mr President, ladies and gentlemen, it is my great pleasure to propose this vote of thanks to Prof. Stacey.

For a mechanical engineer to switch to rock engineering must have been stressful—no pun intended.

But it was fortunate for the mining industry, I believe, was that Prof. Stacey became bored with the predictability of mechanical failures and required the intellectual stimuli that a plethora of uncertainties in rock engineering provides.

Step one he states is to determine if it is possible to characterize the rock mass.

This address has 35 years of Prof. Stacey's experience in rock engineering as background.

Not since Dr Wagner's presidential address in 1986 has this topic been featured at this august forum. And yet it is of prime concern to our industry, from a life-risk as well as an economic perspective.

Prof. Stacey has challenged us to re-look at our design processes.

His assertion that there is a lack of thorough engineering design in the mining industry should be taken seriously.

His six design principles provide an excellent basis for rock engineering, and if applied will forever lay to rest that old story

of the student that did not know how to spell 'engineer' when he enrolled and now he are one!

In his address Dick has highlighted the integral nature of design, execution and monitoring requirements of a successful engineering project and stresses that fact that there are no unique solutions to meet the same objective.

I could not agree more with Dick that the observational model is key to the success of a theory that predicts behaviour.

Detailed observations make the difference to safety and economics in design, and not all persons are gifted in their observation capacity.

There is a saying: it is amazing what you see when you really look! It is a truism that is very relevant to rock engineering.

Prof. Stacey has provided insights to suitable as well as non-suitable testing procedures for rock mass characterization and is a proponent of back analysis of full-scale case histories, successful and unsuccessful.

He points out that mining is about making money, and mining cannot afford to be conservative.

The motto of 3 decades ago: 'I will not tolerate a slope failure in my pit' is being replaced by 'I will not have a pit without a slope failure'.

That requires rock engineering to be at the forefront of limit stability design without risk to life.

Prof. Stacey notes that good prediction of rock behaviour at the stability limit is not satisfactory, and advocates extensive use of observational methods to supplement predictability.

His selection of case histories amply demonstrates the philosophy that he supports.

Our industry is contantly threatened by low margins in relation to the risks accepted—and the pressure for reducing costs is relentless.

These pressures are equally applied to our learning institutions and it raises concerns about the state of practice in our industry today and whether the momentum and commitment to high quality geotechnical practice is sustainable in South Africa.

Prof. Stacey's address has shown that the mystique surrounding geotechnical engineering that attracted the practitioners in the past still remains, in spite of technology and IT developments.

It is an address that mine managers and students alike should study diligently if they are to make a difference in the public perception of our industry.

On behalf of everyone here, I would like to extend a vote of thanks to you Professor Stacey, Mr President, for a challenging and truly thought-provoking address.

Closure

The meeting closed at 18:29. ◆

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Rams Ramokgopa declaring the Annual General Meeting open



Willem van Niekerk, Master of Ceremonies



Rams Ramokgopa presenting Peter Knottenbelt with his Honorary Life Fellowship Award



Pieter Cox, recipient of the Brigadier Stokes Award, receiving his Platinum Medal from Rams Ramokgopa

Recipients receiving their 50 year Membership Lapel Badge from Rams Ramokgopa



Alf Brown



Michael Deats

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Kumeshni Naidoo and Matthew Handley receiving their Silver Medals

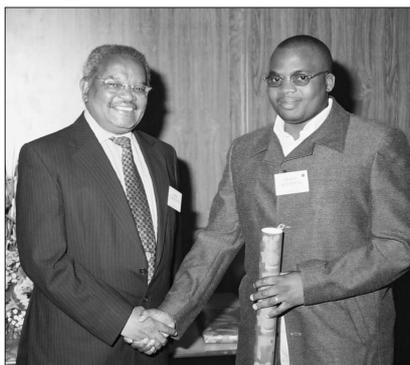


Fernando Vieira receiving his Silver Medal



John Parker receiving his certificate of merit

Recipients receiving their Student Prize Award from Rams Ramokgopa



Bheki Kumalo (University of the Witwatersrand)



Johan Jordaan (University of Pretoria)



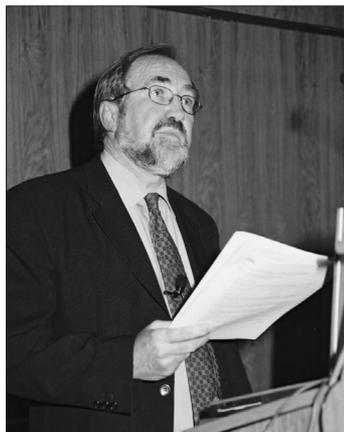
Jan Jacobs (Technikon Witwatersrand)



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Rams Ramokgopa presenting the Annual Report



John Cruise presenting his financial report



Dick Stacey presenting Rams Ramokgopa with his Presidential Plaque



Dick Stacey delivering his Presidential Address



Oskar Steffen offering the Vote of Thanks



Dick and Judy Stacey at the cocktail party



Staff of the SAIMM at the Annual General Meeting: (Back row) Lara Winning, Shahida Moosa, Karen du Toit, Angela Acker, Dick Stacey (President), Sam Moodley (Manager), Hawa Valli and Anna Panana (Front row) Ginette Oliver, Nazli Mamdoo, Dawn van der Walt

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Office Bearers for 2003/2004 (From left to right): Pat Willis, Frank Egerton, Rams Ramokgopa, Dick Stacey, Willem van Niekerk, and John Cruise



Pieter and Marge Cox at the cocktail party



Pieter Cox, Nic Barcza, Paul Jourdan and Dick Stacey at the Cocktail Party



Students from the University of Pretoria attending the cocktail party

OBITUARY

Alex Mokken

It is with great regret that the Institute announces the death of Alex Mokken on Thursday, 31 July 2003, at the age of 88.

In 2000 he was awarded the Brigadier Stokes Platinum Medal, the highest honour of the Institute, for his contributions to mineral processing and extraction metallurgy.

Alex first joined the Institute in 1934. He contributed more than 20 papers to the Journal and was awarded the Gold Medal for a paper in 1975. He continued publishing until his last contribution in 1998 at the age of 83.

He was appointed as Consulting Metallurgist at Union Corporation in 1965. He was best known for his pioneering work in autogenous milling, first

introduced at his instigation into the Union Corporation mines in the '70s. This advance was soon adopted by most gold mines. He retired in 1978, but for another quarter of a century continued research, lecturing and consulting work for many South African and overseas companies until his illness a few months ago. He was an engineer of the old school and held in great respect by contracting firms and academics. His design notebooks and records of performance data were legendary, and still form the basis of many modern milling plant designs. This record of excellence and service to the industry will not easily be surpassed.

Council extends its most sincere condolences to his wife, Edwina.

Website takes mining customers beneath the surface*

Shell has pledged its ongoing commitment to the global mining industry by launching a designated mining website (www.shell.com/mining).

Designed to give existing and potential customers access to extensive information about Shell's products, services and expertise, the website is a clear commitment to the mining sector.

The launch of the website is in response to a demanding, 24/7 market and pledges a 12 hour turnaround time for all visitor enquiries. This site aims to provide existing and potential customers with information, practical advice and peace of mind, at the click of a button.

Mike Portlock, Shell's industrial markets manager comments: 'Online visitors have access to Shell's full product catalogue and service capabilities as well as best practice case study examples of how Shell is providing added value business solutions to mining customers around the world.'

'The mining sector is a priority sector for Shell and it is

important that we market our expertise accordingly. The site will give us a valuable and vital internet presence which we hope will generate additional interest in Shell and provide us with an additional channel of communication with our customers.'

The mining site also includes FAQs and news of forthcoming industry events and gives visitors the chance to download customer newsletters and other case study materials.

Dedicated websites have also been set up for the steel, power and food sectors. The site is also available to the South African Market.

The mining site can also be accessed via www.shell.com/mining. ◆

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