

## PRESS RELEASE

# Industrial Minerals Market Embraces New Provider of Information and Events

*IMFORMED launches new platform for industrial minerals networking and research, announcing high profile Forums on mineral logistics, oilfield, and foundry markets*

**FOR IMMEDIATE RELEASE** (London, 29 January 2015): A new source of information and networking events dedicated to the global industrial minerals business was launched in January 2015. Topically focused forums for the **mineral logistics**, **oilfield**, and **foundry** markets have been announced for 2015.

Not so new are **IMFORMED**'s founders, who bring a wealth of rare expertise to a global but specialised market serviced by very few authoritative and data-specific organisations:

**Mike O'Driscoll**, mining geologist, former Editor and Head of Research of *Industrial Minerals* magazine, and 2011 recipient of the prestigious Hal Williams Hardinge Award from the Society for Mining, Metallurgy and Exploration, is responsible for editorial, programming, and research.

**Ismene Clarke**, bilingual former Head of Sales of *Industrial Minerals* magazine, is responsible for events management, sales, and marketing.

With over 40 years combined experience in delivering added value information and potent networking events Ismene and Mike commented:

*"The world of industrial minerals is the most diverse of the mining industry sectors in terms of resources, process engineering needs, and market applications and demography. It requires well connected knowledgeable expertise, a dedicated approach to information services provision, and appropriate added value for networking events that meet professional expectations. Over the last 26 years we have developed and honed our expertise in acquiring these capabilities and are now pursuing our vision for an independent dedicated information and event services provider for the industrial minerals business."*

**IMFORMED**, which also offers research, consultancy, and training, announces three events for 2015:

**Mineral Logistics Forum 2015, Rotterdam, 23-24 April 2015**

**Oilfield Minerals & Markets Forum Houston 2015, 27-29 April 2015**

**Foundry Minerals & Markets Forum, Essen, 15 June 2015**

Details of Early Bird Rates, Programmes, and Sponsorship/Exhibition opportunities on **imformed.com**

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