

CASE STUDY

AIMEX | 23-25 SEPTEMBER, 2025

SOUTH AUSTRALIA SUCCESSFULLY SECURED THE ASIA-PACIFICS INTERNATIONAL MINING EXHIBITION (AIMEX) FOR THE NEXT DECADE, CEMENTING THE STATE'S ROLE AS A GLOBAL LEADER IN FUTURE-FOCUSED MINING.

OVERVIEW OF THE EVENT

In 2025, Asia-Pacific International Mining Exhibition (AIMEX) held its inaugural South Australian event, with more than 5400 delegates over the three-day event.

The 2025 exhibition floor featured an expanded range of exhibitors with top industry players including TriCab, Blackwoods, Sandvik, ifm, Motion Australia, Makita, Hitachi Digital Services and Ford all captivating attendees with fresh advancements and state-of-the-art solutions.

The conference program saw industry experts share their insights across the dedicated conference stages during the event.

EVENT OFFERINGS/PURPOSE/OBJECTIVES/GOALS

- Industry experts shared insights across mining, sustainability, and technology.
- Exploration of the critical challenges and emerging trends shaping the industry.
- Intensive professional development.
- Informative and engaging presentations.
- Unparalleled opportunities to connect with Asia-Pacific's largest community of mining suppliers and professionals in an environment that stimulates innovation and collaboration.

ROTATION/CYCLE

Held every two years in Adelaide until 2033.

LOGISTICS

Business Events Adelaide assisted with

- Connected industry leaders to support.
- Connecting key representatives from State Government
- Creating and mailing bespoke invitations from the CEO.

“Adelaide has been wonderful, particularly because we’re in the water sector, and South Australia is a world leader in groundwater.”

DARREN SERGEANT

MANAGING DIRECTOR OF NATIONAL BUSINESS MOTION ASIA PACIFIC

WHY ADELAIDE WAS CHOSEN

The resources industry is constantly evolving, and relocating AIMEX to Adelaide for the next 10 years symbolises the shift in Australia's mining landscape, especially as the industry strides towards a decarbonised, greener future.

South Australia is entering an exciting new phase in the resources sector, quickly establishing itself as a key global leader in critical minerals.

The move has also highlighted South Australia's appeal as a vibrant and attractive visitor destination.

Alongside its world-class resources sector, the state offers a stunning array of attractions, including world-renowned wineries, magnificent coastlines, unique wildlife encounters, and vibrant cultural experiences.



DETAILED RECAP OF THE EVENT

VENUES

National Wine Centre of Australia
Adelaide Showground
Adelaide Oval

SPEAKERS

Hon. Tom Koutsantonis MP - South Australian Minister for Energy and Mining
Paul Martyn - Department for Energy and Mining Chief Executive
Rashpal Bhatti - BHP Group Procurement Officer
Tim Dobson - Magnetite Mines Managing Director
Sarah Clarke - Andromeda Metals Acting CEO, General Counsel and Company Secretary
Maulesh Varma - Hitachi Australia Senior Manager of Mining and Resources
Lee Levkowitz - BHP Head of Energy, Carbon and Technology Analysis Officer
Nicola McFarlen - South Australian Chamber of Mines and Energy Interim CEO

SECONDARY EVENTS & ACTIVITIES

Welcome Event at the *National Wine Centre*
Networking Evening at Atrium at the *Adelaide Showground*
Australian Mining Prospect Awards at *Adelaide Oval*

“We’ve had some good inquiries from the north part of South Australia, in the mining segment, it’s been good, and we will follow up on those leads.”

DARREN SERGEANT
MANAGING DIRECTOR OF NATIONAL
BUSINESS MOTION ASIA PACIFIC

LOCAL INDUSTRY VERTICAL PARTICIPATION

Rashpal Bhatti
BHP Group Procurement Officer

Sarah Clarke
Andromeda Metals Acting CEO,
General Counsel & Company Secretary

Lee Levkowitz
BHP Head of Energy, Carbon
and Technology Analysis Officer



OUTCOME OF THE EVENT

IMPACT OF RELATED INDUSTRY VERTICAL

Hosting AIMEX in Adelaide brought the global mining ecosystem together, enabling local and national industry leaders to connect with representatives from 31 countries and access world-leading innovation and technology. Exhibitors reported high-quality leads, with delegates discovering cutting-edge solutions that will drive the next generation of mining productivity and sustainability.

IMPACT ON ADELAIDE

The event reinforced Adelaide’s position as the centre of opportunity for Australia’s mining industry, attracting 5400 delegates from 31 countries and creating a platform for knowledge-sharing and collaboration. The influx of international visitors also delivered significant economic benefit and strengthened Adelaide’s reputation as a world-class destination for large-scale industry events.

BUSINESS EVENT ADELAIDE’S ROLE IN BRINGING THE EVENT TO LIFE

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