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MOMENT OF CERTAINTY

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The ranking of mining suppliers aims to contribute to the mining industry by facilitating tools that allows providers reinvent themselves and adapt to market conditions, which changes frequently

We congratulate the mining suppliers rewarded for their outstanding performance during the past year, and for being an example of what we have called “mining resilience”.

We hope that, for the entire industry, this report can be useful as an impulse that sets in motion a continuing growth and deliver world-class solutions.

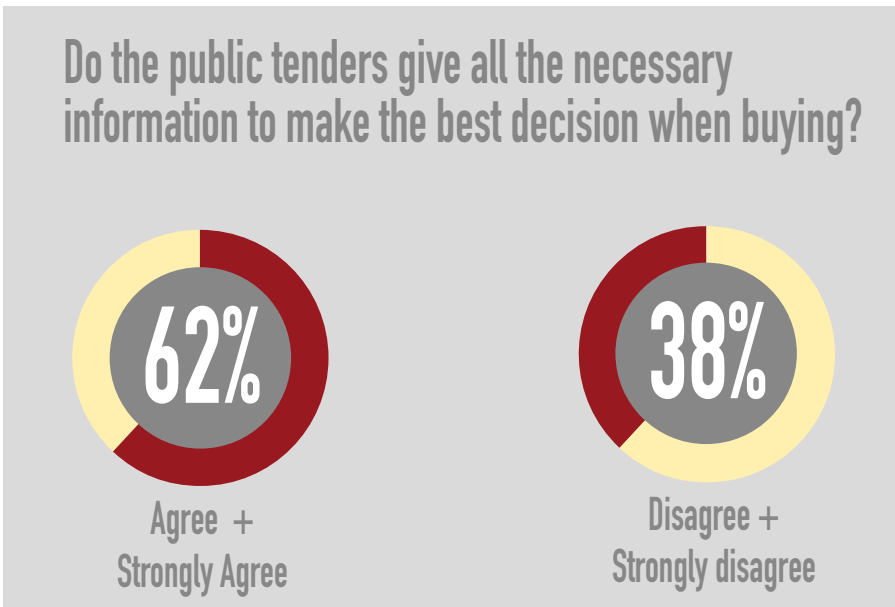
MOMENT OF CERTAINTY

The ranking of Mining Suppliers has 4 years of history, and that we have improved over this period, aims to provide relevant information to the mining industry, of huge importance and contribution for our country.

Since its beginnings, this report seeks to facilitate the decision-making of the mining companies to know their options in the market and achieve the solutions they need, and at the same time promote the competitiveness of suppliers and recognize the good performance of those who highlight.

In the current scenario, the mining suppliers play a fundamental role: reinvent and develop products and first class services with the highest quality standards, which allow the industry, enhance productivity and continue growing.

Today, we live a moment of certainty. Because we know that the industry must continue developing. Because we know that there are still great challenges ahead that will require all our efforts. Because we know that innovation and reinvention will allow the industry to successfully overcome the diverse contexts in which it is located.



CHALLENGE: GENERATE VALUE OFFERS AND BELIEVE IN INNOVATION AS A METHOD

FOURTH RANKING OF THE MINING SUPPLIERS

The 2015 Ranking of the Mining Suppliers includes 15 categories of awards, by segments such as spontaneous mentions. In total, 24 prizes were awarded to 16 companies.

Premiación por Segmentos

One of the novelties of this year's ranking was in the operational area - Surface Mining Equipment, Materials Processing, Personal Safety Equipment, Automation, Conceptual Engineering, Basic and of Details- were segmented to recognize the best mining supplier of each specific operational area. The selection of these segments replies to the relevance within the chain value of the mining operations.

In accordance with above, the database was set to query the main actors and technical counterparts, for each segment, considering each actor that really knew how suppliers operated.

Technical Specification

Survey Respondents: 240 executives of mining companies (managers, superintendents and area managers).

Survey Implementation period: May and June 2015. Methodology: Web and telephone survey. Considering a universe based on those who are directly associated with the industrial areas analyzed (estimated information from the study "Fuerza Laboral en la Gran Minería Chilena 2014 to 2023" of Fundación Chile in 2013). Information with a level of confidence of 95% and a 5% error

Spontaneous Mention award

For the fourth year, we presented the Best Mining Supplier 2015, a distinction that is set as a spontaneous mention among the survey respondents.

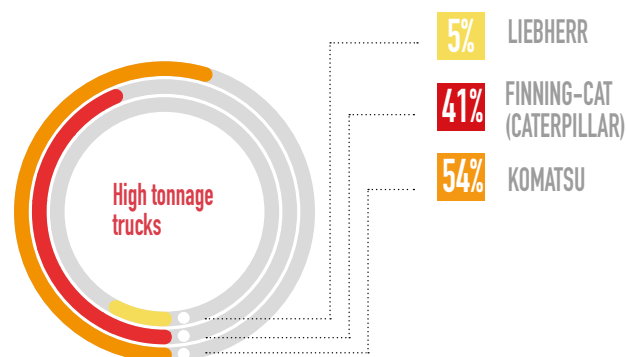
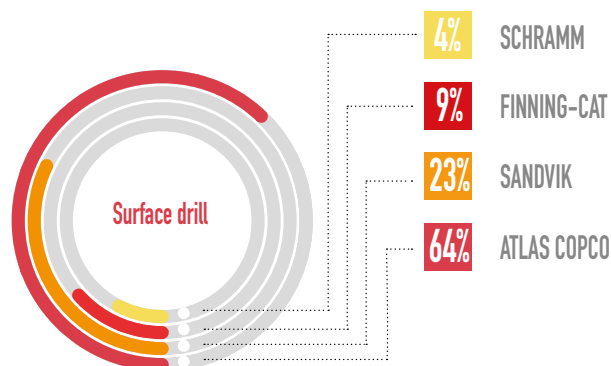
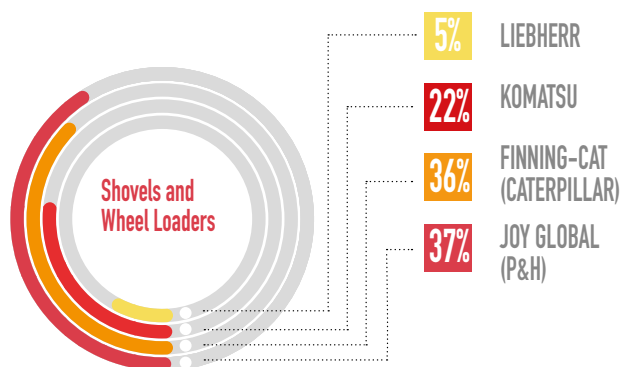
In addition, the ranking 2015 considered awards for Most Innovative Supplier, Best National Provider and Best Regional Supplier, awards that stand out qualities highly valued in the industry.

Distinctions by Spontaneous Mention have a special value, and the fact that the brands arise naturally by the survey respondents, demonstrates its market positioning and recognition by the companies.

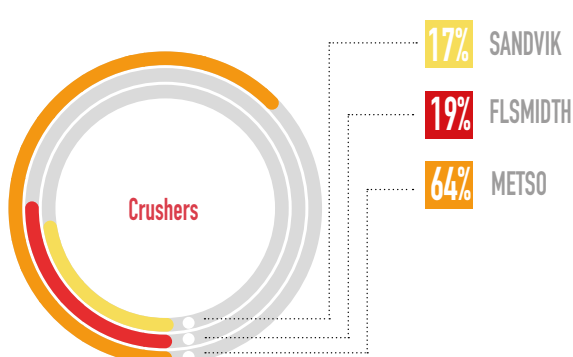
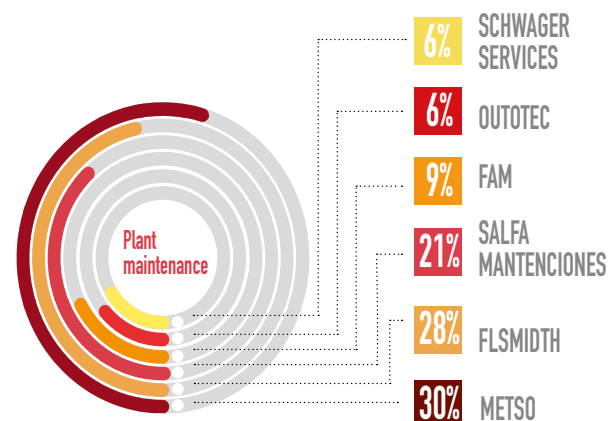
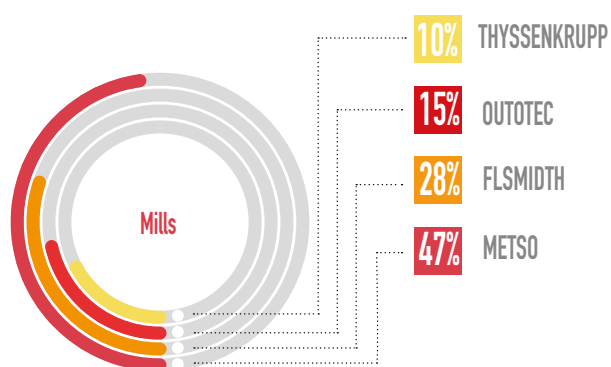
BEST PERFORMANCE 2015

This year, eight companies were rewarded for their outstanding performance in five operational areas measured in the ranking. Some of them are well-known companies already with a trajectory in this measurement, and appear at the top of the list since it's beginning in 2012. Others, had shown prominent performances in their fields and today they are strengthening leadership in specific segments, boosted on the segmentation that we innovated this year.

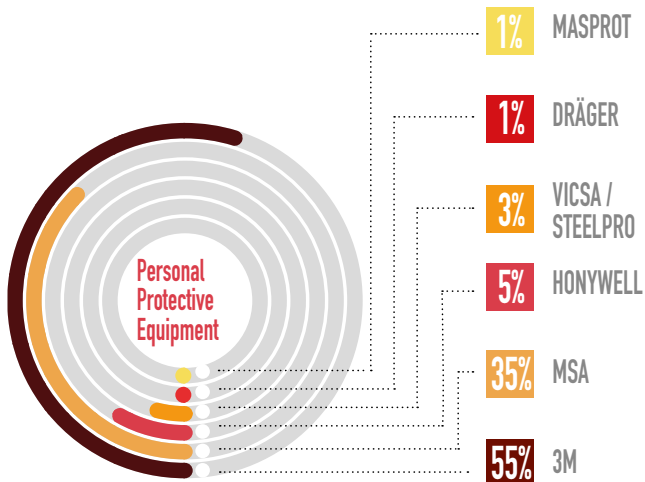
Item of Equipment on Surface Mining



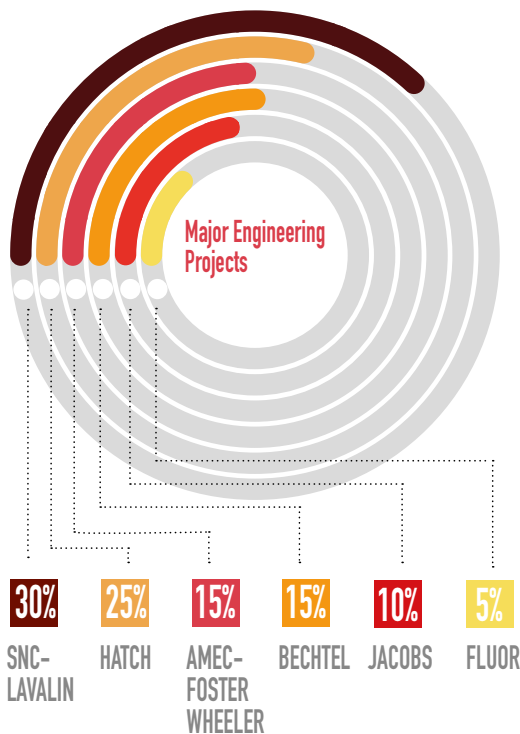
Item of Mineral Processing



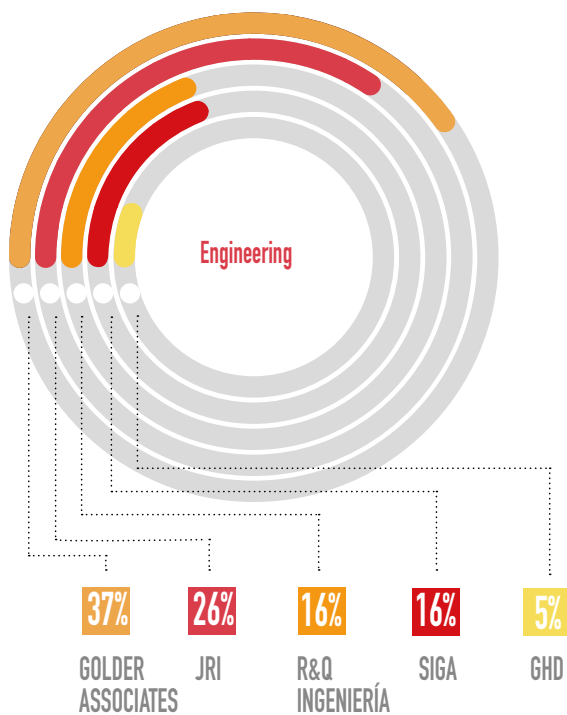
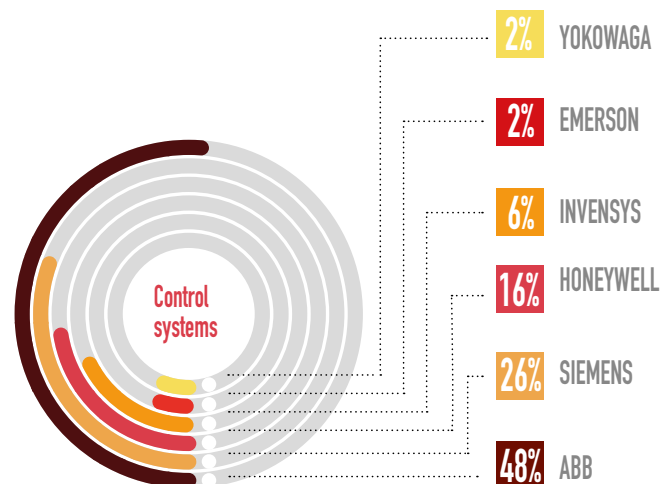
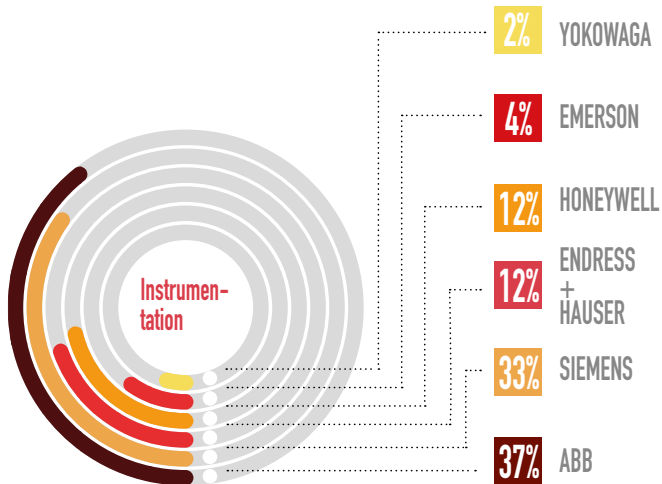
Item of Personal Protective Equipment



Item of Conceptual, Basic and Detailed Engineering



Item of Automation



PROACTIVE SALES, INNOVATION AND ENGINE OF DEVELOPMENT

How difficult it is to sell! a new client, doubly difficult if SMEs, three times harder if I sell services and four times harder if I do it in contractive period. And the hardest part is recognizing that it accommodates us to sell to our regular customers than capture new ones.

How many sales teams have based their selling model in the request of a client? If you are like most of the more than 400 suppliers with whom we have worked with, you probably share the same model. The reactive sales model: is efficient for “maintaining our clients.” And surely they also share the practice of using the same model to sell to new customers. This great little error is a major cause of the discouraging results in the search for new clients.

You could say “a sell is a sell” coming from a new client or an old one. However, we must agree that we need new clients to go forward: as an engine for development, which encourages creativity and competition.

In this scenario, I want to share a couple of topics that will help us with this mission: (i) proactive sales as a way to get new clients and (ii) communication as a tool to support this process.

Proactive sales

I want to give two pieces of information. First: “the wide majority of users in mining (79%) first seek solutions and then suppliers.” This immediately leads me to conclude that it needs more questions than sales pitches. More creative offers than product list.

Second: “almost 40% of users believe that the tender as a purchase method does not deliver sufficient information to the company regarding suppliers or offers.” If I want to win a new

client, a tender may not be the best way to present a concrete offer, since it is difficult to identify real needs.

Corporate Communications in Mining

Regarding corporate communication, are we sure that we use the right communication strategies? Is there a distinction between communication actions to maintain and capture? These tactics for capturing clients are really helping me?

Regarding the last idea, some facts:

“Each objective with its specific media.” We have shown that not all media works well for everything. The needs in mining have many features, but can be divided into short and long terms, and miner consumers seek information also in short and long terms. Even more relevant: they classify the different media in mining in these two types.

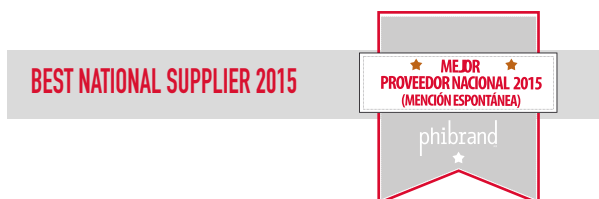
It is significant that direct selling is means as any other (Industry trade fairs, magazines, seminars, etc.). So it has a certain range and must be complemented with others to be effective.

“Solutions more than logos” I already said: solutions are sought more than suppliers. The reputation of the brand, through its performance over time, somehow measures the resistance the providers will have when confronting new clients.

According with this last idea, the ranking of suppliers is the only tool that transversely in the industry has identified this resistance. And not only that: at the same time it has the courage to recognize the companies that have adapted, innovated and reinvented.

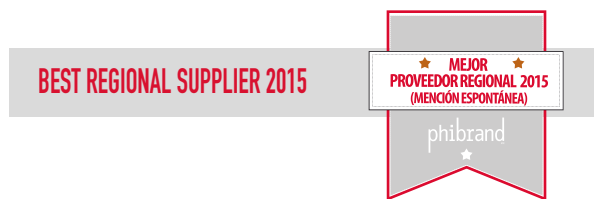
BEST NATIONAL SUPPLIER 2015 Spontaneous Mention

In our country, not only multinational mining companies coexist, there are also national companies that have emerged and positioned themselves in the market, offering solutions in accordance to worldwide quality standards. Therefore, this year we wanted to recognize domestic companies, through this recognition on spontaneous mention of the Best 2015 National Suppliers.



BEST REGIONAL SUPPLIER 2015 Spontaneous Mention

This year, we wanted to identify the best local mining suppliers, that have developed thanks to the growth of the market in different parts of the country, and that are highly valued by the mining companies, as they offer solutions adapted to the specific context in which they occur. Enthusiastically we congratulate the five companies that are recognized as the Best Regional Supplier 2015.



BEST NATIONAL SUPPLIER 2015 Spontaneous Mention

We have the honor to present the Best Mining Suppliers of 2015, which were chosen by spontaneous mention

The three awarded companies have shown outstanding performance from the beginning of this measuring, in 2012, demonstrating its incessant work to provide products and high quality services.



INNOVATION AWARD 2015 Spontaneous Mention

A new feature this year is the recognition to innovation, an asset so important in the industry as the value of adapting to market changes, standing out that in mining it can make a significant difference in productivity and competitiveness. We congratulate the Most Innovating Mining Supplier 2015.



What does innovation mean in Chilean mining?

Today many of the public policies implemented in mining aims at developing innovative suppliers. The Australian experience is an inspiration for mining suppliers, as a path to follow and ensure the continuity and expansion of the industrial capacity of the country

The problem in Chile is that we are not aware how deep is innovation and we are aloof of the concept of innovation in mining. We know that the industry has constant urge of flexible products and services that allow the adaptation to different operational contexts, but as this year's statistics indicate, we find it hard to define the mining industry as a center of innovation.

With the support of CORFO Antofagasta and the Mining Ministry, we are leading an investigation that will define the fields of action of the mining suppliers in terms of innovation. The main objective of the project is to identify best innovation practices of the mining suppliers in developing products and services and permeate them in as many companies that require these types of guides.

Production chains, relationship with research centers, and social economic barriers present in the purchasing companies, will be a part of the results that we deliver to the mining ecosystem so that

the innovation system of the industry reaches the potential that Chile needs for productive development.

To achieve the target of the project, a series of interviews with relevant actors in the mining environment in the region of Antofagasta will be conducted, such as mining companies, significant international suppliers, research centers and SME suppliers in the region. Through them, we search a broad view of the innovation environment in the region of Antofagasta in order to identify those points that separate the actors, producing a gap and obstructing the industry as an innovation pole.

Our point of departure is that innovation must be developed in an environment that is conducive; otherwise only isolated initiatives will be obtained and will not accomplish a mining industry based on technological innovation. In this situation, we try to contribute to a complex process involving a number of factors and tasks. On the one hand, we hope to contribute to the development of suppliers through the identification of best innovation practices and in parallel; we expect to concede to the providers for a better understanding of the inner functioning of the mining industry.

PROFILING THE RANKING OF PROVIDERS TOWARDS THE FUTURE

Each new iteration, the ranking of mining suppliers, it is shaping as a tool that supplies more information and provides a more accurate gaze to providers of mining in Chile, responding to the needs that requires a competitive industry.

However, there is still much potential to explore and improve. Our interest is centered in these 3 areas:

Research

The ranking is an objective research and our task in the short-term study is to deliver comprehensive information of the industry, adjusted to the needs of constituent's enterprises and suppliers, without neglecting the labor of distinguished suppliers and their performance during the year.

Methodology

In order to accomplish with the above, every year's Ranking is a new methodological challenge that seeks to establish the best variables, detailed questions and sample design to deliver the most reliable information possible.

In the regard, it is noteworthy that the representation here is understood not as a sign that assures, but as a work around a "census approach", seeking the opinion of all decision makers around an outlined segment and that will be more inclusive every year.

Periodicity

We understand that a study that is seeking to establish the pulse of such a dynamic industry such as mining cannot stay with an annual measurement. In that sense, we are aiming to make more measurements during the year and build an updated information platform that highlights those providers that performs better at different times of the year.

Thus, in a medium term, we want to establish the ranking of suppliers of Mining, as a powerful management tool, accurate, representative and updated according to the mining industry needs.

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