

Maestro is expanding to Latin America

As Maestro Digital Mine continues to expand into global mining markets, the company said it is important to understand the market; to partner with associations that assist with market research and B2B meetings (such as SAMSSA, Northern Ontario Export Program led by the GSDC and MST); and then align the right team to support the distribution chain.

Maestro is well on its way to bringing Canadian built and designed digital solutions to the Latin American marketplace in 2020 and beyond. The company has established four new distributors/agents located in Argentina, Chile, Peru and Mexico.

Headquartered in Sudbury, Maestro Digital Mine is a manufacturer of Industrial Internet of Things (IIoT) measurement and control instrumentation for the optimization of underground mine ventilation and digital networks for the last mile of communication. Their products are made exclusively for the underground

mine automation, technology (IT) and ventilation sectors.

To date, Maestro has successfully launched their products in more than 130 mines, in over 20 countries around the world. This company prides itself on their brand promise, "we leave no one stranded" which is proving to serve them well as they grow into new markets and strengthen existing customer relations.

Their leadership team will not go ahead with a new development project unless they can offer a 50 per cent CAPEX reduction over the current methodology and/or reduce the integration time by 50 per cent, said the company.

This is a big hurdle to climb in their evaluation of new products but assures the team that they will have winners if executed properly. Flagship solutions such as the Vigilante AQS™ and Zephyr AQS™ – air quality monitoring stations and the Plexus PowerNet™ are product lines developed, in partnership with the mines, addressing

the industries current "bottlenecks" or challenges, said Maestro.

In 2019, Maestro started the process to develop distribution partners in Latin America. Cindy Chesney, Director, Global Partnership at Maestro and leading the Sales in Latin America, commented.

"This is the ideal geographical location to expand in this open market with many opportunities to bring digital transformation to the mines to increase safety and productivity rates with simple, enabling solutions that can be maintained by the people at the mines," she said.

"The high value of Trade Missions, such as the recent, SAMSSA Trade mission to Chile (January 2020), aids in minimizing the risk in exploring new markets, thus creating a competitive advantage for Canadian suppliers. They provide valuable market insight by being present and in front of potential clients and mines, with a hands on view of the market potential and challenges. The networking and face

to face meetings gives suppliers the "boots on the street" needed to find the right distribution partners and operating mines. Our Distribution channels are vital to our success in this area and as part of the Maestro Sales team, provide valuable feedback, access and service to potential clients in Latin America," Chesney added.

Most recently, Maestro successfully landed sales in Mexico, and Argentina. In Argentina, Yamana Gold's Cerro Morro Mine is installing the Plexus PowerNet™. As well as with Newmont GoldCorp's Cerro Negro mine for Plexus PowerNet™ – last mile communication solution.

"With the support of our distribution partners, we are proud to be enabling worker safety and productivity in the mines of Latin America. It is through a collaborative model that Canadian Suppliers can impact positive change in the global mining industry", said Maestro co-founder Michael Gribbons. ■



SAMSSA Mission Canadian Delegates and mine personnel at Codelco Chuquicamata Mine. (Photo: Maestro Digital Mine)

Major Drilling acquires Timmins-based Norex

Major Drilling Group International Inc. (TSX: MDI) announced in November the formal acquisition of all of the issued and outstanding shares of privately-held Norex Drilling Limited ("Norex"), a family-owned exploration drilling company and a leading drilling contractor based in Timmins, Ontario.

The transaction was completed by payment of the cash portion of the purchase price of \$15.2 million (subject to post-closing debt, working capital adjustments and holdbacks) out of Major Drilling's current cash balance and the issuance of 334,169

common shares of Major Drilling, valued on the closing of the transaction by the volume weighted average price of the shares on the TSX for the 10 trading days before the closing date, said a company news release.

In addition, an earn-out of up to \$2.5 million will be payable in cash following the third anniversary of closing, subject to certain conditions.

Major Drilling Group International Inc. is one of the world's largest drilling services companies primarily serving the mining industry. Established in 1980, Major Drilling has over 1,000

years of combined experience within its management team alone. The Company maintains field operations and offices in Canada, the United States, Mexico, South America, Asia, Africa and Europe.

Major Drilling provides a complete suite of drilling services including surface and underground coring, directional, reverse circulation, sonic, geotechnical, environmental, water-well, coal-bed methane, shallow gas, underground percussive/longhole drilling, surface drill and blast, and a variety of mine services.

