

MEG Case Study: Gold Fields Exploration

Client Type: Major mining company

Customer Profile

Formed in 1998 from the merged gold interests of Gold Fields of South Africa and Gencor Limited, Gold Fields Ltd is one of the world's largest gold mining and exploration companies. As a major player in a competitive industry, Gold Fields is well versed in the techniques and processes necessary to compete and grow.

The need

The gold mining industry faces increased demand, shrinking reserves, and fewer quality exploration targets in increasingly higher risk regions. Global companies like Gold Fields constantly face pressures to grow production through access to new projects. Therefore, identifying new opportunities ahead of the competition is key and Gold Fields uses all available intelligence at its disposal to this end.

Solution

In the noise of a deluge of available information, tactics are needed to identify and read signals. The more robust the analytical and filtering systems, the more advantageous it is to trawl large data sets. Combining MineSearch information with their own internal intelligence and GIS systems, Gold Fields is tapping into the enhanced insights gained from analyzing large and ever-growing pools of information.

Gold Fields's systems access continuously updated profiles on thousands of global mining projects and companies. Whether for exploration, business development, or strategic planning, MineSearch offers macro and micro perspectives needed to provide context to hidden signals, and to help identify emerging opportunities and trends.

“MineSearch is an integral part of our intelligence gathering system. It provides us with context such as history of previous owners and geological setting that is often not readily available elsewhere.”

Rael Lipson
Chief Geologist,
Gold Fields Exploration

Related MEG Service

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MineSearch

MineSearch is a database of thousands of global mining projects and companies using the highest-quality, credible, and historically rich information in the industry. Based on more than 30 years of research and analysis, the service provides clients with the information needed for benchmarking, due diligence, identifying opportunities, tracking competitors, performing quick “what if” scenarios, and completing in-depth, detailed analysis.

“When there is a need to address, say, the financial attractiveness of copper-gold porphyries relative to other deposit types on a series of metrics, MineSearch data helps us gain a global overview that guides our strategic thinking.”

Rael Lipson
Chief Geologist, Gold Fields Exploration

MEG is the most trusted source of global mining industry information and analysis.

To help our clients make better decisions more quickly, we supply raw data and sophisticated analysis based on unbiased research and reporting.

Clear, thorough, and reliable.

We draw on three decades of comprehensive information and analysis, with an unsurpassed level of experience and credibility.

From worldwide exploration, development, and production to strategic planning and acquisitions activity—our experienced and knowledgeable researchers and analysts provide essential services for all facets of the industry.

We draw knowledge directly from extensive industry contacts, carefully reviewing global news and information sources to deliver superior databases and research services.

Innovative approaches to information deliver exceptional services—offering you higher value and broader insights.

Relevant, accurate, and complete—our databases and studies help you make confident decisions that lead to improved results.

