

International Molybdenum Association – the voice of the molybdenum industry

IMOA membership prospectus













The International Molybdenum Association (IMOA) was founded in 1989 as a non-profit trade association, and is registered in Belgium. We currently represent around 85% of mine production and almost all conversion capacity outside China as well as significant production within China.

There are many benefits to be derived from being a member of IMOA.

Our dynamic market development program promotes the use of molybdenum in products and applications by providing technical information, dedicated workshops for fabricators, engineers and designers, numerous technical brochures, case studies and a comprehensive website.

As well as engaging industry and disseminating information, we sponsor research to discover and develop new or expanded uses and applications for molybdenum.

Our committed Health, Safety and Environment (HSE) team monitors the international legislative horizon for forthcoming challenges and coordinates industry-wide responses. The team works with internationally-renowned expert consultants and laboratories to generate rigorous, independent scientific evidence in support of appropriate regulation.

The IMOA Annual General Meeting marks one of the largest gatherings of the global industry and offers members an unparalleled networking opportunity as well as keynote addresses on industry trends from world-leading experts.

We provide members with access to exclusive information including market forecast reports, while our In Focus webinars offer expert insight into key topics of interest to our global membership.

Joining IMOA also makes good financial sense. Membership of a non-profit trade association is an effective way to share in valuable programs, which help to develop markets and ensure against over-cautionary regulation at a fraction of the cost of acting individually. Everything we do is in the best interests of our membership.

I hope that this prospectus is useful and answers any questions you might have about the benefits of membership. Please contact me personally if you would like to discuss any aspect of our work in more detail.

I hope to welcome you as a member in the near future.

Eva Model

Secretary-General



Membership benefits at a glance



Monitoring Regulatory Issues

Horizon scanning, early notification, and coordination of industry-wide responses to draft and developing regulation.



Regulatory Liaison

A proactive approach by industry-leading experts providing rigorous scientific evidence to support appropriate regulation.



Market Development

The opportunity to influence global market development programs which raise awareness of molybdenum's properties and support the use of molybdenum in new and existing applications.



Technical Support

Extensive program of respected, independent technical advice fosters skills, knowledge and best practice in the metallurgical effects of moly-containing alloys across the industry. Publication of comprehensive training materials for alloy selection, fabrication and use supports increased use of molybdenum.



Research Funding

Research and development programs increase knowledge of molybdenum, its properties and potential applications.



Market statistics

Access to quarterly market data on the global production and use of molybdenum and comprehensive end-use market analysis.



Networking

Valuable opportunities for customers and suppliers to meet.



Health, Safety and Environment

IMOA has a proactive approach to indentifying, monitoring and responding to global regulatory issues with the potential to affect our membership, focusing on proposed legislation, data-gathering and scientific studies.









We make submissions on behalf of the industry to support or challenge developing legislation.

- We work with internationally-recognized experts to generate world-class scientific research and evidence.
- Our work ranges across classification issues and workplace exposure limits to environmental standards and more.
- Our research data is used in human health assessments and in the setting of environmental quality standards.
- IMOA is earning a reputation for scientific diligence and rigor in the regulatory community.











Market Development

IMOA's market development program aims to support and increase the use of molybdenum in new and existing products and applications by raising awareness of its unique properties and benefits.





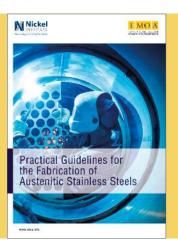




Our programs and campaigns help to grow demand for molybdenumcontaining products in a variety of sectors, such as architecture, building and construction, water and transportation.

- We conduct a program of technical meetings, presentations and symposia and host workshops with fabricators, engineers and architects.
- IMOA sponsors research to discover and develop new or expanded uses and applications for molybdenum, and to add to our broad knowledge about its properties.
- Based on this knowledge, we provide respected, independent advice and develop training materials for alloy selection, fabrication and use.
- We publish comprehensive literature and maintain an extensive website providing technical information about molybdenum, its properties and applications.













Sustainability

Sustainability considerations are an increasingly important part of corporate agendas. The unique properties of molybdenum are integral to many sustainable applications.





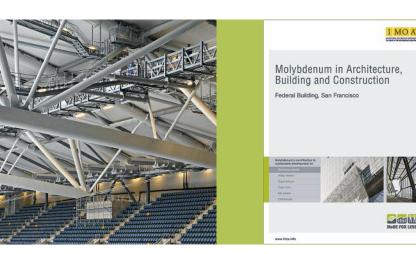




IMOA's 'MoRE FOR LESS' activities highlight the often significant contribution that a small amount of molybdenum in a product or application can make to sustainable development.

- A dedicated area of the IMOA website has been created to explain molybdenum's contribution to sustainable development in general and in specific examples.
- A range of case studies aims to demonstrate molybdenum's unique contribution to sustainability in more detail across a variety of sectors and applications.
- Attendance and keynote presentations at relevant conferences seek to further raise awareness of molybdenum's sustainability credentials.

The MoRE FOR LESS activity will continue to explore and highlight other sustainable uses and applications where molybdenum makes a contribution.

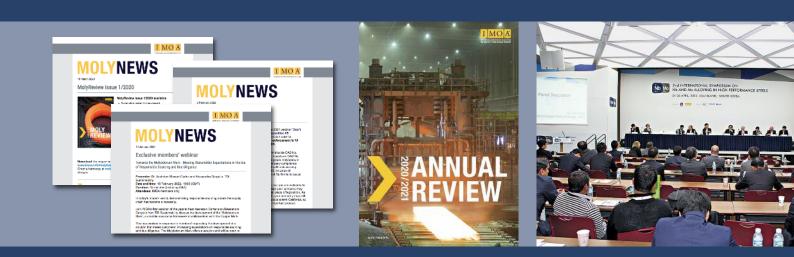






Communications

A focused communications program provides support to the Market Development and HSE teams to ensure messages about molybdenum and the activity of IMOA are disseminated to a wide range of stakeholders in a timely and effective manner.





Periodic strategic communication reviews ensure that all appropriate channels for industry and IMOA messages are fully utilized.

- A proactive media program promotes the benefits of molybdenum and generates publicity around IMOA activity, maximizing impact with targeted industry media.
- Our exclusive *In Focus* webinars offer expert insight into industry issues and key regulatory topics of interest to our global membership.
- IMOA's website is regularly refreshed with topical information and new content to engage, update and support users.
- Our recently launched Mandarin Chinese language website includes the core content from the IMOA website, popular brochures and videos.
- An active social media campaign offers regular updates via LinkedIn and Twitter designed to highlight particular areas of the website, new content, events and media coverage.
- MolyReview, published twice yearly, showcases interesting and amazing uses for molybdenum as well as more everyday applications where its role is less well known.
- A series of videos of industry experts highlights the benefits of molybdenum and it sustainable contribution in the modern world.
- Our Annual Review highlights IMOA's work and achievements over the previous year.
- E-bulletins keep members and website account holders updated with the latest news from IMOA.





For details of membership subscriptions and the application process, please visit the website at www.imoa.info or contact IMOA by emailing info@imoa.info.



International Molybdenum Association

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