



# Neil S. Seldon & Associates Limited

*Member of the Metallicarum International Limited alliance*

A Global Alliance of Minerals Marketing & Economics Research Consultants

**Mr. Neil Seldon**  
**President - Neil S. Seldon & Associates Ltd**  
**Chairman - Bloomsbury Minerals Economics Ltd**  
**Chairman - Metallicarum International**

**Neil Seldon** is President of Neil S. Seldon & Associates Ltd. (NSA) ([www.seldon-associates.com](http://www.seldon-associates.com)) launched in mid 1990 in Vancouver, Canada. NSA acts as consultants and advisors in the marketing of non-ferrous concentrates to clients around the world. Services include negotiation of sales contracts for copper, zinc and lead concentrates and other minerals and metals, development of sales and marketing strategies and development of policies and procedures for marketing, raw materials procurement, shipping, sales contracts and pricing, input into due diligence on marketing for mining company projects worldwide and co-operation with engineering groups and financial institutions for marketing input. NSA has provided advice and services to over forty companies and organisations over the last sixteen years.

Neil Seldon is a graduate of the Royal School of Mines in London and began his career with metal merchants in London, including time with a ring-dealer on the London Metal Exchange. He transferred to Canada to join a subsidiary of his London employer and later was Manager Marketing with Zapata Granby Corporation involved with coal and copper. Moving to Westmin Resources Ltd, he became Vice-President Marketing responsible for copper and zinc sales and on leaving Westmin set up NSA. He has extensive international experience in many aspects of minerals and metals marketing.

He is Chairman of Bloomsbury Minerals Economics Ltd (BME), an independent research company, based in London with a presence in Vancouver, Frankfurt, and Santiago. Initially focused on copper market analysis, BME has expanded to include modelling of 'fair value' prices based on market fundamentals, exchange rates and interest rates for aluminium, nickel, zinc, lead, tin and gold. In addition to analytical or 'fair value' models, BME is now developing trading models. These combine fundamentals-driven price equations with both traditional and proprietary technical analysis to generate buy/sell signals.

Neil Seldon instituted the formation and is Chairman of Metallicarum International (MIL) a global research and consulting alliance bringing together research analysts, concentrates, metal marketing and price risk professionals with extensive experience working in the mining and metals industries. MIL members are based in Canada, UK, USA, Germany, Australia and Chile.

In his work for NSA, Neil Seldon has had continual involvement with mines and smelters in the negotiation of copper, zinc and other metal concentrates and this has included regular meetings with clients and with smelters around the world. Such involvement has covered input into feasibility studies, contract negotiation and contract administration.

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