



**SPEECH BY ADELAIDE RUITERS: FOUNDER AND CEO OF ADELAIDE RUITERS
MINING AND EXPLORATION PTY LTD SOUTH AFRICA (A.R.M.E)**

**AT THE CELEBRATION OF DEPARTMENT IN MINERALS WOMEN'S DAY 24
AUGUST 2018**

KIEVIETSKROON PRETORIA

First, Happy Woman's Day /Woman's month to all the Ladies in this room

Honourable Your Excellency Minister Gwede Mantashe

Director General Advocate Mokoena

Madame Programme Director

Good morning Ladies and Gentlemen

My name is Adelaide Ruiters, and I am the Founder and CEO of Adelaide Ruiters Mining and Exploration Pty Ltd, also known as ARME, a Proudly Black Woman Previously Disadvantaged Owned South African Mining and Exploration Company.

Thank you to the organisers of this very significant and prestigious celebration, for inviting me here today, it is a very proud moment for me indeed. You have invited me here, to share with you my journey, to try being an inspiration to you as women working in the mining industry, although most of you are government employees working in the mining industry. I am saying to you thank you for your Department, thank you for creating such a conducive environment that enabled me, as a normal woman, to proudly say, that I have started from scratch and do own a Mining Company, I am the CEO and the timing is just right for me to stand here today, since my Mining Right Application to mine and beneficiate for phosphates in Saldanha Western Cape has been accepted by your department last week. The Western Cape Regional Manager Ms Duduzile Kunene and her team (also a "women runnel regional office), has created this enabling environment that has ensured that I am no longer just Prospecting Right Status,

I have progressed to being a Junior Miner with a Mining Right Acceptance!)The DMR many a times, you read in the media, are being criticized for many things, however, I am standing here in front of you today, to say to the World, that the South African Department of Minerals, and the Minerals Act, and the Staff/Employees did indeed help create such conducive environment that enabled me to contribute towards transforming our mining industry as a black woman in our country. THANK YOU, MINISTER THANK, YOU TEAM DMR for your commitment towards transforming our mining industry. From entering your office here at Head Office Pretoria, it is **Dudu (please stand up Dudu)**your receptionist that greets you, I also got to know her since 2013, and she always has a very welcoming attitude and smile on her face no matter what, she represents to me, DMR welcomes you, we are here to help. And thank you to all the ladies at Mineral Regulation, Special Projects and all the ladies at Western Cape DMR Regional Office.

Let me take you back to some highlights of my Journey. In February 2017, I have been conferred, the Woman Super Achiever Award in Mumbai India by the World Women Leadership Congress 2017. I brought this award with me today. As a reminder to me, and a possible inspiration to you as women from the DMR. At this event in Mumbai, when I received this award, I made a Speech. I said that I am receiving this award, on behalf of all the Women on the Continent of Africa, who like me, have struggled to build businesses, and who will indeed, in future, also struggle to build businesses. It is always challenging for us as women to build our own businesses, however, we as women have overcome many challenges throughout the Ages. Especially us proudly South African women. We are known to be strong women. It has been recorded in the History of our country as well. It is said that “we as women are the backbone of society. You strike a woman you strike a Rock”. We as women, can do anything. That is what brought me to be here today.

I am here today, very much Honoured, to present this Award to you all the women in this room today. It is just fitting for me, to present this award to you, since I have accepted this award, on behalf of all the Women on the Continent of Africa. What makes this moment extra special to me, is that I am Proudly South African, and you are too. So, as a South African, I am honoured that I am here today also representing South African Women who are involved in Mining, to use this platform to inspire all women in this room, be successful and full fill their dreams so as to make a difference in the lives of the people in our country, in whatever business or work you wish to do. Don't give up, always persevere, if

you believe what you are doing is the right thing and you can help change people's lives for the better.

Therefore, Honourable Women, Minister, DG and all the men in this room, it is just fitting for me to read the speech I have made in Mumbai, when I received this award on behalf of all the Women in Africa.

SPEECH MADE BY ADELAIDE RUITERS RECIPIENT WOMAN SUPER ACHIEVER AWARD INTERNATIONAL WORLD WOMEN LEADERSHIP CONGRESS MUMBAI INDIA 17 FEBRUARY 2017

Thank you very much Dr Bathia, Dr Parikh and the Organisers of this prestigious event for the Honours. My name is Adelaide Ruiters, I am from South Africa, and I am the Founder and CEO of Adelaide Ruiters Mining and Exploration Pty Ltd, a Phosphate and Industrial minerals company to produce and beneficiate fertilizers for the Agriculture industry.

May I ask, that all other delegates from the African continent also raise their hands?

I have started this mining company with very limited resources, in fact during a time when I was retrenched and just got divorced. It is a long story indeed, however, let me mention to you that I applied for and registered the prospecting rights on my ID at first, since I did not have a registered company yet at the time. How did I do it? I did not have money to pay consultants, and I approached a university graduate to help me develop my project (the Environmental Aspects) as well as locating previous drilling data from our South African Council for Geoscience and I located the previous Geologist and Metallurgist who worked on this particular Phosphate Deposit before the rights were awarded to me (I gave them shares in my company as well). I am accepting this award on behalf of all the Women on the African Continent, and with this award I wish to inspire all women from the African Continent and Globally, to also start their own mining companies. It can be done. I have. It is a known fact, that the African Continent is well endowed with economically viable mineral resources, and I believe, that we as Africans should take charge and own, develop and beneficiate our mineral resources on our continent, so that our mineral resources can truly serve the people from our African Continent.

I do thank our South African Government the Department of Mineral Resources (Western Cape Regional Office), for creating an enabling environment allowing in particular women like myself to also own and develop mining rights in South

Africa. I also thank my funders and partner, Anglo American Sefa Mining Fund who own 13% equity in my company, for supporting my project since 2016 and enabling to bring me to where I am today, and to also assist with the much needed transformation in our South African Mining Industry. I also thank my technical team, Mr Jan van der Merwe (Project Geologist) and Dr Gert van der Linde (Project Metallurgist) who played a very key role and helped me lay a very firm foundation to develop my mining project before Anglo American invested in my project. And lastly I do thank my family and God for giving me this opportunity to try and inspire other women to do the same. I thank you.” **Speech Ends.**

And with this, I would also like to add, that through my mining project, I will be mining phosphates, and will be beneficiating phosphates to produce a direct application organic cheaper alternative fertilizer for the Agriculture Industry, and possibly produce a food grade phosphoric acid for the food and beverages industry in South Africa. As I have said in my speech in Mumbai, that the minerals on our African Continent must be owned, mined and beneficiated by us from and on the African Continent, therefore, my fertilizers, I am hoping, will not only help with the sustainable growth of our agriculture industry in South Africa, but also to benefit the African Continent, by exporting the fertilizers to the rest of Africa. This will help us in Africa, to be in charge of our own food security. There is no need for my company Adelaide Ruiters Mining and Exploration Pty Ltd also known as “ARME” to sell our phosphates to a company overseas, and then it gets exported back to the African Continent at very high prices, that sometimes our African Farmers cannot afford. This is my vision, my dream Honourable Minister and the DMR, that through my company ARME, I will help our African Continent with the challenge of securing our own food security while driving women led industrialisation and job creation in a responsible manner. Furthermore, our government is aiming to develop more Black Owned Farming Enterprises through its Land Expropriation Policy to be implemented, and I believe, my fertilizers will be well priced to assist such development of Black Farmers by offering them a cheaper more cost effective more environmentally friendlier alternative fertilizer than the chemical based fertilizer currently being used in our country, which also holds a monopoly. And, to inspire more women in South Africa, to also apply for mining rights, to develop and own our mines, and to beneficiate the minerals so that our minerals will benefit us the people from South Africa, grow our South African economy and create jobs. It is true, that the Mineral Resources of the African Continent must serve its people, it

must be owned by its people, it must be benefited by its own people, only then will we see true Economic Prosperity for the people of our continent. **This is my Vision and motivation to help achieve this goal.** And, I also offer my services, in which ever way I can be of assistance help mentor inspire to help inspire women from our country to enter mining and to achieve this goal so that our country can also prosper. I am passionate about the need to plough back. I am involved with your Department, your Special Projects Division since 2016 to help empower women in mining. And I am proud to say, that one of your DMR Geology and Environmental Honours graduates from Wits whom **Ms Ndumiso Zulu** from your department has asked me to mentor, I have offered her fulltime employment instead and she **Ms Phuluso Nkhumeleni**, please stand up Phuluso. Phuluso is working for my company ARME full time since October 2017. I am teaching her everything I know, she is learning...and there is lots to learn. I am also planning a listing soon for my mining company, and she is involved here as well. She must learn, so that she can in return also pass on to the women who comes after her.

Then, where the development of my project is concerned, I have appointed VBKOM consultants, as Consulting Engineers to my project, and there is a very young bright Junior Mine Engineer, who was responsible for the Mine Works Programme and Financial Modelling of my project, **Ms Khomotso Mashala....** Khomotso can you please stand up. Khomotso said to me, when she first started working on my project, she said she was only used to working with established mining companies who are already mining, but this project gave her an opportunity to work with the development of a new mine and beneficiation plant from scratch. These two young women were there with me, the day when I lodged my mining right application, and they went through all the trials a tribulation with me. A third young lady on my project, **Ms Chantal Uys** is from Exigo3 Sustainability (a member of the EOH Group), who is responsible for the Environmental Impact Assessment studies for my project. So, you can see, we are a woman lead company. Even my board is 100% woman.

It has been a very difficult and long road indeed that I have followed. However, I persevered and never lost focus I had a dream. And this is my message to you today. Persevere and never lose focus do not give up, believe in your dream. The result is me standing here today, being able to dedicate this award to you. **With This, I hereby dedicate the “Women Super Achiever Award”, that was conferred to me Adelaide Charlene Ruiters, CEO and Founder of Adelaide Ruiters Mining and Exploration Pty Ltd also known as ARME, on 17 February**

2017 by the World Women Leadership Congress 2017 in Mumbai, which I have publicly accepted on behalf of all Women in Africa, to You, the Women of DMR, because it is through Your Department, especially the Western Cape Regional Office under the Leadership of Ms Duduzile Kunene that I am standing here in front of you today, to say this is possible, this can be done! It is through you, The DMR that I got this award. This Award also lead me to be a guest speaker at the International Woman's Day celebrations in March 2017 Addis Ababa Ethiopia, they invited me to speak to the Women at the African Union.

MOVING FORWARD

And moving forward, I am in talks with the IDC, to further fund my project, and our company is also planning a listing. In fact, the IDC Mr Kevin Hodgers gave me a letter way back in 2012 even before my Prospecting Right was granted, to say they would fund my mining project should I meet certain. They also have been very supportive and kept the communication going while I was busy developing my project and gave me advice. I also take the opportunity to say, Thank you IDC. I am now ready to talk to them. The challenge associated with developing any mining company is access to funding. The Anglo Sefa Mining Fund has closed. There is currently no other fund available for early stage exploration, since Anglo Sefa Mining fund has been closed.

We are therefore aiming at accessing investors through the listing from BRICS countries and Arab Emirates, since they have demonstrated to our President a commitment to invest in our country. I have also exposed my project at various international platforms and presented a paper at the International Phosphates Conference in Morocco in March this year, and a Fertilizer Conference in Mozambique in October last year. Minister, DG, can I come talk to you some time about my listing, and to possibly help me to access the Presidency regarding approaching the Brics Countries Esp. Russia China and India, and UAE, to possibly invest in my project.

With the money, I will hopefully make, I would like to plough back, and start another mining company, consisting of young black women, to mentor and guide these women to go about the same way how I started my mining company, to use the same methodologies by going to the council for geoscience to get historical drilling records etc. I will guide them; however, I have one

condition attached, that should this new mining company be successful, that they in return must use a certain portion of their funds/profits to plough back and help other young women and guide and mentor them to do the same. I have already identified the 4 young women whom I will mentor and set the company up with. And so, we do create a chain reaction, whereby in 20 years, I can say, due to my intervention, there are now 2 more black women owned mining companies in our country, (3 including ARME) taking into consideration that to develop a mine on average takes 10 years. Although 3 companies seem very little, however, it goes a long way if you consider the number of jobs to be created and how many lives will one be able to positively influence, and the transformation we will achieve through this.

I thank you.

Adelaide Ruiters

CEO and Founder of Adelaide Ruiters Mining and Exploration Pty Ltd



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