



## Global Search Firm Establishes North American Home...in the GTA

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Few industries are as globally focused as mining, with natural resource companies scouring the world for vast stores of minerals and the talent needed to extract them. Finding that talent, and matching people to the organizations that need them, is the mission of The Swann Group.

Canada's pivotal role in the international mining industry led The Swann Group to establish its office for the Americas in downtown Toronto. "We have serviced our Canadian clients on a 'fly in and fly out' basis since the late 1990s," said Lorraine Meldrum, the firm's Practice Director – The Americas. "It became clear that with the volume of business we do with these clients, and the pool of senior mining talent present in Canada, it made sense to establish a full-time presence here."

Headquartered in Australia, with offices in Dubai, Shanghai, Beijing, the UK, Russia and New Zealand and now The Americas, The Swann Group's reach extends to all the world's mineral-rich regions through its impressive client base. In an industry that cares more for competence and achievement than nationality, mining executives from Canada can be found in Europe, the Middle East, Australia, South America and Asia, just as nationals from those regions work here.

The choice of a Toronto location was not a difficult one for The Swann Group. "Most of the Canadian mining industry's major players, including a number of our large clients, are located in Toronto, close to the finance industry head offices," Meldrum said. "There is also a large mining industry in Brazil and Chile which we are servicing from our office here. Toronto has excellent international airline access, and is a good jumping off point for New York, Vancouver, Denver, Santiago and Rio de Janeiro. The office has already helped to increase our business in the Americas."

Looking for guidance in establishing its new Canadian presence, Meldrum was referred to the Greater Toronto Marketing Alliance (GTMA) early in 2006 by the Australian Trade Commission. "The GTMA was very helpful in providing us with information about its partner network and pointing us toward available serviced offices," she noted. "It is reassuring for us to know that such a resource is available when we need it."

The Swann Group opened its Toronto-based North American office in August, 2006. Meldrum, whose responsibilities force her to jet-hop back and forth to Melbourne, Australia, hired a full-time Associate Director for the new operation and intends to add others in the near term. "We expect to have four or five other people, both Australian and Canadian, working here within a year," she said. The office will focus on research and business development throughout the Americas.

"The mining sector is booming at the moment," Meldrum said. "There is a critical shortage of good people around the world, and we have to work harder to stay ahead of the curve." The Swann Group expects the Toronto office will play a key role in meeting its clients senior staffing needs, and help it to solidify its position as an effective and respected player in a dynamic global industry.

The GTMA is a public-private partnership between the 29 municipalities and regions in the GTA, together with the Provincial and Federal governments, other non-profit organizations and a broad cross section of private sector corporations. The Greater Toronto Marketing Alliance (GTMA) is the key point of contact for exploring business opportunities in the GTA. With the resources of its public and private sector partners, the GTMA provides essential business information and site selection services to facilitate investment in the Greater Toronto Area. For more information visit: [www.greatertoronto.org](http://www.greatertoronto.org).

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