

Jamaican success story Jamalco sets benchmark

Jamaica has a long, proud history of extracting bauxite from the earth and refining the mineral into alumina for export to international markets, including the US

Experienced bauxite mining major and refiner Jamalco is one of Jamaica's most established industrial names, with its alumina exported to markets for smelting into aluminium and subsequent consumption by scores of manufacturing companies in a multitude of sectors and countries.

The ambitious company has an impressive annual alumina production capacity of approximately 1.4 million tonnes, meaning its raw materials are upgraded into around 700,000 tonnes per year of aluminium metal.

Building for a bright future

Six decades after its first export cargo, Jamalco has bounced back well from a fire at a key powerhouse in 2021. A larger and more modern powerhouse is due online in the next couple of years, an occasion that will mark the conclusion of a long process.

The phased resumption of activities allows for significant new



Austin Mooney
Managing Director, Jamalco

investment in the latest technologies and equipment that will boost power generation capacity.

Such is Jamalco's reputation in international circles, that in April 2023, US-based Century Aluminum Company agreed to purchase a majority stake in a move that opened an exciting new chapter in its long history.

"Century has assets in the



Jamalco mines for Jamaica's buried treasures and adds value to them for export

US and Europe," explains Austin Mooney, Jamalco Managing Director. "They're in the same business as us, so understand the challenges associated with commodities. Their operational background means we'll benefit."

Bosses of Century were just as enthusiastic about the strategic acquisition given it secures them a predictable, long-term supply of its most critical raw material and achieves increased supply chain transparency and control.

"Jamalco is a well-known and well-regarded organization with a world class operational team," says Century's President and CEO, Jesse Gary. "It has historically proven its competitive advantages through its consis-

istent production of high-quality alumina, strategic geographic footprint in the Atlantic alumina market, and strong corporate culture focused on safety, integrity and employee well-being."

Such deals with leading overseas players underline the increasingly high level of business confidence that foreign investors have in Jamalco and the Jamaican economy, according to Mooney.

"The government is very business-friendly and strives to achieve the right balance between sustainability and business development," he says. "With the quality of the workers in Jamaica and proximity to the US, there is a great opportunity for any company that invests."




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JBM owns and operates the mixed-use port at Reynold's Pier in Ocho Rios

Mining sector embraces key diversification drive

New projects will not only boost output and efficiencies, but comprise a big push into other metals and minerals markets with the help of a revamped rail network

Courtesy of significant local and foreign investment, for nearly three quarters of a century Jamaica has been a leading supplier of bauxite — the raw material used in the production of aluminium — to large and lucrative international markets.

The size and scale of the mining sector's impact and influence on national economic well-being as a major source of revenue, employment and prestige cannot be overstated. Indeed, the sector has been primed by the government for diversification and major investment to optimize the openings from recent discoveries of limestone, gold and copper.

Tangible operations at several significant bauxite sites are supported by a range of businesses, including firms active in land transport, ports and shipping, as well as finance and marketing.

"We've had a strong mining sector largely built by investments, with the best companies in the world investing in mining in Jamaica," comments Floyd Green, Minister of Agriculture, Fisheries and Mining.

"Our vision seeks to tap into new areas of potential and new openings in areas where Jamaica has a distinctive advantage, to ensure we leverage the investment and open the door to significant economic growth.



Floyd Green
Minister of Agriculture, Fisheries and Mining

"There is tremendous potential in Jamaica for new areas of mining, whether in limestone, rare earth elements, copper or gold. This presents a great value proposition, especially given our proximity to the US market."

In early 2023, the government gave the green light to the revamp and return to service of long stretches of state-owned rail lines that have been unused for decades. The expanded network will improve mining industry logistics and help to reduce costs.

"The rail network can be revitalized to provide support to ports," Green adds. "We've a long record of expertise in mining and logistics, that's a tremendous opportunity for the world."

Maximizing the potential of Jamaica's rich resources

Jamaica Bauxite Mining Ltd (JBM) is leveraging valuable legacy assets to diversify into new areas, like a premium bottled spring water that epitomizes Brand Jamaica

With its 50th anniversary looming on the horizon, JBM is building on its enviable experience as a traditional mining powerhouse in Jamaica's industrial ecosystem to embark on an exciting business diversification strategy featuring the globally demanded product of bottled spring water, and services that include logistics operations.

"Our projects are rooted in a concept we call reclaim, restructure, repurpose, which involves optimizing underutilized resources and assets we own," states JBM Managing Director, Donna Marie Howe. "One of our key diversification projects is Ochi Spring Water, sourced from a spring we own. This high-alkaline natural drink has found a market among cruise vessels docking at our port in Ocho Rios, a popular resort area.

"We are branding this product to capitalize on the demand for authentic Jamaican consumables and our target market is international, with a focus on business-to-business export."

As JBM evolves into a multifaceted organization, the state-owned company has restructured operations into four definitive pillars. They are port operation and management, with a special focus on limestone bulk cargo export, land development, commercial property, and Custodial Management to oversee the bauxite export firm, Discovery Bauxite Partners.

"The core idea is to transform them into performing assets that generate substantial revenue and contribute to our overall success," Howe explains. "As we examined our land's proximity to [the large and famous] Reynolds Pier and major townships and cities, we recognized the potential for a logistics hub.



Donna Marie Howe
Managing Director, JBM

"Many of our diverse projects are a result of a resource-centred strategic plan, driven not only by structured goals and alignment with Vision 2030 but also by a deep understanding of the immense global opportunity.

"Our strategy for diversification and resource optimization strategically positions JBM for sustained success across diverse industries and markets," Howe emphasizes. "The port expansion plan represents a pivotal development that will significantly impact our business, propelling us into new realms with greater efficiency for all stakeholders.

"Presently, our port serves a dual purpose, with the east side exclusively catering to cruise tourism, showcasing visually captivating scenes, including a promenade. Simultaneously, the western side is dedicated to limestone stockpiling and the loading of industrial vessels.

"This means we can work towards reducing carbon emissions and maintaining a net-zero carbon footprint. "Upon joining JBM, I was pleasantly surprised by its immense potential. Our journey continues to see us unlocking value and turning this vision into a reality," Howe adds.