

One to One Mining forum in Cape Town has a record number of companies

121 One to One Mining forum – Cape Town

121 Group's events are going from strength to strength, as the more traditional shows try and adapt, and copy their formula, to arrest their own decline.

Nowhere can this be illustrated better than in the upcoming event in Cape Town, where there is a record number of presenting companies and investors attending



121 Group's events are going from strength to strength, as the more traditional shows try and adapt, and copy their formula, to arrest their own decline.

Nowhere can this be illustrated better than in the upcoming event in Cape Town, where there is a record number of presenting companies and investors attending, and schedules are being extended to accommodate the additional meetings required.

121 events are refreshing as they allow genuine investors to attend, unlike other declining shows that try and put restrictions on, and hoops for people to jump through. I see no point in paying over £1,000 to attend an event to meet companies I might invest in. It's akin to being charged a fee every time you walk into Tesco!

I can only see further success for 121 at the expense of the stuffy other shows, and I wish them every success, they have pioneered a new way of doing things and it's paying off in spades.

In the meantime the other event in town is reduced to advertising how many meetings they have arranged at their event, in some sort of 'mine's bigger than yours' schoolboy bragging in the playground.

