

Jeff Killeen on PDAC 2024: Shaping the Future of Critical Minerals and Mining

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In a recent Investor.Coffee interview, Jeff Killeen, Director of Policy and Programs at the [Prospectors & Developers Association of Canada \(PDAC\)](#), highlighted the association's role beyond organizing its annual convention. Scheduled for March 3 – 6 in Toronto, the [PDAC 2024](#) Convention is a significant event, but PDAC's involvement in the industry extends further. They engage in continuous advocacy, working closely with provincial and federal governments to shape policies and strategies that address the challenges and opportunities within the mineral exploration and mining sector such as the critical minerals flow through programs.

Jeff outlined PDAC's strategic plans, focusing on enhancing public understanding and demonstrating the industry's importance in modern living. This strategy aims to shape public perception, acknowledging its significant impact on the industry's future. Jeff's ambition for PDAC is to be recognized as a thought leader, with the organization's extensive programming covering various topics from commodity performance to community relations and indigenous-industry interactions. This positions PDAC as a pivotal source of knowledge and innovation in the field. Additionally, Jeff when asked about market trends noted a recent increase in uranium exploration and investment, especially in Saskatchewan, highlighting nuclear power's role in a low-emission future.

Established in 1932, PDAC represents the Canadian mineral exploration and development industry's interests. Based in

Toronto, Ontario, the association boasts approximately 7,200 members and is staffed by 25 full-time employees. Its annual convention in Toronto is a globally recognized event, attracting up to 25,000 attendees from over 130 countries. The convention is renowned for networking, deal-making, and discussions on current industry issues, trends, and technologies. PDAC's advocacy work is crucial, focusing on government policy issues relevant to the mineral exploration industry, including land access, Indigenous affairs, international affairs, responsible exploration, finance, taxation, geosciences, and health and safety, thereby enhancing Canada's position as a prime destination for mineral investment.

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The Prospectors & Developers Association of Canada (PDAC) is the leading voice of the mineral exploration and development community, an industry that supports 719,000 people in direct and indirect employment, and contributes \$106 billion to Canada's GDP every year. Representing over 6,000 members around the world, PDAC's work centers on supporting a competitive, responsible, and sustainable mineral sector.

To learn more about PDAC, [click here](#)

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