

Silver Demand and New Uses
Peru: Ninth International Gold
Symposium

Presented by:
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THE SILVER INSTITUTE

Established in 1971

Members include: silver mining houses, refiners, bullion suppliers, manufacturers of silver products and wholesalers of silver investment products

Goals

- Design, implement programs that increase demand
- Provide information to members, media, public and government

Programmatic Work of the Silver Institute

Industrial Programs

The Silver Research Consortium (SRC)

- Silver Biocides
- Silver in Textiles
- Silver Wood Protection Chemicals



Programmatic Work of the Silver Institute

Marketing Programs

Silver Promotion Service (SPS)

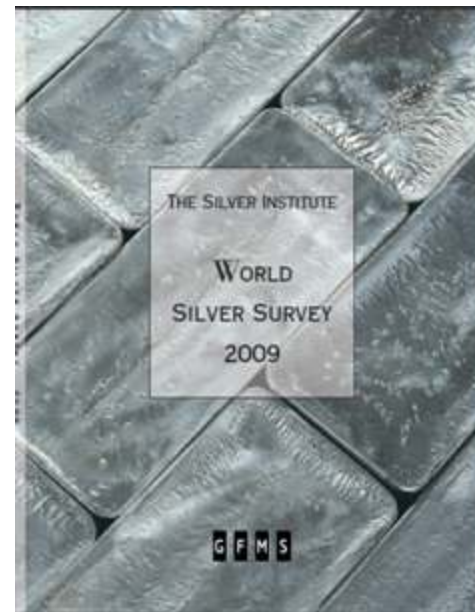
**Consumer Marketing in
Mexico and Peru**



The World Silver Survey

The Silver Institute first commissioned GFMS in 1994 to produce the annual ***World Silver Survey***.

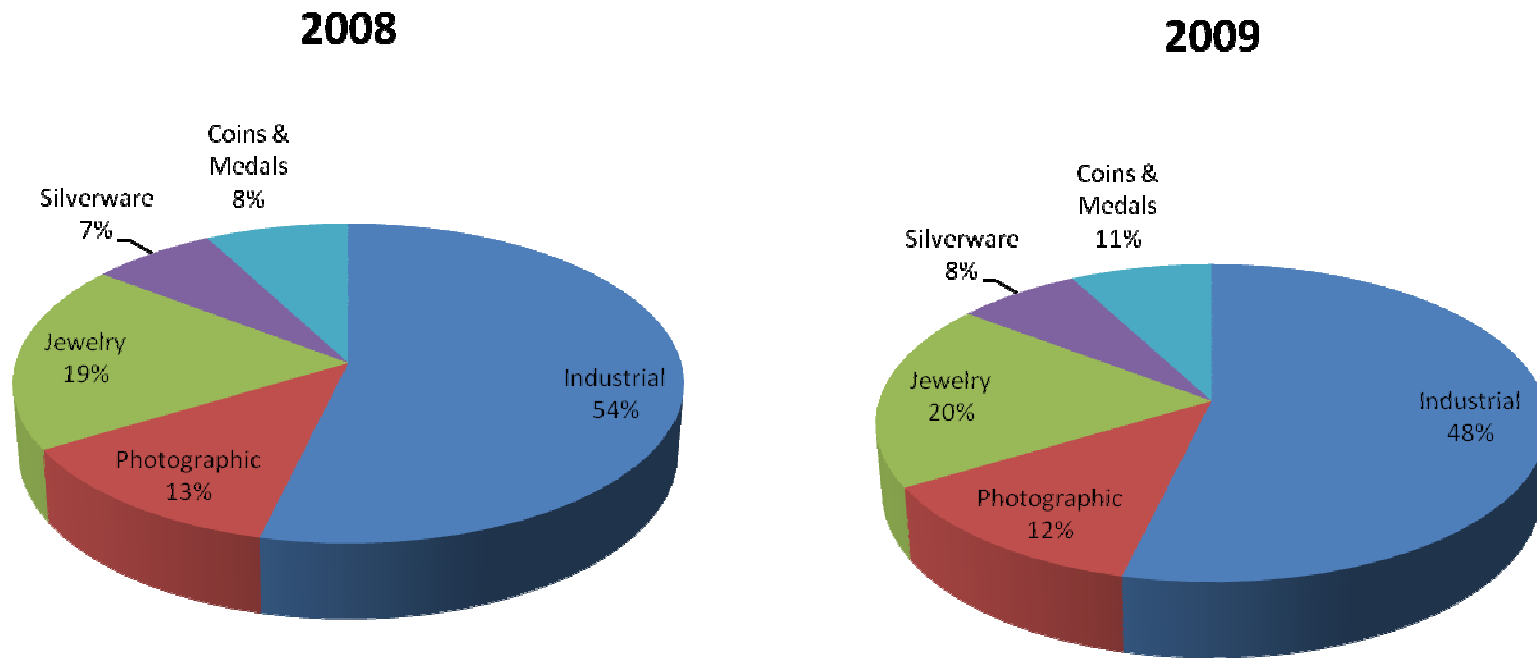
It is the world authority on silver statistics.



A Brief Look at Silver Demand

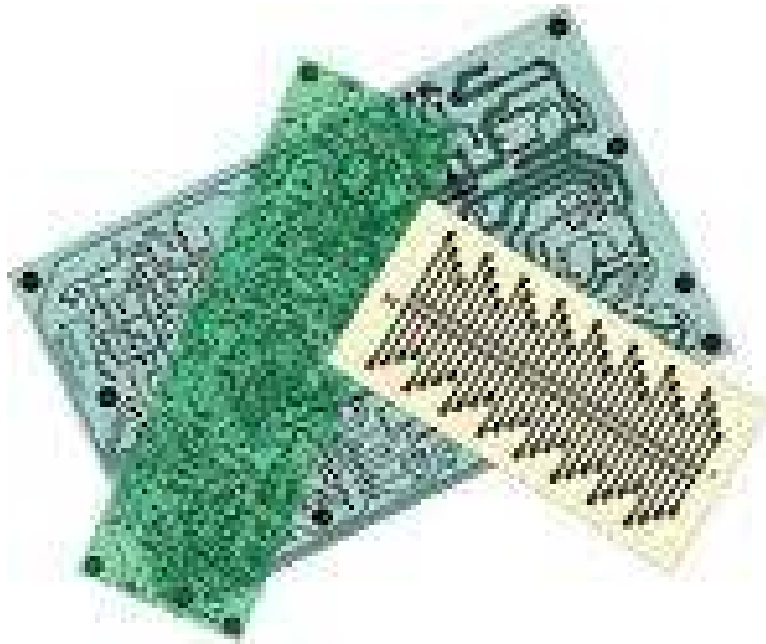


Silver Demand by Sector



preliminary GFMS *estimates*

Industrial Fabrication



Highlights

- Industrial demand fell in 2009
- Concentrated in 1Q
- Intra-year quarterly data showing improvement
- 2010 should see a strong recovery because of stock replenishment and GDP growth

Coins

Highlights



- Global demand expected to reach new high
- US Mint sold 28.8 million American Eagles – all time record - 46 percent more than 2008.
- Demand for Eagles outstripped supply

Photography

Highlights

- Most declines in radiology due to digital replacement
- Motion picture industry experienced less severe declines - less switch to digital



Jewelry and Silverware

Highlights

Jewelry

- Robust growth expected in near to medium term
- Much of 2009 dip due to Indian demand
- Expected growth in US and China in 2010

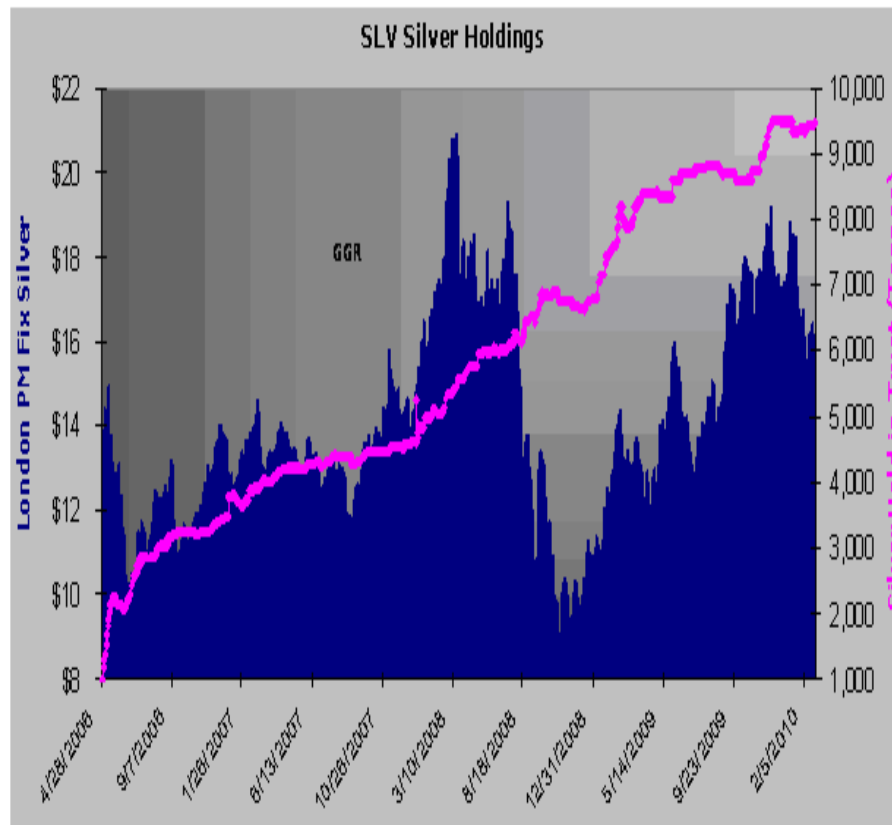
Silverware

- Indian consumption moving to bars & coins instead
- Less formal entertaining in Western countries
- Expect rebound from here



Investment

SLV



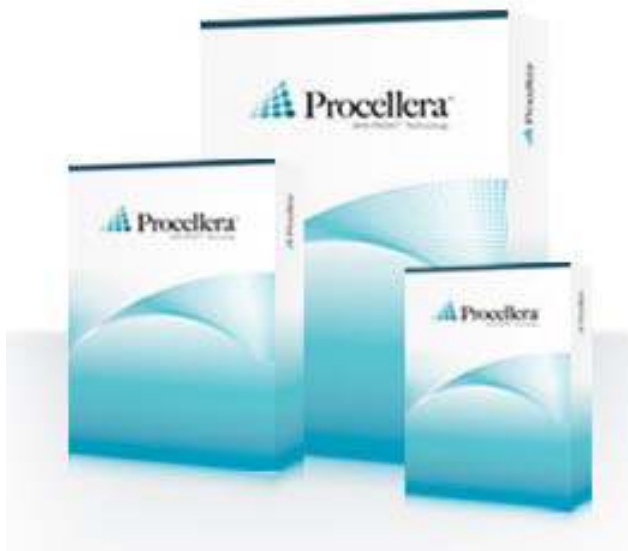
Silver Uses

- Traditional
 - Coinage
 - Photography
 - Silver Jewelry
 - Silverware and Table Settings
- Industrial
 - Batteries
 - Bearings
 - Brazing and Soldering
 - Catalysts
 - Electronics
- New and Emerging Applications
 - Medical
 - Bottled Water Purification
 - Textiles
 - Consumer Electronics
 - Construction
 - Solar Energy



Medical

A new twist on silver in bandages



Highlights

- New bandages uses silver and zinc to produce low levels of electricity to promote healing.
- Cleared by FDA

Keeping Bottled Water Safe

- FDA permits silver to be used in bottled water to help kill germs.



Clothing

Military Cold Weather Gloves



Highlights

- Odor-free
- Kills bacteria
- Waterproof

Electronics

Highlights

- As electronic gear becomes smaller, scientists are using DNA in switches and motors
- Adding silver to DNA makes it stronger and able to withstand stresses

Silver adds rigidity to DNA



Batteries

High power, tiny batteries for medical and industrial uses



Highlights

- Silver particles added to lithium/silver vanadium improves performance
- Could be used beyond pacemakers for strokes, migraines
- Industrial uses include microscopic-sized sensors
- Booming worldwide interest in battery technology

Solar Power

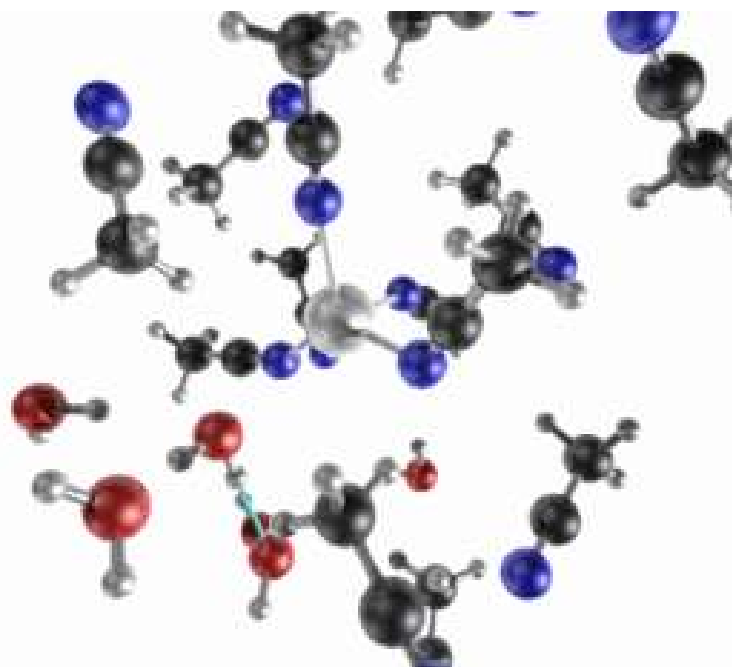
Esolar's Sierra Sun Tower Lancaster, California



Highlights

- 24,000 one square meter mirrors
- Provides 5 million watts of electricity: 4,000 homes
- Saves 650,000 gallons of oil
- 5 million ounces of silver used in mirrors each year in US

Latest Uses of Silver Nanotechnology



- Silver nanotechnology product sales are expected to reach about \$25.2 billion by 2011.

The US has the heaviest nanotechnology investment with Japan second.

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