

# Neo Performance's Rahim Suleman on being 'the most vertically integrated rare earth magnetics company in the world.'

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During an engaging interview at PDAC 2024 with [Critical Minerals Institute](#) (CMI) Co-Chairman Jack Lifton, Rahim Suleman, President, CEO, and Director of [Neo Performance Materials Inc.](#) (TSX: NEO), shed light on the company's strategic endeavors and its unique positioning in the rare earth materials sector. Suleman emphasized Neo's role as a pivotal player in the rare earth magnetics market, underlining the critical importance of these materials in driving the energy transition and their explosive demand growth. He highlighted Neo's existing vertical integration in the rare earth magnet sector and its innovative dual supply chain strategy that provides a robust solution to the market's over-reliance on China, which dominates the extraction, processing, and magnet production of rare earth materials. "We are the most vertically integrated rare earth magnetics company in the world," Suleman remarked, illustrating Neo's commitment to mitigating concentration risks and fostering resilience in the supply chain.

Suleman further detailed Neo's significant investments in expanding its operational footprint, particularly mentioning the development of a sintered magnet facility in Estonia, which is poised to serve both the North American and European markets starting in 2025. This ambitious project, heralded as a landmark

move to diversify the global rare earth magnet production landscape, underscores Neo's proactive approach to addressing the critical shortage of rare earth permanent magnet manufacturing capacity outside China. With plans to extend its manufacturing capabilities to North America and ongoing support from the European Union, Neo is strategically positioning itself to meet the burgeoning demand for rare earth magnets essential for electric vehicles and other green technologies. "We're in the process of investing in phase one... but we would immediately follow it with phase two and then immediately follow that and probably even concurrent to that do a large phase in North America as well," Suleman shared, highlighting Neo's comprehensive strategy to fulfill European and American EV Motor OEMs' demand for domestic sourcing of rare earth magnets.

To access the complete interview, [click here](#)

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Neo manufactures the building blocks of many modern technologies that enhance efficiency and sustainability. Neo's advanced industrial materials – magnetic powders and magnets, specialty chemicals, metals, and alloys – are critical to the performance of many everyday products and emerging technologies. Neo's products help to deliver the technologies of tomorrow to consumers today. The business of Neo is organized along three segments: Magnequench, Chemicals & Oxides and Rare Metals. Neo is headquartered in Toronto, Ontario, Canada; with corporate offices in Greenwood Village, Colorado, United States; Singapore; and Beijing, China. Neo has a global platform that includes ten manufacturing facilities located in Canada, China, Estonia, Germany, Thailand, the United

Kingdom, and the United States, as well as one dedicated research and development centre in Singapore.

To learn more about Neo Performance Materials Inc., [click here](#)

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## **Dysprosium – The Most Critical Magnet Metal Could Threaten the EV Industry**

written by Jack Lifton | March 14, 2024

Dysprosium, it's more critical than ever and just as scarce as ever.

On October 18, 2011, eleven years ago, I wrote the following

email reply to an inquiry about the future of the non-Chinese OEM automotive industry's then new dependence on critical materials for EVs:

*"I am at the moment in Shanghai where I have given an invited presentation to the Society of Automotive Engineers' (SAE) 2nd Hybrid and Electric Vehicle Conference. My topic was Critical and Strategic Metals for Electric Propulsion. I will be speaking and moderating a panel at the SAE World Congress in Detroit on April 25, 2012, on "Strategic and Critical Metals and Materials for a 21st Century Global OEM Automotive Industry." In each case the most critical metal of all is the rare earth element dysprosium, without which the modern automotive powertrain would lack the ability to have reliable stable electric motors and generators "under the hood" where dysprosium-modified neodymium-boron-magnets provide high coercivity (magnetic field strength) maintenance through repeat cycles of heating and cooling, and, also, the miniaturization of the automobiles power options, power steering, and a variety of motor management sensors."*

## **Dysprosium – one of the most critical of all metals**

The OEM automotive industry today uses most of the approximately 1000 metric tonnes of dysprosium produced yearly today and produced exclusively in China. The growth of the OEM automotive industry in sheer numbers of vehicles produced plus the anticipated introduction of more and more electric vehicles with large electric traction motors of the rare earth permanent magnet type, already in use across the board in the Toyota Prius and all of its competitors of all types, Plug-in hybrid electric vehicles ("PHEVs") as well as electric vehicles ("EVs"), has, in my opinion, already created a dysprosium shortfall that has

alarmed the automakers.

The US Dept of Energy agrees that dysprosium is one of the most critical of all metals for the continued health and competitive advantage of the non-Chinese car industry, I have repeatedly said that if no non-Chinese sources of dysprosium come into production by 2015 then the non-Chinese OEM automotive industry will cease to be competitive with that of China in internal combustion powertrain performance and will certainly lose out in the EV market.”

Now, eleven years later, I am going to discuss this same topic, “Is there a dysprosium supply crisis?,” at a June 8 meeting of the Detroit section of the Society of Automotive Engineers. Whoever first said that changes in the OEM automotive industry take a long time was right.

## **Critical Minerals Institute Summit**

The broader theme of Critical Materials for EVs will be a focus of the [Critical Minerals Institute Summit](#) in Toronto on June 14 and 15.

This problem, the supply of critical minerals for the transformation and use of non-fossil fuel energy production and storage is existential.