

## CEO Interviews:

### **Elissa Resources plays on heated American REE space**

By Justin Yan, Financial Editorial Specialist, TMX DataLinx

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China's monopoly over rare earth elements (REE) has raised important national security concerns for the Obama Administration as they push for "green" energy adoption across the U.S. Coupled with increasing demand and skyrocketing prices, this has prompted a rush back into the space by mineral explorers to revive the once leading American industry.

With geopolitics in their favour, this has prompted Vancouver-based Elissa Resources Inc. (TSXV:ELI, OTC: ELSRF) to seize the enormously lucrative potential presented by this group of 17 elements. "There is a lot of interest in having domestic supplies of rare earths and so we think that we're really in the right space at the right time," says Paul McKenzie, President and Chief Executive Officer of Elissa.

REE are used in a growing number of modern products including consumer electronics, wind turbines, electric and hybrid vehicles, as well as a host of military applications.



*Paul McKenzie, Chief Executive  
Officer of Elissa Resources Inc*

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