

The Gold Rush Is Back. Are You In?

Robert Kiyosaki, Jan 28, 2026

They call them zama zamas.

Men crawling on their bellies in the dark. Chasing gold with hammers and chisels. Zama zamas are illegal artisanal miners in South Africa who occupy closed or operational mines to mine for minerals such as gold, iron ore, coal, and manganese. The term zama zama loosely translates to "take a chance" in isiZulu.

Desperate they are. Working for survival. In tunnels dug by hand. The zama zamas are a direct by-product of the unanswered socio-economic inequalities faced by one of Africa's leading economies and mining powers. The violence in affected areas is similar to that in illegal artisanal mine sites in active war zones

That's the poor dad way of thinking. Trading time for money. Even if that money is gold. I saw it for years. A patch of dirt outside Johannesburg. A "Mad Max movie," the new owner called it. He had to crawl on his stomach to get inside.



Now?

It's South Africa's first new underground gold mine in 15 years.

Why? Because the game has changed. The players who understand money are back in.

- **While the masses chase paper**, the smart money is flowing into real assets like gold, which has more than doubled in value, creating a modern-day gold rush.
- The secret to wealth isn't working harder, but smarter; a new South African mine thrives by using modern technology and a lower-cost model

- **You have a choice:** be a "zama zama" trading your life for a wage, or learn to see the opportunities others miss and build your own assets that generate wealth

The Paper Money Mirage

Gold is at a record high. Over \$5,000 an ounce. It's more than doubled in two years. While your dollars in the bank are shrinking. Eaten by inflation. You feel it every time you buy groceries. Or fill up your car. Or pay your bills. That's the system. Rigged against you. The rich don't work for money. They make their money work for them. They don't save dollars. They acquire assets. Gold is an asset. Real money. God's money. It has been for thousands of years. And it will be for thousands more. Paper money? It's a promise. A lie. It dies. Every time. Every empire. Every currency. Gold survives

Old Mines, New Money

South Africa was the king of gold. For a century. They dug up half the gold ever produced. Half. That's power. That's wealth.

Now?

They're not even in the top 10. The mines got deep. Dangerous. Expensive. The unions got strong. The investors got scared. They said, "We don't like South Africa." That's what they said in 2021. But when gold prices rallied, the money came flooding back. From a local bank. A development-finance firm. An American mining-finance firm. They aren't investing in a country. They're investing in an asset. A cash-flowing asset. That's the lesson. Assets don't care about politics. They care about profits.

The Smart Money Way of Mining

This new mine, **Qala Shallows**, is smart. It's not about digging deeper. It's about thinking smarter. It's shallow. Just 200 feet now. Maybe 2,800 feet later. That's a quarter of the depth of the old mines. Less risk. Less cost. More profit. It uses modern tech. Hydro drills. Pressurized water. Not just brute force. Not just sweat. The break-even point is \$1,291 an ounce. Gold is at \$5,000. Do the math. That's a massive margin. That's cash flow. That's the name of the game. They rushed it into production. A year early. Why wait? The market is hot. Strike while the iron is hot. Or

in this case, while the gold is hot. This mine will produce \$4.5 billion of gold. From a patch of dirt that looked like a war zone. That's the power of vision. Of seeing what others miss.

The Global Gold Rush

It's not just South Africa. It's everywhere. Newmont opened a mine in Ghana. Barrick is digging in Nevada. The world is waking up. Why? Because smart money knows. Paper is dying. Gold is rising. It always does. When governments print money. When wars break out. When fear takes over. Gold is insurance. It's a hedge. It's peace of mind. But it's also an investment. A real one. Not a stock. Not a bond. Not a promise from a company that might go broke.

The Choice

This isn't just about one mine. It's a lesson. The world is full of opportunities like this. Hidden in plain sight. While everyone else is complaining about the economy, smart investors are making moves. They're buying assets. Creating cash flow. Building wealth. The zama zamas are still out there. Still crawling. Still trading time for money. That's their choice. But you have a choice too.

Are you a zama zama? Or are you the one building the mine?