

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Form 6-K

Report of Foreign Private Issuer

**Pursuant to Rules 13a-16 or 15d-16 under
the Securities Exchange Act of 1934**

Dated 30 July 2013

Commission File Number: 001-31318

GOLD FIELDS LIMITED
(Translation of registrant's name into English)

150 Helen Rd.
Sandown, Sandton 2196
South Africa
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F ☒ Form 40-F ☐

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): ☐

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): ☐



GOLD FIELDS

MEDIA RELEASE

GOLD FIELDS APPOINTS NEW HEAD FOR WEST AFRICA REGION

Johannesburg, 30 July 2013: Gold Fields Limited (Gold Fields) (JSE, NYSE, NASDAQ Dubai: GFI) is pleased to announce the appointment of Alfred Baku as Senior Vice-President and Head of its West Africa Region, the largest geographic contributor to the company's production. Mr Baku will also join the Group Executive Committee. The appointment will take effect on 1 August 2013.

Mr Baku, who is currently Vice-President of Operations for the West Africa region, is the first Ghanaian to head up the region. He will be based in Accra.

Having worked his way up through the ranks, Mr Baku is a seasoned Gold Fields employee with 19 years of mining experience with Group companies in both Ghana and Australia. He first joined the Damang gold mine in 1997 as Production Engineer and became a member of Damang's senior management team in 2002. During his time in Australia, in 2005, he was Strategic Mine Planner at the Group's St Ives mine and Relieving Mine Manager at the Agnew mine. In October 2008 he became the first Ghanaian to be appointed as General Manager of Damang and in 2010 as General Manager of Tarkwa. In 2011 he was promoted to Vice President of both Ghanaian operations.

Mr Baku holds an MSc degree in Mining Engineering from the University of Mines and Technology in Ghana. He also holds a Statutory Mine Manager's certificate and is a member of the Australian Institute of Mining Metallurgy (AusIMM).

Nick Holland, CEO of Gold Fields, commented: "We are delighted to announce Alfred's promotion to head up our West Africa region and to our Group Executive Committee. He brings strong continuity, technical depth and leadership to our operations in West Africa and has well established relationships with our key stakeholders. Our West African operations are a key component of our portfolio of assets and Alfred is well suited to lead this region into the very challenging next phase of its development.

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Notes to editors

About Gold Fields

Gold Fields is a significant unhedged producer of gold with attributable annualised production of approximately 2.0 million gold equivalent ounces from six operating mines in Australia, Ghana, Peru and South Africa. Gold Fields also has an extensive and diverse global growth pipeline with four major projects at resource development and feasibility level. Gold Fields has total managed gold-equivalent Mineral Reserves of 64 million ounces and Mineral Resources of 155 million ounces. Gold Fields is listed on the JSE Limited (primary listing), the New York Stock Exchange (NYSE), NASDAQ Dubai Limited, Euronext in Brussels (NYSE) and the Swiss Exchange (SWX). In February 2013, Gold Fields unbundled its KDC and Beatrix mines in South Africa into an independent and separately listed company, Sibanye Gold.

Sponsor: J.P. Morgan Equities Limited

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorised.

GOLD FIELDS LIMITED

Dated: 11 July 2013

By:	/s/ Nicholas J. Holland
Name:	Nicholas J. Holland
Title:	Chief Executive Officer