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Little Slocan Lake

Showcasing BC abroad

The 2010 Olympic and Paralympic Winter Games are a once-in-a-lifetime opportunity for British Columbia to attract the attention of the world and create a legacy of economic activity throughout the province.

British Columbia-Canada Place in Torino, Italy, is the Province's first initiative to showcase British Columbia abroad and take advantage of hosting the 2010 Olympic and Paralympic Winter Games. Open from mid-January to the end of the Paralympic Games in March, it will be a spectacular and inviting showcase for Canadian and British Columbian business.

British Columbia-Canada Place will be a world-class venue for viewing and marketing the unique attributes of British Columbia and Canada as destinations to visit and do business, and will provide a promotional marquee for the 2010 Olympic

and Paralympic Winter Games. It promises to be an exhibition experience so innovative and stunning that all who visit the House, whether physically or virtually, will be strongly motivated to visit Canada and BC and attend the 2010 Games.

A contrast between traditional and modern, tourism and technology, the structure itself combines a ski resort-style log house and a glass exhibit hall; a perfect blend of the beauty of rural British Columbia and our modern, glass towers. Inside, this diversity of style and cultures is reflected in the warmth of the log structure on one side and the high-tech exhibitions on the other.

The Exhibit Hall sets the stage for Canadian and British Columbian companies to connect and do business with international firms. It is the perfect venue for corporate events that showcase BC business, from marketing and sales gatherings to exclusive receptions for existing and potential customers. Industry, tourism and cultural partners will be featured on a large media wall as a backdrop to these events.

A warm and inviting fireplace transitions the space between the Exhibit Hall and log house built by Sitka Log Homes of 100 Mile House, BC. The house will provide culture, tourism and industry kiosks with static and live web linkages, public and private meeting areas, and live web cam links to Vancouver and Whistler.

The BC Secretariat has created a number of vehicles – including a special publication, websites, media relations, video news features and a state-of-the-art interactive exhibit – to help BC communities and businesses tell their stories and showcase the province through British Columbia-Canada Place in Torino. To help ensure all British Columbians have access to, and participate in, this Olympic opportunity, please send us your stories and ideas with the subject line “BC Stories” by e-mail to BCSecretariat@gov.bc.ca or by fax to 604.660.3437.



Artist rendering

www.2010CommerceCentre.gov.bc.ca



Lions Gate Bridge, Vancouver

Businesses across BC can benefit from the 2010 Games



No matter where you live or work, BC businesses around the province are being invited to participate in the 2010 Olympic and Paralympic Winter Games.

Representatives from the BC Olympic and Paralympic Winter Games Secretariat are now touring the province to meet with local communities and promote the economic opportunities that will be created leading up to, and following, the 2010 Games.

I encourage local companies and individuals to get involved and register with the Secretariat's 2010 Commerce Centre at www.2010commercecentre.gov.bc.ca to receive the latest information on every new business opportunity as it arises. BC companies — both large and small — are already winning contracts and we would like to see what you and your business have to contribute.

We want to make sure our province is informed and connected to Olympic-related business opportunities that will leave a lasting economic legacy well beyond 2010.

Honourable Colin Hansen

Minister of Economic Development and Minister Responsible for the Asia Pacific Initiative and the 2010 Olympic Games

Don't overlook Paralympic opportunities

They are the 2010 Olympic and Paralympic Winter Games, but businesses may be overlooking opportunities with the "paralympic" part of the Games.

Hundreds of paralympic athletes are coming to BC in less than five years and there is a lot of work to be done to prepare for visitors with disabilities.

Brian MacPherson, Chief Operating Officer for the Canadian Paralympic Committee says the work is not simply ensuring facilities are wheelchair accessible. "We're talking about access for people who are blind or who have other mobility problems," he says.

Existing sports facilities will need renovating or retrofitting and new facilities will be built to the appropriate standards. Athletes also need accessible hotel rooms, restaurants and other amenities in the municipalities where they will train and compete.

MacPherson says the Games will improve access for all BC residents as well as for people who will visit the province in the future.

"It's a great legacy, and the spin-off from increased access is huge," he says.

For example, in Athens during the 2004 Summer Olympics, Canadian wheelchair athlete Jeff Adams climbed the stairs to the top of the Acropolis to raise awareness about what people with disabilities can do. Adams' feat led to the installation of a wheelchair-accessible elevator.

"That's what happens when the Games comes to town," says MacPherson.

Other Paralympic opportunities include developing, manufacturing and selling official products branded with the Canadian Paralympic Committee logo. MacPherson says the committee will soon issue a request for proposals for products such as pins, novelty items and other merchandise, as well as for distributors.

For more information on the opportunities surrounding the Paralympic Games, visit www.paralympic.ca.



Photograph: Christian Landry/CPC



1.6 million tickets sold

4 billion television viewers worldwide

25,000 volunteers

400,000 hotdogs + 1

155,000 - 175,000 customers served



www.2010CommerceCentre.gov.bc.ca

Hbc Olympic wear provides opportunities for suppliers

There are thousands of opportunities for BC businesses to get their products into Hbc, the official outfitter for Canada's athletes for the 2010 Winter Games.

Hbc is outfitting Canada's athletes not only for the 2010 Winter Games, but also for the 2006 Winter Games in Torino and the 2008 and 2012 Summer Games. As well, Hbc is an exclusive supplier of official Olympic merchandise to be sold in every Bay, Zellers, Home Outfitters and Fields store in the country – more than 500 retail outlets.

"There will be a broad range of products, but the epicentre of the Hbc Olympic boutiques will be merchandise that replicates the team wear outside of the competition clothing," says Rob Moore, who is responsible for managing Hbc's Olympics programs.

That means big opportunities for chosen suppliers. For example, BC's Kootenay Knitting Company submitted a proposal to put toques on 2010 Winter Games athletes. Their proposal snowballed into orders for two different types of hats for the 2006 Winter Games in Torino and 40,000 more replica toques for Hbc's Olympic boutiques.



Hbc's Olympic wear
Photograph: Hbc

"Our intention is to sell Olympic products 12 months of the year," says Moore. "There will be a need for new products and clothing for the boutiques for the next seven years."

Jim Reed, a Victoria-based special advisor to Hbc on its Olympic strategy, says BC companies looking for Olympic opportunities should stick to what they do best.

"Be clear about what your business is, your product and how it aligns with Hbc's Olympic product line. And be sure you have the capacity to deliver the quality and volume at the price point expected."

To become Hbc vendors, companies must meet Hbc's standards and pass an audit to satisfy ethical sourcing requirements. For information visit www.hbc.com or contact Lori Ronald, Assistant General Manager for Hbc's Olympic merchandise program, at 905-792-6424.

Olympic and Paralympic Live Sites program deadline extended

Recognizing the tremendous opportunity Live Sites provides for BC's communities, the Ministry of Economic Development has extended the deadline for applications to March 31, 2007.

The Olympic and Paralympic Live Sites program provides funding for the development of Olympic event viewing venues such as theatres, dedicated media rooms or portable teleconferencing systems. In addition to establishing viewing venues, these awards also provide funding for community projects such as recreation centres, sports fields or equipment purchases.

Funding for the projects comes from the Province's \$20-million commitment to the Live Sites program. Up to \$330,000 is awarded to projects with budgets under \$1 million that provide opportunities for communities outside of Greater Vancouver and the Whistler-Squamish corridor to participate in the spirit of the 2010 Games. Projects funded under the Live Sites program are to be completed by March 31, 2008.

Since its creation in November 2004, more than 59 communities have successfully applied for funding from the Olympic and Paralympic Live Sites program.

To find out if your community is eligible for Live Sites funding and to learn how to apply, visit www.ecdev.gov.bc.ca/ProgramsAndServices/OlympicLiveSites.

30,000 pounds of chili consumed in the first week

per day at the venues

15,000

seat grandstands at the venues filled to capacity

15,000

security personnel



Sinclair Creek

Innovative thinking leads to Olympic opportunities

For Gordon Currie of Dawson Creek, creative thinking and partnering were the keys to a winning contract with the 1996 Olympic Games.

President and CEO of Eldoren Design, Currie wanted to get involved with the Atlanta Games, but recognized a strategic alliance would be necessary for his small business to win a big contract. So he took the initiative, did extensive research and contacted companies who had already won bids to work with the Games. Currie approached one major U.S. firm that was creating the official commemorative book for the Games, and soon his company was hired to design and build a website to market and sell the book.

Participating in even a small part of the project brought great rewards.

"I only earned around \$5,000 on the contract itself," says Currie. "But because of the work I did on the project, I exposed myself to other companies that were looking for web developers with experience. I have since picked up hundreds of thousands of dollars of business from the U.S., and I do it all here in Dawson Creek."

Based on his experience with the 1996 Games, Currie recommends businesses across the province think outside the box for ways to partner and work together to get involved with 2010.

"Start now," offers Currie. "Four years might seem like a long time, but it's not."

Currie recommends companies attend the procurement seminars offered around the province by the BC Secretariat and use the Internet resources available, like the 2010 Commerce Centre website.

"Look at sub-level companies working with contract winners and offer to work with them," advises Currie. "If you approach planning from a creative perspective and really look at the big picture, there are millions of opportunities out there."

As for his own 2010 involvement, Currie is targeting 10 to 12 Northeastern companies to partner with and seek out Olympic business opportunities.

"My excitement is for the opportunity that follows the event — I'll be able to generate jobs, income and lasting legacies of the Games."



The BC Olympic and Paralympic Winter Games Secretariat

The BC Olympic and Paralympic Winter Games Secretariat is the provincial agency responsible for overseeing the \$600 million in funds dedicated by the Province to the 2010 Games. An agency under the Ministry of Economic Development portfolio, it is committed to ensuring businesses around the province are aware of and prepared to take advantage of the once-in-a-lifetime opportunities presented by the Games.

Contact us

If you have suggestions about what else you'd like to see in this newsletter or on the 2010 Commerce Centre website, contact us at:

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