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Blue River BC

British Columbia-Canada Place

From the day it opened its doors until after the closing ceremonies, **British Columbia-Canada Place** was a star attraction during the 2006 Winter Games in Torino, Italy. It was built to showcase BC to an international audience, to attract the attention of visitors to the 2006 Games, and to introduce visitors to all that British Columbia has to offer. BC Canada Place was so successful more than 100,000 people visited the two-storey resort-style log structure on the Piazzale Valdo Fusi. In fact most days, the lineup stretched around the block just to get in.

The house attracted the attention of 125 journalists from 20 countries including **NBC's Today Show**, and the **Jay Leno**

Show. Conservative estimates on media coverage of the house indicate 50 million people worldwide were introduced to BC with a PR value over \$30 million dollars.

But the house wasn't just an attraction, it was designed to create an environment that would stimulate investment and business opportunities for British Columbia companies. "The Province made a commitment to leverage our investment in the 2010 Games to create lasting economic benefits for British Columbians," said Premier Gordon Campbell, who hosted several business events at the house. "Our efforts in Torino have been enormously successful in introducing the world to BC and all we have to offer, and we expect to continue

seeing the benefits of BC-Canada Place over the next few years."

"BC-Canada Place was the first time a host country has created a pavillion at the Olympic and Paralympic Games, and has been able to take full advantage of the event on many levels," said Economic Development Minister Colin Hansen.

"Through the success of the house we put BC entrepreneurs in the centre of the Games and allowed them to meet face to face not only with key Olympic suppliers and sponsors, but a wide range of companies interested in doing business with BC companies."

Olga Ilich, BC's Minister of Tourism, Sport and the Arts, said the house gave potential visitors to BC a taste of what the province has to offer, both from a tourism perspective and also from a 'sport hosting' perspective. "Opportunities like Torino allow us to showcase BC to new audiences. It gives us wonderful opportunities to tell our story to the world."



50 million people worldwide were introduced to BC through the 'log house' attaining a PR value over \$30 million dollars.

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Abbotsford BC

British Columbia - Canada Place and Torino



Now that the 2006 Winter Olympics and Paralympic Games are over we have had time to see what sort of impact British Columbia - Canada Place had in Torino, Italy.

It is safe to say British Columbia - Canada Place was a success.

More than 100,000 experienced the dynamic presentation of our province and over 80 BC companies conducted business there. European businesses and investors have since contacted these participants to further explore business opportunities. European nations are also talking to British Columbia communities about using their facilities as potential training sites for the 2010 Olympics.

British Columbia - Canada Place didn't just show the world that our province is 'open for business', it also showcased our artists, our culturally diverse communities and our rich First Nations heritage. We are now in the planning stage of creating a similar success story for the 2008 Beijing Summer Olympics and will keep you up-to-date as events unfold.

Honourable Colin Hansen

*Minister of Economic Development
and Minister responsible for the Asia-Pacific
Initiative and the Olympics*

Olympic Fellowship Initiated By BC

When Vancouver passes the torch to the next Winter Games host city, it will also pass along a new made-in-BC strategy to help businesses make the most of the Olympic and Paralympic opportunities.

Initiated by Premier Campbell and described as the '**Fellowship of the Rings**', current, past and future Olympic and Paralympic hosts have agreed to work together to leverage the economic advantages of hosting the Games.

"British Columbia is committed to realizing the full economic potential of the partnerships formed in hosting the 2010 Olympic and Paralympic Games," said Premier Gordon Campbell after signing the memorandum of understanding during the Games in Torino. "We're proud to lead the way, and we look forward to passing on our experience to future hosts beyond 2010."

Representatives from the economic development organizations from Sydney 2000, Torino 2006, Beijing 2008, Vancouver 2010 and London 2012 will

meet regularly to share knowledge about best practices and develop new ideas to strengthen economic legacies. The agreement was designed to expand so future Games host can be included.

It is the first time Olympic and Paralympic hosts have formally organized to share their knowledge about how to maximize opportunities. "The International Olympic Committee passes on learning about the Games - what nobody has done before is formally pass on how to turn the Games into an economic advantage," Premier Campbell said. "BC has been focused from the outset on how to develop economic opportunities from hosting the 2010 Winter Games and for the future. It's a chance for businesses to use the Games to make international connections and develop new markets."

The group's next meeting will be in Beijing this summer to present business plans, and future meetings will include industry representatives to increase business connections.



TORINO 2006
WINTER GAMES

quickfacts

SOURCE: TOROC

900,000 TICKETS SOLD

84 MEDAL EVENTS

30,000 BOTTLES OF WINE CONSUMED

1,021 MEDALS AWARDED



The Columbia-Shuswap Region

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It's All About Business

The Olympic and Paralympic Games may be focused on international athletic competition, but the 2006 Winter Games in Torino was also a place for BC industries to make international business connections.

BC's wood industry, biotech, green energy and environmental technology all took part in business meetings organized at BC-Canada Place organized by the BC Olympic and Paralympic Winter Games Secretariat. "We took advantage of an enormous opportunity to promote the province on many business levels," said Economic Development Minister Colin Hansen. The house was one of the many ways we are leveraging the 2010 Games to create new business opportunities for British Columbians."

Some of BC's top alternative energy and environmental technology companies met with their European counterparts to explore opportunities. "There was a high level of interest from the European companies, and Italy provided a great opportunity for us to gain a strong foothold on the continent." said Art Aylesworth, CEO of Victoria-based **Carmanah Technologies Inc.**

"Italy and Europe are further advanced in terms of environmental technologies, so this was a chance to make them more aware of what BC

has to offer," said Brian Richardson, CFO at **Dynamotive** in Vancouver. Mark Damm, CEO of **Trilogics Technologies**, said the conference with 75 European companies not only helped BC businesses make contacts and it allowed BC companies to connect with each other.

In addition, the CEO's of several of BC's top biotech companies met with 26 leaders of Europe's biotech industries. Karimah Es Sabar, Executive Director of **BC Biotech** said BC must recognize the global nature of the biotechnology industry. "It is only through such international partnerships that we will ultimately be successful as an industry."

A day-long event organized by **BC Wood** gave the province's wood industry the opportunity to meet their European counterparts and develop new relationships.

In all, more than 80 BC businesses were able to connect with an international audience and showcase some of the province's best products and services.



Innovative idea spurs interest in BC business

In preparation for the opportunities in Torino, the BC Olympic and Paralympic Winter Games Secretariat published its own newspaper about BC called **BC Canada Times**. The newspaper was complete with information and photographs about BC and included stories about BC business and tourism opportunities.

A story featured in the newspaper was about Gordon Currie and Eldoren Consulting, a Dawson Creek web design company. Currie recognized a strategic alliance was necessary in order for his small business to win an Olympic contract. He did extensive research, and contacted companies who had won previous bids for Olympic Games. He got his break when a major U.S. firm hired him to build a website to market and sell the official commemorative book for the Atlanta Games. That \$5000 contract has lead to hundreds of thousands of dollars worth of business for Eldoren Consulting.

Currie received calls and e-mails from people internationally. "I received calls from people interested in knowing what rural BC is like. They knew BC is a clean, safe environment that promotes economic development. What made me most excited was the fact that we were portrayed as a land of opportunity. This underlying theme is no surprise, but when you hear this from people around the globe, it's exciting."



26 DECORATIVE BANNERS
18,000 TRAINED VOLUNTEERS
1,000 HOURS OF LIVE FOOTAGE
12,500 WASTE CONTAINERS USED

2010 COMMERCE CENTRE



Ucluelet BC



Province Targets 'Sport Hosting' Business

BC communities have launched preparations for the 2010 Olympic and Paralympic Winter Games with a new initiative aimed at attracting international teams to local facilities to train for their events. "We have excellent sport training facilities and capacity, and very few countries are aware of them," said Olga Ilich, BC's Minister of Tourism, Sport and the Arts. "We want to encourage more international coaches and athletes to consider BC for training as we all prepare for 2010."



accessibility for wheelchair athletes. The Austrian ski team has already made a deal with **Sun Peaks** to train at the resort for one month a year for the next four years. Don Allan from the **Powell River Spirit of BC Committee** said his community hopes to attract the Norwegian National Hockey team in 2010. "We hosted the Norwegian junior team in advance of the world juniors," Allan said. "We have two rinks, and excellent support facilities that provide everything the national team needs."

To help sell BC's sport tourism capabilities, the province has designed a new BC Sport Event Hosting and Resort Guide and website (www.hostingbc.ca) highlighting opportunities in various communities. The web site begins with a list of winter Olympic sports, then displays the BC communities and facilities available, including

At an event held at BC-Canada Place in Torino in February, Minister Ilich presented national sport federations from all countries that participate in the Winter Games with DVDs detailing BC's facilities and the opportunities for training here. She also officially launched the web site listing the facilities by community across the province.

"With the great facilities we have in the province, there are excellent opportunities for teams to acclimatize to our conditions, altitude and culture. More than 80 countries participate in the Winter Games and each one represents an opportunity to come and train here — there are lots of communities in BC that are interested in hosting teams."

Minister Olga Ilich carrying the Torch for BC in Torino



Explore BC in a whole new way

Touch the screen and you become a pilot able to fly over BC where satellite maps of the province direct your flight. You can descend into various communities and explore opportunities for living, working, sport and investment in the city. Select another BC community and take flight once again.

Visitors to BC-Canada Place in Torino flew to cities across the province using a unique, interactive program that showed what BC has to offer. "We were searching for a fun and interactive way to showcase the whole province" said Annette Antoniak, President and CEO of the BC Olympic and Paralympic Winter Games Secretariat.

The Secretariat worked with the Union of BC Municipalities to develop the "**BC Explorer**" units, two freestanding kiosks inside BC - Canada Place.

The touch screens allowed visitors to choose the communities to explore. Video clips played on big-screen TVs. "It was innovative and very popular. Visitors were entertained and given a good introduction to the province of BC." said Antoniak.

For the 2008 Summer Games in Beijing, the Secretariat is planning to increase the number of communities in **BC Explorer** to represent the entire province.

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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