

WINTER 2007



Okanagan Lake

## Taking British Columbia to the 2008 Games in Beijing

In 2008, the Beijing Planning Exhibition Hall, located near the Forbidden City and the Great Hall of the People, will be transformed into the **British Columbia Canada Pavilion**. This Pavilion will help build new relationships and strengthen and grow partnerships between two great nations.

The Pavilion will feature unique elements that give its visitors a sense of BC culture and heritage, showcasing world-class innovation, services and products. Visitors will be met by 13 enormous wooden arcs, symbolizing Canada's 10 provinces and three territories, as well as one of British Columbia's key industries – forestry. The perforated zinc between the arcs will shine like the Northern Lights and symbolize the great expanse of Canada stretching from coast to coast.

Upon entering the Pavilion, business people, dignitaries, athletes and the general public will experience first-hand the attributes of B.C. and Canada: our cosmopolitan culture, our wealth of business opportunities, our unique geographical positioning, and our wide array of tourism experiences.

Interactive exhibits and displays will showcase tourism, culture, sport and industry.

**BC Stories**, for example, will share the personal experiences of British Columbians and **BC Explorer** will allow visitors to fly through the province using digital maps and video featuring a virtual tour of cities, towns and communities throughout B.C.

The second floor will bring together British Columbians, Canadians, Chinese and Asian business people to discuss opportunities. This space will be used to hold meetings, make connections and grow BC and Canada's presence in Asia.

During the 2006 Winter Olympic Games in Torino, a historic agreement was signed between past and future Olympic and Paralympic hosts. British Columbia, Beijing, Sydney, London and

Turin, as signatories on the **Fellowship of the Rings Agreement**, have committed to working together to leverage the opportunities around the Games for the economic benefit of all parties. B.C. is confident the 2008 Summer Games will provide an opportunity to further strengthen these ties. The Pavilion will build on and surpass the success of Torino benefiting British Columbia and Beijing, Canada and China.

For more information and regular updates on the B.C. Canada Pavilion, please visit [www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca), where you can also sign up to receive regular updates directly in your e-mail.



[www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca)



Strathcona Park

## Minister's Column

The 2010 Olympic and Paralympic Winter Games are British Columbia's Games. They are about showcasing our best to the world. At the 2008 Summer Games in Beijing, the **British Columbia Canada Pavilion** will do just that.

The Pavilion will highlight B.C., our businesses, communities and culture to an immense international audience. It will create an experience that is so

life like, people will feel like they have toured the province.

The Pavilion will also further promote our role as **Canada's Pacific Gateway** by making the most of a captive audience that is looking to learn more about our province and our country.

At the 2006 Winter Games in Turin, British Columbia-Canada Place was a greater success than anyone could have imagined. B.C.-Canada Place hosted more than 100,000 visitors, brought together 86 B.C. businesses with those from across the European Union, and generated more than \$30 million in editorial coverage. And in Beijing, I know we can be an even bigger success with your help.

I encourage all businesses to think of ways they can incorporate the Games into their plans leading up to, including and beyond 2010. The opportunities are there, you just have to be ready to take them. And the BC Olympic Games Secretariat is here to help ensure you succeed.

I hope we will see you in Beijing at the B.C. Canada Pavilion in 2008.

**TORINO 2006**  
WINTER GAMES

quickfacts

SOURCE: TOROC

## A Moment In Olympic History

The Four Host First Nations Society unveiled its new logo for the 2010 Olympic and Paralympic Winter Games during this month's 2010 Aboriginal Business Summit in Vancouver.

Designed by Squamish artist **Jody Broomfield**, the logo includes four faces encircled by the names of the **Coast Salish First Nations** within whose shared ancestral territories the Games are being held.

The faces represent the **Lil'wat, Squamish, Musqueam and Tsleil-Waututh First Nations** and the outer ring represents the ancestors of those communities who watch over them.

The logo will brand official Four Host First Nations merchandise, some of it tied to the 2010 Olympic Games, including clothing and pins. As well, the Royal Canadian Mint has featured the logo on a special \$75 Olympic-themed coin.

"We are starting with this mark, and this mark will be displayed to three billion people," said **Tewanee Joseph**, CEO and Executive Director of the Four Host First Nations Society.

He said it is the first time in Olympic history that an Indigenous people are full partners in the Games. "Having this logo alongside the Olympic rings is significant. This is an historical moment and will build a brand that lasts beyond 2010."

**Jack Poole**, chairman of VANOC's board of directors, said the logo represents the partnership between the Games and the First Nations. "We have to work together to ensure the success of the Games," Poole said. "VANOC remains committed to making Aboriginal people as much a part of the Games as possible, and this partnership is built on mutual respect and mutual recognition."

Joseph said the society is now developing its own brand around the logo that will be used during the Games and beyond.



100,000 PINS

55,000 MASCOTS SOLD

60,000 T-SHIRTS

1,100 FAX MACHINES



[www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca)

Klemtu

## 2010 Aboriginal Business Summit A Huge Success

At the 2010 Aboriginal Business Summit in Vancouver more than 450 First Nations, Inuit, and Métis business and community leaders from across the country gathered to hear about the opportunities connected to the Vancouver 2010 Olympic and Paralympic Winter Games – and how they could get involved.

“In these exciting times we are working with all our partners to ensure every Aboriginal community is able to share in the opportunities created by the 2010 Olympic and Paralympic Winter Games,” said **Premier Gordon Campbell**. “First Nations are integral to our province’s history and identity. Their involvement in the 2010 Olympic and Paralympic Winter Games is one more way we can share their culture, traditions and businesses with the world.”

The two-day event, organized by the B.C. Olympic and Paralympic Winter Games Secretariat, the Four Host First Nations Society, the Government of Canada, and the Vancouver Organizing Committee for the 2010 Winter Games (VANOC), focused on outlining opportunities connected to all aspects of the Games and building new partnerships.

“This Business Summit was about conversations and commitments,” **Shawn A-in-chut Atleo**, B.C.’s Regional Chief of the National Assembly of First Nations, said. “It was about the coming together of people to build business relationships and improve the economy of First Nations and other Aboriginal communities.”

With an overall goal of ensuring First Nations, Aboriginal communities, and businesses are able to capitalize on the 2010 Winter Games, the Summit delegates were offered sessions on topics such as tourism potential, retail and licensing possibilities and the chance to highlight Aboriginal culture and arts.

“We have been at the table and involved in every aspect of the 2010 Winter Games. These types of events are how we, as a team, are ensuring that First Nations, Inuit, and Métis are a strong part of these Games” said **Chief Gibby Jacob**, Squamish Nation Hereditary Chief and a member of VANOC’s Board of Directors.

Beyond learning about the types of opportunities, delegates found out how to access contracts on the BC Secretariat’s 2010 Commerce Centre website, how to develop a bid that will get attention, and how to look for opportunities to collaborate with others. Additionally, delegates also had the chance to meet with various organizers of the 2010 Winter Games.

“From day one, our goal with this workshop was to give delegates the tools they needed to take full advantage of the benefits of the Games. From what I have heard from the community, we more than met our goal,” said **Tewanee Joseph**, Executive Director and CEO of the Four Host First Nations Society.



# 2010 COMMERCE CENTRE



Victoria

## The Opportunity Of A Lifetime

Ursula Mange, president of **Panabo Sales**, hopes that creating a collection of souvenirs for the 2010 Winter Games will provide her family's North Vancouver business with the chance to grow.

"We thought there was an opportunity for us," said Ursula. "We need to diversify and we wanted to be part of the Games."

Panabo was recently named twice as an official licensee by the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games and will design, manufacture and market scarves, ties, business card holders, picture frames, cribbage boards, souvenir spoons and Christmas ornaments branded with the Games' emblems.

Although she felt confident that both proposals were strong, Ursula knew the competition would be tough. Panabo has been in North Vancouver for more than four decades, and has developed a reputation



within the gift and souvenir industry for manufacturing quality goods designed and made in Canada. The company also has strong connections to First Nations artists and pays royalty for the designs they create for Panabo's products.

"I felt very proud when we were chosen," Ursula said. "This happens

once in a lifetime, and I think this will establish us firmly in the market."

Mange's son and daughter, **Michael and Jocelyne**, design and produce exclusively for Panabo under their own companies **Boma Mfg** and **Magenta Designs**.

Jocelyne attended a workshop created by the BC Secretariat's 2010 Commerce Centre to help businesses explore opportunities related to the Games. When the "expression of interest" for 2010-related merchandise was posted on the Commerce Centre website, Jocelyne decided to bid under the apparel category and Michael bid under the hard goods category.

"At first we didn't know how we could get involved," Jocelyne said. "But we decided if we didn't try, then we'd never know."

Both proposals won approval and Panabo's merchandise will be available at retail stores across the country beginning later this year.

Jocelyne said the family decided to bid on the licensing agreements because Panabo already produces these high-quality items for other groups, such as the **RCMP** and the **Canadian Museum of Civilization** in Gatineau, Quebec.

"We've had big contracts before, but this is very new for us," Jocelyne said.

"It's a big deal. The souvenir industry is tough and an opportunity for us to participate in the whole Olympic experience will hopefully lead to more exciting projects."

Ursula's advice to other B.C. entrepreneurs is to take advantage of the programs offered by the **2010 Commerce Centre**, look for opportunities to get involved and don't be afraid to bid.

"If you want it, don't let the task to put the proposal together stop you. I can already see the opportunities opening up for our company," said Ursula.

## Tell Us About Your Community

The BC Olympic and Paralympic Winter Games Secretariat is developing new tools to showcase B.C. communities and businesses to potential visitors, investors and business clients. To ensure we highlight the best of BC, we are looking to individual British Columbians to provide input into what sets their communities and businesses apart.

Your thoughts would be greatly appreciated in our planning. Visit [www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca) and take our community survey.

## 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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