

FALL  
2008



Bridge Lake, Cariboo Chilcotin Coast Region, B.C.

## Vancouver 2010 – It's Our Turn!

With the medals awarded and the torch extinguished at the 2008 Beijing Summer Games, the world's attention is turning to B.C. as the host of the next Olympic and Paralympic Games.

"People are starting to feel the energy — things are heating up," said Bob MacKerricher, president of Northern Gifts Specialties Inc., which won the contract to make stuffed toy mascots for the Vancouver 2010 Olympic and Paralympic Winter Games. "People are really excited about the Games."

Tony Wilson, president of Richmond-based Wilson International Products Ltd. which won the contract to make souvenir t-shirts

and fleece tops for the Vancouver 2010 Winter Games, said business picked up as soon as the Beijing Summer Olympic Games ended. "We've definitely picked up some orders from our biggest customers, particularly at the airport," Wilson said. "We have noticed the jump. It's starting — it's definitely getting more exciting."

During the next 18 months, many organizations will be moving into Vancouver to prepare for the Games, and they will be looking for accommodation, hospitality services and a wide range of goods and services from local businesses. "The hospitality side of the Games is as large, and maybe larger, than the sporting

events," says Allen Brooks, Vice President of Olympic Marketing for SM Management Group. "There's going to be a big rush of companies looking for places to rent, housing, vehicles, mechanics, parking, laundry service — you name it. A lot of businesses can fit into 2010." Athletes will also be arriving soon to test the Games venues and they'll need accommodation and catering services, adding another boost to the local economy, he said.

"The procurement of the majority of goods and services required for the 2010 Games is still ahead of us," said John McLaughlin, Executive Vice President and Chief Financial Officer for the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). McLaughlin said he expects VANOC will issue over two thousand purchase orders and contracts in the next fifteen months.

Businesses should ensure they are registered with the 2010 Commerce Centre's 2010 Business Network, which is used by national and international companies looking for local companies to work with. The Network allows businesses to submit detailed information about their expertise so companies looking for subcontractors or partnerships can make the best possible choice.

"People are finally starting to realize just how large the opportunity is," McLaughlin said. "And it's not too late — in fact, the timing is just perfect."



Vancouver 2010 Mascots, Sumi, Miga and Quatchi, in Penticton

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



Thompson Okanagan Region, B.C.

## Minister's Column

The Summer Olympics in Beijing may be over, but they've provided a shot in the arm to our 2010 Olympic dreams and our goal of spreading the word about business opportunities here in B.C.

The B.C. Canada Pavilion in Beijing hosted 871 B.C. and Canadian business program delegates, eleven times the number at B.C. Canada Place in Torino.

And we keep building on that success. We've signed 17 formal MOUs and we're not finished yet.

Beijing presented an incredible opportunity for B.C. to promote its business, its communities, its people and its position as Canada's Pacific Gateway to the world. And the Chinese business community responded with enthusiasm. We welcomed 2,378 Chinese representatives to 34 business programs at the Pavilion.

There were many success stories. Whistler Brewing Company signed a distribution deal to ship more than 50 containers of beer to China over the next three years.

And the delegation from Kamloops signed six agreements including sports training, education trade and cultural exchange. Well done Kamloops!

Connecting B.C. and Canadian businesses with new opportunities was what it was all about. And we made hundreds of new connections and friendships.

So the focus now moves to 2010 and the business opportunities available right here at home. We've just hosted our 200th Business Opportunity Workshop. It doesn't seem that long since our first workshop back in May 2005. These half day workshops show participants how to find, respond to and take advantage of 2010 to build capacity in their business.

Here in British Columbia, continued business opportunities illustrate that our economy remains resilient in the face of difficult external conditions. Looking ahead, the key to a strong economy is an environment which is attractive to investment and ready to weather the challenges.

The 2010 Olympic and Paralympic Games are one of the building blocks of a strong economy and a signal to the world that we are very much open for business.

*Honourable Colin Hansen, Minister of Finance and Minister Responsible for the Olympics*

## 3R Deconstructing Old Notions of Demolition for 2010

When talking with Corinne Fulton, General Manager of 3R Demolition, it becomes clear very quickly that she is extraordinarily proud of what her company does, and the people who work there. And why not? 3R is not just another demolition company; the Burnaby-based business is leading the way into the future of responsible and sustainable demolition and deconstruction.

The '3R' in the name actually refers to the same 3R's we are all taught in school – Reduce, Reuse, and Recycle. That is because the company is committed to the concept of "deconstruction," which Fulton explains is a word used to differentiate between the traditional notions of 'remove and dump' demolition from today's highly sophisticated, environmentally friendly deconstruction, recycle and salvage opportunity industry.

"A lot of people think demolition is about smashing down walls with a sledge hammer or a wrecking ball, but the process is really very complex and needs to be planned very carefully," said Fulton.

"It's the reverse of building, and it takes just as much skill and attention. I like to think of my people as artists."

3R has become very proficient in deconstruction. Not only is their Burnaby headquarters built almost entirely of reused materials, but their onsite projects are also able to reuse typically around 80% of the materials removed, including concrete, metals, wood, and even drywall.

These practices have earned the company major work on Games-related projects including the new UBC Thunderbird Arena. This is a project which earned the company the coveted LEED Gold certification only awarded to projects demonstrating a thorough application of green building practices and principles. On the project 3R was able to recycle 87% of the materials they removed, diverting 8,413 tons of waste away from the landfill.

The company has also worked on the Trout Lake arena in Vancouver which will be used for training leading up to the 2010 Winter Games. And most recently, 3R has won a contract from Dominion Construction to help prepare BC Place Stadium for the opening and closing ceremonies. And thanks to 3R Demolition and hundreds of other B.C. companies devoted to sustainability, the Games are well on their way to being the most sustainable Games ever.



3R Demolition team on site in Vancouver

VANCOUVER 2010  
WINTER GAMES

quickfacts

The UBC Thunderbird Arena will host some of the ice hockey and all of the sledge hockey events during the 2010 Winter Games.

13 PUBLIC DRESSING ROOMS

557 SQ. METERS OF MULTI-PURPOSE ROOM

1963 FIRST BUILT

7,500 SEATS IN NEW ARENA



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

## New Winning Strategies Workshop Offers Practical Tools

Winning Games-related contracts requires determination, solid business practices and a desire to go above and beyond other bidders. Any form of competitive edge a company has can make the difference in the potential to land a lucrative opportunity.

The Winning Strategies for 2010 Workshop aims to provide this competitive advantage through simple and practical tools encouraging sustainability and business partnerships. The workshop helps businesses look at the benefits and challenges associated with incorporating sustainability into their business and offers real world examples of what businesses need to do to make sustainability work for them, with emphasis on how business partnerships can be utilized to further leverage sustainability in a bid.

The two and a half hour workshop, which was developed by the B.C. Olympic and Paralympic Winter Game Secretariat's 2010 Commerce Centre, will be presented throughout communities province-wide starting this fall. B.C. companies will be able to see first-hand how sustainability and

partnerships can increase their profitability during the Games and beyond. "Companies that are getting into sustainability and leveraging business partnerships are winning not just in the Games environment, but in marketplaces throughout every industry sector," says Bob Purdy, Director, Corporate Development and Regional Development, Fraser Basin Council.

The workshop will examine different aspects of sustainability, such as participation in environmental, social and aboriginal-related initiatives, while also defining the business case for companies adopting these practices. "By incorporating sustainability and understanding the value of corporate partnerships, businesses of any size and industry can increase their profile and competitive edge," says Purdy.

Changing expectations of buying organizations when it comes to sustainability and corporate responsibility is one of the reasons the workshop was created. In the past decade, global pressures have challenged corporations to assess the impact their practices have on communities and citizens throughout the world. The procurement policies of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) reflect this shift; their policies prove it is crucial for businesses to change their practices in order to compete for contracts with their organization. VANOC, which looks for its contractors to follow their Buy Smart Program, a sustainability-based code of conduct, is estimated to spend

\$1.7 billion on goods and services, while other Games-related organizations, such as sponsors and broadcasters are expected to spend in excess of \$2 billion. Many of these organizations will be from outside B.C. and Canada, looking to partner with local companies, so understanding the dynamics of a partnership is an important tool for businesses to have.

"Partnerships between businesses are valuable for quickly leveraging talent, ramping up capacity or adding needed expertise and experience to a company's service or product in short order," says Virginia Greene, President and CEO of the B.C. Business Council. She also adds that in the Games environment, a partnership may be the best way for businesses to match the needs of VANOC, by not only working with local partners but also creating relationships with large international firms. These strategic alliances can help address issues relating to managing operating costs, revenue growth and capacity. The workshop discusses these issues while also offering tips on how to find the right partner, how to put the partnership together, and how to manage the risks that may come along with the alliance.

For more information regarding the Winning Strategies for 2010 Workshop please visit the 2010 Commerce Centre website: [www.2010commercecentre.gov.bc.ca](http://www.2010commercecentre.gov.bc.ca).



Gabe Moccasin at the Rona Fabrication Shop

The Nat Bailey Stadium Park will host some of the Olympic curling and Paralympic wheelchair curling events during the 2010 Winter Games.

DISTANCE FROM VANCOUVER OLYMPIC VILLAGE

4km

ELEVATION  
74 m

6,000  
SEAT CAPACITY

TONS OF JOISTS AND STEEL DECK USED

390

COST FOR CONSTRUCTING  
THE CURLING VENUE  
\$39.5 Million





Harrison Valley, B.C.

## Video Resources Now On-line

As the Beijing 2008 Summer Games are archived into history books as one of the most impressive Games to date, the Vancouver 2010 Winter Games are being catapulted to centre stage.

The opening ceremonies of the Vancouver 2010 Winter Games are less than 500 days away and all those involved have shifted into high gear. Business is booming as VANOC, official sponsors, National Olympic and Paralympic Committees and many others move to focus on their operational requirements for the 2010 Winter Games.

In order to gain insight into the needs of these parties the B.C. Olympic and Paralympic Winter Games Secretariat hosted a 2010 Business Summit, on February 11, 2008. Representatives from sponsoring organizations including Coca-Cola, Visa International, and NBC Universal attended and provided local businesses

with a first-hand look at the wide range of products and services that will be required by sponsors, Olympic and Paralympic committees, broadcasters, and many other influential organizations.

To maximize local business exposure to this invaluable information the 2010 Commerce Centre has posted the video from this summit on their website. To view this video from the website click "2010 Business Summits" and "Province of B.C. 2010 Business Summit (2008)."

The business opportunities associated with the 2010 Winter Games are diverse and numerous. And the essential first step in the pursuit to play a role in this once in a lifetime event is to understand the needs of the diverse range of organizations involved.

For more information about the 2010 Commerce Centre and its programs, please visit [www.2010commercecentre.gov.bc.ca](http://www.2010commercecentre.gov.bc.ca).



Delegates attending an information session.

## B.C. Canada Pavilion Arches Gifted to Beijing

On August 9, 2008 Premier Gordon Campbell presented the City of Beijing with 13 red cedar arches, representing our 10 provinces and three territories. "We presented the Pavilion arches to the City of Beijing as a way to say thank you," said Premier Campbell.

David Emerson, Minister of Foreign Affairs, added, "the arches will serve as a permanent reminder of the strong ties between Canada and China – particularly as the Olympic torch passes from Beijing to Vancouver."

## CONTACT US

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

### B.C. Olympic and Paralympic Winter Games Secretariat

7th Floor – 3585 Graveley  
Vancouver, B.C. V5K 5J5

☎ 604-660-2010  
Toll free 877-604-2010

📠 604-660-3437

✉ [bcsecretariat@gov.bc.ca](mailto:bcsecretariat@gov.bc.ca)

