

SUMMER  
2008



Savary Island, Sunshine Coast, B.C.

## B.C. Canada Pavilion a Success for B.C. Firms

British Columbia's new home in Beijing – the British Columbia Canada Pavilion – is showcasing Canadian and British Columbian business, tourism, culture and industry to international visitors in China this summer.

"The doors to the Pavilion are open and we're inviting the world to experience all British Columbia has to offer," said Premier Gordon Campbell, who attended the official opening on May 22. "The British Columbia Canada Pavilion gives B.C. businesses the foundation to connect with thriving Asian markets, providing thousands of people from around the globe the opportunity to learn about the unique business opportunities and innovation in B.C."

New connections for potential business, investment and tourism opportunities are being forged on a daily basis as B.C. firms and communities engage with representatives from pre-screened Chinese companies.

Over 600 B.C. and Canadian delegates have already taken advantage of the Pavilion's business program. Success stories include Whistler Brewing Co., who signed a distribution deal to ship more than 50 containers of their signature lager to China over the next three years, in addition to being named the official beer of the Pavilion.

Recently, 18 delegates from the Film and Television industry met with 122 Chinese counterparts to discuss opportunities in co-production, investment, new ventures, distribution and service agreements. Feedback from Canadian delegates was extremely positive with one group claiming they accomplished more in two days than they otherwise could have in two years.

Community-led delegations are also having success at the British Columbia Canada Pavilion. The City of Kamloops recently signed six agreements with Chinese partners that will have immediate benefits for the city and the Northern B.C. delegation met with

business representatives from Shanghai, Tianjin, Guangzhou and Beijing to discuss economic opportunities available in their region.

To date, over 1,500 Chinese delegates have come to the Pavilion to build relationships for trade, investment and partnering, resulting in more than 500 recorded business connections and 14 signed memorandums of understanding.

The 2008 Beijing Summer Games present an incredible opportunity for B.C. to promote its businesses, its communities and its people to the world while reaffirming its position as Canada's Pacific Gateway. The British Columbia Canada Pavilion builds on the Province's Asia-Pacific Initiative and looks to ensure B.C. businesses take full advantage of Asia's economic transformation both now and for many years to come.



Premier Gordon Campbell, Honourable David Emerson and Beijing's Vice Mayor Cai Fuchao were joined by First Nations representatives Chief Bill Williams of the Squamish Nation (left) and Chief Ernie Campbell of the Musqueam Nation at the grand opening of the British Columbia Canada Pavilion in Beijing on May 22, 2008.





Lavender Farm, Langley, B.C.

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

## “Meet the Buyer” Information Sessions Prove Popular

B.C. businesses can get a thorough look at potential opportunities and more detailed information regarding upcoming contracts connected to the 2010 Winter Games through the new “Meet the Buyer” program.

Organized by the 2010 Commerce Centre, the “Meet the Buyer” information sessions bring together companies that may be interested in bidding on new business opportunities and the organizations that are looking for their services or products. “It’s a great way to get specific information about opportunities and get it all at one time,” said Ken Veldman, manager of business connections for the 2010 Commerce Centre. “The program really gives small businesses a chance.”

Businesses that are registered with the Commerce Centre’s Business Network are sent an e-mail notice about upcoming information sessions relevant to their industry. The free two-hour sessions are scheduled as 2010 organizations start looking for companies interested in contracts. The idea is to give businesses more information in preparation for upcoming contracts and to consider partnerships with other companies to improve their chances of winning a bid. “It’s a fantastic opportunity to meet buyers, the people behind the scenes who are issuing the requests for proposals,” Veldman said.

“So far, buyers have included the RCMP, sponsors, security contractors looking for subcontractors — the list is long.”

At the sessions, participants learn about the buyer’s needs and share information about their own organizations, Veldman said. “It’s a chance to meet the other businesses in the room and network with other companies in the same industry, which may lead to partnership opportunities.”

So far, the Commerce Centre has organized about a dozen information sessions at the Robson Square facility with more than 300 businesses in attendance, said Rob Arthurs, manager of procurement and business opportunities for the 2010 Commerce Centre.

“The response has been fantastic,” Arthurs said. “People love the fact that we’re taking such a proactive approach.”

Organizations usually notify the Commerce Centre when an Expression of Interest is coming for a specific contract and the Centre coordinates an information session. “We try to get as much advance notice as possible,” Arthurs said. “We’re trying to give B.C. businesses a heads-up about opportunities coming as early as possible.”

Margrett Donley, owner of Canadian K9 Detection, Security and Investigations, has attended two information sessions focused on security needs for the 2010

Winter Games. “It’s a very useful program, and we made some great contacts with other security companies,” said Donley, whose Vancouver-based company provides trained dogs and handlers for various security needs. The sessions gave Donley a chance to meet business owners in her industry. “It’s an opportunity to make these connections and perhaps subcontract or partner with another company to bid for a contract,” she said.

Debbie Shea, general manager of Campbell River-based Safety Net Security, said the company is exploring opportunities to provide security guards to the 2010 Winter Games.

“We wanted to find out what’s available, and realistically, we’d be partnering or subcontracting with other companies,” she said. “We found out the potential is definitely there. “It was nice to meet everyone in one place, and it was very informative — I would definitely recommend the program to other businesses.”

To register for the Business Network, and to receive e-mail notifications about upcoming “Meet the Buyer” information sessions, please visit our website at: [www.2010commercecentre.com/BusinessNetwork](http://www.2010commercecentre.com/BusinessNetwork). Businesses interested in attending a session must register by phone to reserve a seat.

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Cedar Creek Estate Winery, Kelowna, B.C.

## Design Firm Works Magic in Beijing

A Vancouver design company has transformed a corner of an exhibition hall at the edge of Tiananmen Square in Beijing into a showcase where visitors can see what B.C. and Canada have to offer - beyond natural beauty.

The B.C. Olympic and Paralympic Winter Games Secretariat selected Orca Design Group to design, build and install the displays inside and outside a 23,000 square foot facility. Orca won two contracts to create and install the exterior and interior of the British Columbia Canada Pavilion, which officially opened May 22 for the 2008 Beijing Summer Games. The Pavilion offers visitors the opportunity to learn about B.C. and Canada, as well as a place where businesses can meet and network to build connections in China.

Orca worked with the Secretariat, industry stakeholders and government agencies to turn the plan for the Pavilion into a working facility. The Secretariat is running the Pavilion for the five months it will remain open, while Orca is managing the exhibits and ensuring the facility operates smoothly.

Inside, the interactive displays, meeting rooms, hospitality area and kitchen are all stand-alone pieces which were partially constructed off site and then moved to the Beijing Planning and Exhibition Hall for completion. The company began base structure installation in mid-March and took approximately six weeks to complete the project. The stand-alone pieces can be dismantled after the Games and shipped back to B.C. for use in other areas.

The company brought many of the finishing materials from B.C., but some of the heavy items were purchased in China to reduce transport costs and lighten the environmental footprint of the project. The Pavilion also uses energy-efficient lighting and most of the displays can be re-used. As well, the Orca design team formed strategic partnerships with companies in China in order to get the construction completed on time for the unofficial opening on May 6.

Robert Boyd, president of Orca Design Group, said the B.C. Canada Pavilion is a success because of the collaboration between the government agencies and business stakeholders. "It's probably one of the most interesting, complex and challenging projects I've ever done," said Boyd, who was in China for the opening. "Everyone who's come to visit has been amazed by what they've seen and how it reflects B.C."

He said the company has already fielded inquiries about its work from businesses that have seen the Pavilion and he expects the contract will build Orca's position in the marketplace.



Workers help construct the 13 arches outside the B.C. Canada Pavilion in Beijing, China

## B.C. Wood on Display

Thirteen spectacular wooden arches that symbolize Canada's provinces and territories tower above the outdoor theatre at the British Columbia Canada Pavilion in Beijing. The 30-foot arches are made of award-winning, western red cedar panels and are produced by Silva Panel Canada.

The arches exemplify the importance of B.C.'s forest industry and support the commitment of the British Columbia Canada Pavilion to showcase the best of B.C. and Canadian culture, business, tourism and industry to the world.

## 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:

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