

WINTER
2008



Kootenay National Park, B.C.

Olympic Billboards Set Sail

B.C.'s three new ferries are being turned into huge floating billboards to promote the 2010 Winter Games as well as British Columbia as a natural destination for tourists. The creative plan is the result of a partnership between BC Ferries, sponsor 3M, VANOC and Tourism BC and is believed to be the largest marine vessel wrapping project in the world.

"We worked out this partnership that promotes the Games, tourism, and most importantly, BC Ferries," said David Hahn, President and CEO of BC Ferries. "The Olympic Games will increase traffic in February 2010, but we are also looking long term. "We want to be sure tourists know that, once the Winter Games are done, they should jump on a ferry — it's the best entertainment ride in the province."

The ferries, which were built by a shipyard in Germany, were wrapped in

a special 3M adhesive product from car deck to passenger deck. The images include photos of Canadian Olympic and Paralympic athletes along with scenic shots of the province.

Hahn credits Mark Stefanson, BC Ferries' Executive Director of Public Affairs, with the idea to wrap the three ferries. "I thought we could do something special with our three new vessels," Stefanson said. "They were coming all the way to Vancouver, and what better way to promote them and the Games and B.C. than with photographs? Everybody loved the idea, and they look even better than I expected. They're stunning."

The colourful wraps are about eight metres high and cover almost the full 160-metre length of the ships. BC Ferries supplied the vessels and the money to pay for the wrapping; 3M discounted

the cost of the product; Tourism BC provided the scenic photographs and VANOC negotiated the use of the Olympic logos and athletes' images. The first vessel features an image of short-track speed skaters Francois-Louis Tremblay and Eric Bedard and Paralympic sit-skier Jeff Penner.

Other images are of vineyards near Vaseux Lake in the Okanagan and Nabob Pass in the province's Cariboo-Chilcotin Coast region. "It's a great opportunity to leverage the Games before they actually happen," said Raymond Chan, Tourism BC's Vice President of 2010 and Corporate Relations. "It's a great way to raise awareness about B.C. and the Games, and it's a very creative example of partnership."



www.2010CommerceCentre.gov.bc.ca



Harrison Lake & Coast Mountains

Minister's Column

In November, I had the pleasure of attending the Chicago Business Summit to help deepen our province's economic and commercial relations and to further raise British Columbia's profile internationally.

As you may know, Chicago recreated itself as North America's centre of business activity more than a hundred years ago as the city founded a gateway from Europe to

North America. Today, British Columbia looks to follow a similar lead to Chicago and work towards becoming the Pacific Gateway between North America and the Asia Pacific – and the 2010 Olympic and Paralympic Winter Games are helping drive this ambition.

At the 2008 Summer Games, the B.C. Olympic and Paralympic Winter Games Secretariat will showcase British Columbia to the world with the B.C. Canada Pavilion in Beijing, China.

The B.C. Canada Pavilion will welcome an estimated 400,000 visitors and invited guests from May 1 through September 18 and exhibit British Columbia's unique and diverse industry, lifestyle and innovation. The Pavilion will also offer meeting space for over 200 local B.C. businesses to meet with key representatives of China's industry sectors to help accelerate their Asia-Pacific learning curve.

We look forward to the opening of the B.C. Canada Pavilion in May 2008 as we work towards bringing more business opportunities to British Columbia and developing more partnerships on a global scale.



Think Asia-China 2008 Workshop Gets B.C. Businesses "China-Ready"

The Think Asia-China 2008 Workshop, presented this summer by the Ministry of Economic Development, has successfully trained 400 business professionals across B.C. within its first few months. The workshop, jointly developed by the Asia Pacific Unit and the B.C. Olympic and Paralympic Winter Games Secretariat, is focused on preparing B.C. businesses for the Chinese marketplace, by offering insight and information on how to successfully develop business trade with China. The workshop also seeks to prepare companies for the opportunity to participate at the B.C. Canada Pavilion Beijing in 2008, where B.C. companies will be able to meet potential Chinese partners and stakeholders.

The Pavilion, strategically located at the southeast corner of Tiananmen Square, will provide B.C. companies

with a valuable location from which to profile their organization in Asia throughout 2008. The first floor of the Pavilion will showcase B.C.'s industries, culture and lifestyle to visitors through interactive exhibits and displays. The second floor of the Pavilion will be dedicated to assisting B.C. companies in making key connections needed to expand their business in the new and challenging Asia marketplace, through business programs and the use of hosting facilities.

"This is a great opportunity for B.C. businesses to learn what it takes to succeed in Asia and become "China-ready". The B.C. Canada Pavilion offers B.C. companies a great opportunity to utilize their newfound skills to create strong business connections within the Chinese marketplace," says Michael Nicholas, Manager, Beijing Business Programs.



To register for the Think Asia-China 2008 workshop, or for more information on our programs and events, please visit our events calendar at: www.2010CommerceCentre.com

WHISTLER 2010
WINTER GAMES

quickfacts

The Whistler Sliding Centre will be an excellent site to showcase sliding sports to the public. Its location near several of the resort's world-class hotels will attract many tourists, providing a sustainable revenue stream towards the Centre's long-term operations.

1450m
LENGTH OF CONCRETE TRACK

EVENTS TO BE HELD AT WHISTLER SLIDING CENTRE

8
2010
YEAR



Mount Washington Alpine Resort

www.2010CommerceCentre.gov.bc.ca

Outdoor Ice Rink Returns to Robson Square

Robson Square will soon return to the lime light as Downtown Vancouver's central hub of activity. Premier Gordon Campbell, Minister Colin Hansen and Dan Henson, Chief Marketing Officer of General Electric, joined Olympic skater Karen Magnuson, in October 2007 to announce GE's \$1.6-million sponsorship agreement with the Province. The sponsorship agreement will bring the ice back to Robson Square and re-open the outdoor skating rink well in advance of the 2010 Winter Games.

"GE's generous contribution will help revitalize Robson Square and offer people of all ages a fun, free and vibrant public place to go and become part of the Olympic spirit during the 2010 Games," said Premier Campbell.

GE's contribution will provide them with naming rights for the venue, which will be known as GE Ice Plaza in the winter months and GE Plaza for the remainder of the year.

The GE Ice Plaza is planned to open in the Winter of 2008. During the other seasons, the square will offer a vibrant

venue for public events, social activity and celebrations leading up to the Games.

"GE is delighted to contribute to the revitalization of the ice rink," said Henson. "This is a great opportunity to bring people together for fitness, and to share the excitement of the Olympic Games. We look forward to celebrating many great moments at the GE Ice Plaza."

The skating rink was originally opened in 1982 and was required to close in November 2000 due to maintenance challenges with the ice. Premier Campbell feels that bringing the ice back to Robson Square is the start of an exciting time. "This is the centre of the city in so many ways and to be able to create a real centre of attraction for all the public will be a great thing for 2010."

The GE Plaza will be part of a very active area of the downtown core. In addition to the 2010 Commerce Centre, which officially opened its doors at Robson Square in April 2007, the B.C. Showcase and Hosting Spaces are planned to open at Robson Square in 2008.

The B.C. Showcase will profile the innovation, creativity and sophistication of British Columbia business as international interest builds toward 2010 and beyond, and will tell the story of British Columbia as Canada's Pacific Gateway through interactive multimedia displays and presentations.

The Hosting Space will offer a venue to host corporate events, awards presentations, formal dinners and networking events to promote B.C.'s industries and communities.

During the Games, UBC has committed to provide space for an Unaccredited Media Centre which will host over 80 countries.

"The facilities at Robson Square will provide B.C. businesses with a great opportunity to leverage the unprecedented international interest in B.C. that the 2010 Olympic and Paralympic Games will bring. With GE's addition to the downtown core, activity is sure to increase making the plaza a central location for public celebrations during the 2010 Games," added Minister Colin Hansen.

Premier Gordon Campbell and GE Chief Marketing Officer Dan Henson help break the ice at the GE Ice Plaza event.



150m
ELEVATION

12000
GROSS VENUE CAPACITY

2005
CONSTRUCTION BEGAN

126 km
DISTANCE FROM VANCOUVER OLYMPIC VILLAGE

10 km
DISTANCE FROM WHISTLER OLYMPIC VILLAGE





Cedar Creek Estate Winery, Kelowna, B.C.

Wrapping Reaps Rewards for B.C. Company

Cars and buses wrapped in oversized decals may be familiar sights on B.C. streets, but how about wrapping ferries in giant-sized decals to promote the 2010 Olympic and Paralympic Winter Games?

“It had its challenges, but it was nothing we couldn’t do,” said Barry Parkinson, Business Development Manager for 3M’s B.C. division. “It was just the sheer size and the logistics of it.” Parkinson said the company had just signed the sponsorship deal with VANOC when BC Ferries proposed the plan to wrap the three new ferries. “We thought it would be a good fit for 3M,” he said. “Everything went great — it just looks fabulous.”

It takes a lot of film to wrap a ferry. The graphics are about eight metres tall and 130 metres long and cover nearly both sides of the vessel. The film is so thin it appears as though the photographs are painted right on the ferries. 3M produced the wrap then shipped it to Ampco Grafic, the Coquitlam company contracted to print the graphics.

Dann Konkin, President of Ampco, said the company has worked with 3M on many projects for 35 years. “When we were

called about the ferry project, we were very pleased,” Konkin said.

It took 10 days and 370 hours of work to print the wrapping for each ferry and 40,500 square feet of adhesive vinyl printed on 992 individual panels. Each panel had to be numbered and matched exactly with the others so the graphics would look seamless on the ferries. “It was a huge job — the largest commercial marine application of vinyl graphics in the world,” he said. “No one has ever put graphics on something this size.”

When the printing was finished, Ampco shipped the rolls of wrapping to Flensburg, Germany where a 3M technician supervised a local installation team to apply it.

Konkin said the ferry project will enhance Ampco’s position in the highly competitive industry. “When you do a huge job like the ferries, it’s outstanding on your resume when you talk to other companies,” he said. “It gave us a huge sense of pride to be involved with BC Ferries and promoting the 2010 Games. Not everybody gets to work on a project of this scale.”



B.C.-Canada Place on the Move

Remember B.C.-Canada Place which attracted more than 100,000 guests during the 2006 Winter Games in Torino?

The beautiful and intriguing building now has a new home in the mountains surrounding Rocca Sbarua, Italy as it was moved in late 2007 and will be preserved by the Alpine Club of Italy.

B.C.-Canada Place will continue to leave a lasting impression of British Columbia and Canada to the many outdoor enthusiasts who visit the range every year.

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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