



W I N T E R  
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North Shore Mountains, North Vancouver

## BC Business Will Welcome the World at the BC Showcase

BC industries will have an opportunity to demonstrate what they have to offer when we welcome the world to the 2010 Olympic and Paralympic Winter Games.

At the beautiful new BC Showcase at Robson Square, organizations from a variety of sectors are planning events to make international connections that will lead to opportunities long after the Winter Games are over.

On several days throughout the Games, the Transportation and Infrastructure Ministry's Pacific Gateway Executive Committee will be hosting international guests from the shipping, retail, transportation and logistics sectors at the BC Showcase.

The goal is to establish and build on relationships, identify issues, and seek commitment to growth through Canada's Pacific Gateway. They will also host additional meetings and receptions at the B.C.-Canada Pavilion, with representatives from B.C. businesses and associations related to the transportation and logistics sector.

On Feb. 24, the Canadian Hydrogen and Fuel Cell Association will host a business-to-business event with international delegates to highlight B.C.'s hydrogen and fuel cell industries. Later in the day, the association will host a celebration of the industry at the BC Canada Pavilion.

"This is a chance to network with interested companies, meet people and see world-leading technology," said

Javis Lui, communications manager for the association. "We're excited to welcome the world to B.C. and we want to tell the world that the hydrogen and fuel cell sector is open for business."

On Feb. 26, an event organized by the BC Innovation Council will showcase B.C. companies that specialize in sport technology and bring them together with international visitors and media to highlight their innovations.

"The Olympic and Paralympic Games have everything to do with sports" said Lin Kishore, director of marketing and communication for the BC Innovation Council.

"This event will put our leading sports technology companies in front of some of the world's biggest companies, as well as the international media"

"We're looking at an incredible business-to-business opportunity" Kishore said. "To have a major international company partner with one of our companies would be a gold medal result for us from this event."

Business events at the BC Showcase will be by invitation only and the best way to learn about them — and possibly get on the guest list — is to join the 2010 Business Network. Businesses can sign up as members to the free online database and post their business profile and contact information.

Post Games, the 2010 Business Network will continue to develop ongoing international relationships. To become a member, visit the 2010 Commerce Centre website at [www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca).



Attendees mingle at a recent event at the BC Showcase

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



Cypress Mountain, West Vancouver

## Minister's Column



It's been quite a journey, but the 2010 Winter Games are almost here and we're ready to welcome the world.

While the Games have yet to begin, the Olympic spirit has already spread across Canada. The Olympic Torch Relay started in Victoria on Oct 30th, igniting all the wonder and excitement we have been hoping for.

Since then, the Flame has visited every Canadian Province and Territory, unifying people from sea to sea to sea. On Jan. 21st, the flame returned to B.C. and brought with it the energy of the entire country.

With the Games in sight, we focus our attention on B.C.'s signature celebration site, Robson Square. The GE Plaza Ice Rink is our crown jewel, hosting 2,000 visitors per day. We're putting the finishing touches on the BC Canada Pavilion, our public showcase at the Vancouver Art Gallery.

The 2010 Commerce Centre continues to help businesses capitalize on the benefits of hosting the Games and the BC International Media Centre is preparing to host thousands of international media.

Our venues are tested and our athletes are prepared. We have the world's attention and we're ready. I look forward to the great times ahead, showcasing British Columbia as the best place to live, work, play and invest.

*Honourable Minister Mary McNeil, Minister of State for the Olympics and ActNow BC*

# Robson Square in

As the world descends on Vancouver and Whistler in February, British Columbia will be showcased in the heart of downtown Vancouver at Robson Square.

Located a few blocks away from BC Place as well as GM Place, Robson Square is the Province's signature celebration site, offering family entertainment, free exhibits, hosting opportunities for international business visitors as well as a newly refurbished ice rink.

It has been nearly 10 years since the Robson Square ice rink has seen any activity but now, thanks to a Vancouver 2010 Winter Games partnership, amateur skaters of all ages are practising their skills in the downtown core.

GE and the Province of British Columbia partnered to renovate the GE Plaza, which consists of the ice rink and surrounding area on the lower level of Robson Square.

As part of the sponsorship agreement, GE will own the naming rights to the GE Plaza until the end of the Paralympic Winter Games. "The revitalized plaza will be a fun and free place for people of all ages to gather and share in the Olympic spirit and celebrate during the 2010 Olympic and Paralympic Winter Games," said Premier Gordon Campbell during the grand opening of the plaza on Nov. 23.

Steps away from the festivities on the ice rink, media organizations from around the world will converge at the BC International Media Centre (BCMC).

Designed to host both unaccredited and accredited media, the centre, which will take over UBC Robson Square and operate from Feb. 1 to 28, is a full service broadcasting facility offering access to athletes, dignitaries, government officials and contacts to stories happening outside the official venues.



The Digital Gateway inside the BC Showcase

GE PLAZA  
quickfacts

Since its grand opening on Nov. 23, 2009, the GE Plaza has offered family-friendly entertainment in the heart of downtown Vancouver.

138 ft  
LENGTH OF THE ICE RINK, 2/3 THE SIZE OF  
A REGULATION ICE HOCKEY RINK

5-7  
NUMBER OF TIMES PER DAY  
AN ICE RESURFACER  
IS USED



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

# Vancouver: You Gotta Be Here

It is anticipated the BCMC will host between 200 to 250 media per day, with several media outlets such as Global, CBC, ABC and CBS planning to broadcast live programs, while other major networks, including The British Press Association, Eurovision and Japanese-based Kyodo News, plan to house their newsrooms in the state-of-the-art facility.

With hundreds of media personnel searching for stories highlighting the Host Province, the BC Showcase at Robson Square is guaranteed to be a major hub of activity, and with the facility's newest addition, the Digital Gateway, visitors will see firsthand the innovation B.C. companies are internationally renowned for.

Vancouver-based Switch Interactive, a division of Fleming Creative Group, took on the task of transforming the dark narrow passageway connecting the Showcase space with the Corporate Hosting area into a user-activated digital art installation.

"We always looked at this as creating a 'digital canvas' that the viewer could influence," said Catherine Winckler, Partner and Creative Director at Switch Interactive. She explained the visitors' movements will trigger the infrared sensors as they walk down the 110 ft. long passageway, sending messages to five computers and 15 projectors to 'paint' the digital canvas with dozens of animations which grow and morph as people walk through

the corridor. "The animations are randomly generated, and they tell the stories of the leading industry sectors in the western provinces," said Winckler.

Also open during Games time at Robson Square, the BC Canada Pavilion will consist of state-of-the-art interactive displays, exhibits and a 4D immersive theatre that will show visitors the best B.C. has to offer in new media, sustainability, tourism and cultural diversity.

The Pavilion is a key component of the Province's 2010 signature celebration site at Robson Square, and will be located on the fourth floor of the historic Vancouver Art Gallery.

In addition to offering guests a visually stunning and informative journey, the Pavilion will also serve as a unique hosting space, where up to three events and receptions a day are expected to be held. Admission to the Vancouver Art Gallery will be free to all visitors during the Winter Games.



Skaters enjoy the rink at the GE Plaza

85  
NUMBER OF LOCAL SCHOOLS THAT  
WILL BE VISITING THE ICE RINK  
THIS SEASON

46 ft  
WIDTH OF THE ICE RINK AT THE GE  
PLAZA

1  
ICE RESURFACER DECORATED TO  
LOOK LIKE AN ORCA

325 cu ft  
AMOUNT OF SNOW CLEARED  
FROM THE RINK ON AN AVERAGE  
DAY

2000  
AVERAGE NUMBER OF VISITORS  
PER DAY ON THE PLAZA



Mount Washington Alpine Resort, Vancouver Island

## Local Firms Support Community Torch Celebrations

It may be a little while before it arrives, but the Vancouver Island community of Tofino anticipates an economic boost from its participation in the torch relay leading up to the 2010 Winter Games, according to Donna Fraser, a municipal councillor and a volunteer who helped coordinate the community's day-long celebration on Nov. 1.

"I do think we will see an economic benefit. People noticed us." What people noticed was the coverage of the Olympic Flame's arrival in Tofino, where it caught a wave on a surfboard before heading through town. That image was replayed on TV and in newspapers across North America — the New York Times put the photo of the surfer and the flame on the front page. That's publicity the little municipality on the west coast of Vancouver Island couldn't buy.

Fraser said most community residents turned out for the Torch Relay activities, which were paid for with federal and provincial grants as well as donations from local businesses.

The day began with the flame's arrival at the beach, and a hockey game in the sand. At Pacific Rim National Park, people dressed in coloured rain slickers formed the five Olympic rings for an aerial photograph. In Tofino, free

live music, lantern-making workshops, hot chocolate and a salmon dinner served by volunteers turned the day into a party for the locals who often get neglected in a community that is focused on tourism. "It was a gas," Fraser said. "It was a really nice thing to do for people. They were talking about it for days."

Many of the local businesses helped with the events, she said. Tofino Bus provided shuttle services all day between Ucluelet, Tofino and Pacific Rim. Crystal Cove Resort offered its staff as volunteers for the day and two fish farms, Creative Salmon and Mainstream Canada, donated hundreds of pounds of fresh and smoked farm salmon to feed the crowds. A fireworks display by AFA Fireworks, based in Lantzville on Vancouver Island, ended the party with a bang.

Fraser said the success of the torch relay celebrations have inspired the community to consider weekly street parties next summer. Tofino is also participating in "B.C. Street" at Richmond's O-Zone during the 2010 Winter Games. It will be another opportunity to highlight what Tofino has to offer, and to connect with other B.C. communities. "There might be more opportunities we haven't even thought of yet," she said.



Ralph Bruhwiler surfs with the flame at Long Beach in Pacific Rim National Park

Photo Courtesy of VANOC/COVAN

## Make Sure You're Ready for Games-time

The countdown is on—there are only a few more weeks until the 2010 Winter Games begin. The 2nd Phase of the 2010 Transportation Plan has been released; it contains information about Games-time road closures, delivery routes, pedestrian corridors and more. Planning is key and being aware of these road network changes will help minimize transportation-related impacts to you and your business. To find out all the different things your business should be thinking about in order to be ready, visit the "Game On 2010" resource on our website. Go to [www.2010commercecentre.com](http://www.2010commercecentre.com) and click the Game On 2010 link.

## CONTACT US

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

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