
MODULE 12 - SUMMARY & CONCLUSION

- › Key Messages
- › What's Next: 10 Tips to Get Started

KEY MESSAGES

So – we’ve covered a lot of ground. Let’s review some of the key messages and information:

- › Think outside the box – *VANOC is just one source* of potential business.
- › There are all kinds of *opportunities* associated with the Vancouver 2010 Winter Games including supplying the Olympic Family, related events and major infrastructure projects.
- › Subcontracting is a *hidden opportunity* that offers huge potential for BC businesses
- › *Get ready now* – the bidding has started!
- › *The 2010 Commerce Centre* is your KEY resource for finding bidding opportunities
- › Not every opportunity is advertised – *you must promote yourself* and make your business known to potential customers
- › Get to know *RFPs* – these are a primary mechanism for soliciting bids.
- › *Be prepared* before bids are even announced – you may not have much time to respond.
- › Do your *homework* to be successful in the bidding process.
- › Use the *sustainability advantage* to address complementary purchasing objectives.
- › Consider the pros and cons of *strategic alliances* to build capacity
- › Lost bids *can be opportunities* – make the most of the effort and check out the Winning Bidders’ Database on the 2010 Commerce Centre
- › Know your *obligations as a bidder* – be ready to be successful and follow through on your commitments
- › *Use your local agencies* to help promote your unique products and services -network, network!

WHAT’S NEXT: 10 TIPS FOR GETTING STARTED

1. Identify opportunities for your company early
2. Learn from the experiences of previous Games
3. Register your company with the 2010 Commerce Centre
4. Attend a 2010 Business Opportunities Workshop
5. Consider partnerships and strategic alliances
6. Build a network to stay informed of opportunities
7. Incorporate 2010 in your business plan as a step along the way – not the final destination
8. Manage risks and plan in advance for financing and other contingencies
9. Don’t forget your core business and traditional customers
10. Explore your business ideas with professional advisors – don’t be afraid to ask for help!

Conclusion

The Vancouver 2010 Olympic and Paralympic Winter Games offer a tremendous opportunity for BC businesses to generate new business, to be involved in a unique event, and to build a profile in the local and international marketplace. Direct spending on the Vancouver 2010 Winter Games is estimated to be in excess of \$4 billion – and, combined with other related infrastructure projects, that translates into plenty of opportunities. Experience gained from previous Games demonstrates that small and medium-sized businesses can profit from the Games experience.

The puck has dropped, the game is already under way and the clock is ticking. BC businesses need to get ready now and prepare for the competition. The world is watching and businesses and their associations outside of Canada are preparing themselves to take advantage of Games-related opportunities. The 2010 Commerce Centre and the BC Olympic and Paralympic Winter Games Secretariat are here to support BC businesses in every way possible – take advantage of their resources and good luck in your quest for gold.