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Kinuseo Falls, Monkman Provincial Park

New guide offers road map for getting involved with the Games

Thanks to a new guide to Games-related business opportunities, businesses won't have to learn the hard way

The free *Guide for Business Opportunities in the 2010 Winter Games*, developed by the BC Olympic and Paralympic Winter Games Secretariat and RBC Financial Group, provides a road map for entrepreneurs looking to get involved in the Vancouver 2010 Games, including how to bid for contracts, subcontracts, sponsorships and licensing agreements.

The guide also shows how companies got involved in past Games and what they learned about the process, and offers their tips for success.

"It's a great introduction to the opportunities available with the Games," says Brian Krieger, Director of the BC Secretariat's 2010 Commerce Centre. "We wanted to get something into the hands of the business community so they could understand the scope of opportunities and how their business might fit in."

Krieger says the guide outlines clear steps businesses can take to get involved and capitalize on the dizzying number of opportunities.

The Vancouver Organizing Committee will spend more than \$2 billion on goods and services preparing for the Games. Another \$2 billion will be spent indirectly by sponsors and suppliers, athletic teams and visiting tourists.

"The bulk of the opportunities are still ahead of us," Krieger says. "But businesses should be thinking about them now and learning as much as they can about how to be involved."

There will be opportunities for companies with a single employee as well as those with staff numbering in the hundreds. And if a bid is too big for one company to handle, the guide shows how businesses can work in partnerships or look at subcontracting opportunities.

"This guide is targeted at all businesses, but is especially useful for small and medium-sized companies that don't necessarily have the staff to identify these opportunities," Krieger says.

"Many of our companies aren't going to win large contracts, but they may be able to supply a component of what is needed or team up with other companies to compete for a bid."

"Start planning — be proactive about getting involved," Krieger says. "2008–2009 will be the biggest years of the program, but if you don't think about how to approach it, and with which partners, you'll have a hard time responding to bids."

The guides are available through the BC Olympic and Paralympic Winter Games Secretariat and at RBC branches, local chambers of commerce, economic development offices, boards of trade, community futures offices, government agents, MLA's offices, Spirit of BC Community Committees and online at www.2010CommerceCentre.gov.bc.ca.



www.2010CommerceCentre.gov.bc.ca



Tofino, Vancouver Island



On January 22, I had the honour and privilege of opening British Columbia-Canada Place in Torino, Italy and inviting the world to join us in 2010.

For the next 60 days, British Columbia's communities, innovation

and enterprise will be on display to Torino's visitors. The thousands of journalists reporting on the 2006 Winter Games to an audience of more than two billion people around the world will learn about what BC has to offer and get to experience a piece of our province first hand. This international audience of investors, tourists and sports enthusiasts will get a glimpse, through BC-Canada Place, of what to expect from our province in 2010 and beyond.

BC-Canada Place is a great opportunity to share our stories, and one that businesses and communities from around the province are taking full advantage of. By the time BC-Canada Place closes its doors in March, more than 80 BC companies will have used the facility for business meetings, networking functions and workshops.

Before leaving Torino, I participated in a meeting hosted by BC Biotech. If the number of one-on-one meetings and business cards being exchanged between BC CEOs and their European counterparts is any indication, BC-Canada Place will certainly have achieved its goal of sharing our province's successes with the world. I know the relationships that are being formed and the partnerships that are being explored in Italy will bring numerous benefits to back to BC for years to come.

Honourable Colin Hansen

Minister of Economic Development and Minister Responsible for the Asia Pacific Initiative and the 2010 Olympic Games

BC artist represents Canada in Cultural Olympiad

Gordon Halloran will be in Italy for the 2006 Winter Games, but he won't be hurtling down the luge track for a place on the podium.

Instead, the Sunshine Coast visual artist will represent Canada in the 2006 Cultural Olympiad taking place alongside the Games in Italy.

Halloran's installation, *Paintings Below Zero*, is a series of colourful abstract paintings created in huge slabs of ice within a 450-year-old military fortress in the mountains outside Torino. It will be featured as a special "homage to Canada" as the host of the next Winter Games.

Halloran and his partner, Caitlin Hicks, spent several years writing letters and making presentations to win a place at the Olympiad.

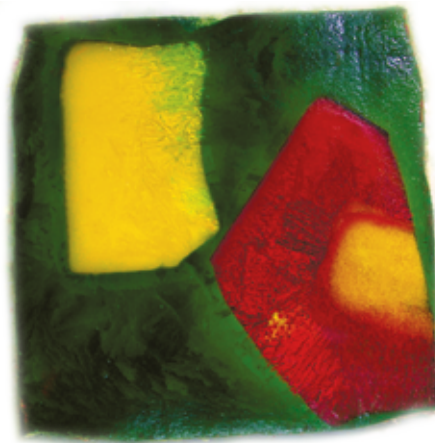
"We sent a number of proposals, as far back as four years ago, and then they asked for more information, a budget, more visuals," says Hicks.

The rules of the Cultural Olympiad prevented the couple from seeking corporate donations for the project. Instead, they found cultural sponsorships from several organizations, including the BC Olympic and Paralympic Winter Games Secretariat, 2010 Legacies Now and the federal government.

The installation in Torino is Halloran's largest exhibition to date and involves indoor-outdoor paintings that use portable ice to create art that stretches across floors, walls and up the steps of an ancient church in the fortress. A section of the painting will change every day as the ice melts and freezes into different shapes and colours.

The couple from the small BC community of Roberts Creek have a few words of advice to share with other small businesses looking for a place at the 2010 Winter Games.

"You must have a vision and learn to communicate effectively what you have to offer that is special," Hicks says. "And persistence is very important."



A sample of Halloran's painting in ice



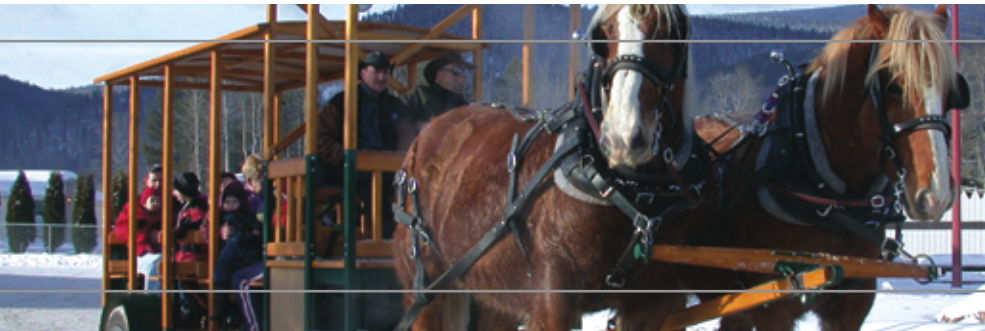
500 network servers

10,000 media

34,000 km of network

7 media villages

600 laptop computers



www.2010CommerceCentre.gov.bc.ca

Aboriginal businesses are gearing up for the Games

BC's First Nations are preparing to bid for Olympic business opportunities — and they're looking for partners to join them.

The 2010 Commerce Centre is helping Aboriginal entrepreneurs access and connect to Games-related opportunities through a series of 2010 Procurement Workshops in communities across the province. The sessions address sub-contracting, bid procedures and finding additional resources — and partners — to help develop winning proposals.

“Developing partnerships is an important focus for First Nations,” says Tewanee Joseph, Executive Director of the Four Host First Nations Secretariat which represents the Nations of Squamish, Lil'Wat, Musqueam and Tsleil-Waututh whose territories are touched by the Games.

Last November, the 2010 Commerce Centre hosted a train-the-trainer session to teach Aboriginal business information providers how to deliver 2010 Procurement Workshops. The event drew Aboriginal business support service agency representatives from across the province and inspired several communities to host their own workshops and respond to 2010-related opportunities.

To generate further opportunities, Joseph says Aboriginal businesses are looking to non-Aboriginal businesses to develop partnerships.

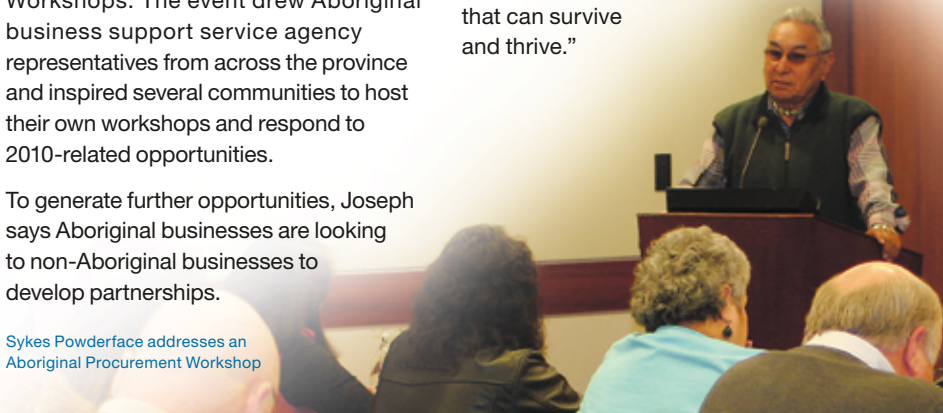
Sykes Powderface addresses an Aboriginal Procurement Workshop

“We want non-Aboriginal businesses to find out more about Aboriginal businesses and what they offer — there might be a great opportunity.”

Joseph recommends interested businesses learn more about the host First Nations through their websites, then set up meetings with a Chief and Council or Economic Development office to explore partnership possibilities. “If you're willing to make the calls and meet face to face, it goes a long way,” he says.

Joseph also recommends businesses do their research on what goods and services were used for previous Games, and then determine how they can fit in with what's needed.

“The key is to have a plan — and it should go beyond 2010. Once the Games are over, you want a business that can survive and thrive.”



British Columbia-Canada Place opens to the world

Minister of Economic Development Colin Hansen officially opened British Columbia-Canada Place in Torino, Italy on January 22. British Columbia-Canada Place will be BC's home throughout the 2006 Torino Olympic and Paralympic Winter Games.

“Our goal is to have British Columbia-Canada Place serve as a physical invitation to the world to discover our province,” Minister Hansen said in his opening remarks. While the house will capture the natural beauty BC is best known for, Hansen said the house will also let “visitors be aware of our dynamic businesses and our thriving economy. We want everyone to know that British Columbia is a leader in Canada and the world.”

More than 10,000 people visited the house the first week. Many reported their highlight was the multimedia presentation where images from every region of the province cascade across a massive screen, telling the story of BC as one of the best places on earth to live, work, visit and invest. Guests also received a copy of *BC Canada Times*, a 40-page newspaper that captures the innovation and enterprise at work throughout BC. Many even spilled out on to the piazza for games of street hockey – BC style.

For more information about BC-Canada Place, visit www.bccanadaplace.ca.

network cable

5,000 television sets

1 million spectators

computers

catering for 120,000 athletes, officials and guests



BC Legislature, Victoria

Local businesses shine at BC-Canada Place

BC companies are already getting a chance to showcase their work on the world stage at British Columbia-Canada Place in Torino, Italy. They made successful bids to the BC Olympic and Paralympic Winter Games Secretariat to provide everything from video presentations to a custom log house to cocktail party appetizers for the facility during the 2006 Winter Games. And they are perfect examples of the many ways BC businesses can benefit from Games-related opportunities.

Sitka Log Homes of 100 Mile House built the main log house structure of BC-Canada Place.

"It was a huge undertaking," says Sitka's General Manager Wally Bramsleven. "But it is getting us international exposure, showcasing our products and giving us a chance to hopefully expand our markets in Europe."

Vancouver's The Pace Group is providing the staff and maintaining operations at BC-Canada Place.

"It's a chance to get out of your comfort zone and out of the box you call home," says Managing Partner Norman Stowe. "We're developing strength that will give us new capabilities after 2010 — that will be one of the biggest legacies for local businesses like ours."

Karyo Communications is responsible for communications and media relations for BC-Canada Place overseas.

Principal Patti Schom-Moffatt says Karyo partnered with an international PR firm with expertise in the European market for the job.

"We really wanted to get involved in the Games," she says. "Now we're getting first-hand knowledge by being on-site, which is invaluable."

Patrick Roberge Productions developed the initial programming and creative plan for BC-Canada Place and is in charge of planning the major events at the facility.

"It's a fantastic opportunity to connect with other partners and businesses," says President Patrick Roberge. "The Games offer opportunities for everyone, but you have to be creative about looking for them."

Larry Huber, President of the Lunny Group in Vancouver, says his company's contract to provide the exterior design for BC-Canada Place, as well as the interior audio-visual show, will hopefully lead to similar projects at the 2008 Summer Games in Beijing and in Vancouver in 2010. "I hope we'll be considered a proven supplier — and we're hoping for some good media exposure too," Huber says.

Golder Associates, which has offices in BC and Italy, acted as project manager for the construction of BC-Canada Place.

"Build a network," advises Jeff Johnson, a Marketing Executive at Golder's Burnaby office. "Then do good work and people will be happy."

Vancouver's Culinary Capers has a team of people in Torino providing catering for all of the events at BC-Canada Place.

"With 2010 on the horizon, we felt that we should be in Torino to gain experience at a world-class event to showcase the talent in our company — and to present the best of west coast cuisine to an international audience," says owner Debra Lykkemark. "And it is hard to imagine better publicity."

The BC Olympic and Paralympic Winter Games Secretariat

The BC Olympic and Paralympic Winter Games Secretariat is the provincial agency responsible for overseeing the \$600 million in funds dedicated by the Province to the 2010 Winter Games. An agency under the Ministry of Economic Development portfolio, it is committed to ensuring businesses around the province are aware of and prepared to take advantage of the once-in-a-lifetime opportunities presented by the Games.

Contact us

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

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