

WINTER  
2009



Inukshuk, Whistler Blackcomb Ski Resort, B.C.

## Winter Games a Welcome Boost to B.C. Business

The Vancouver 2010 Olympic and Paralympic Winter Games are providing a financial shot in the arm to businesses around the province during challenging economic times.

Dann Konkin, president of Ampco Grafix, said his company has felt the effects of the economic downturn, but the Games-related work his company has developed is bringing in new customers.

"We wouldn't have had to shut our doors, but this work will certainly help. It will supplement work we would certainly have lost," Konkin said.

With graphics supplied by 3M, a Vancouver 2010 Winter Games sponsor and official supplier of large-format graphics for wrapping buildings and vehicles, Ampco printed the huge decals that cover three new B.C. ferries.

The eye-catching decals and the publicity that followed the work have brought more business to the Coquitlam-based company.

"People have gone out and asked who did the wraps, and our name has gotten out," Konkin said. "We've been able to bring in more work from that exposure and more leads for the future."

That has allowed the company to make successful bids for contracts to print graphics and logos of a similar scale. Ampco even has a contact to wrap another ferry. The Washington State company that owns the Coho ferry that sails from Seattle to Victoria's inner harbour will soon be decorated with the colourful giant-size decals.

"It's been great, actually," Konkin said. "Like most businesses, we've had challenges dealing with the downturn, but this business has helped us the last few months and we expect it will help us get through the year."

The Vancouver 2010 Winter Games are also providing an added boost on Vancouver Island.

Don Sharpe, director of business operations for Mount Washington Alpine Resort, said local skiers are flocking to the Comox Valley

mountain, but the Vancouver 2010 Winter Games have drawn extra business — and excitement — to the resort.

"All along, we knew we wanted to be part of the Games," Sharpe said. "We created a team attraction committee and a plan to try to bring teams to the resort to train. In the last year those efforts have proven very successful."

Sharpe said the committee focused on luring cross-country ski and biathlon teams to Mount Washington, but the resort has also been successful in gaining teams in other sport areas. Snowboard race teams from Canada, the U.S., Switzerland and France have signed on, in addition to freestyle mogul teams from Sweden and France. In all, teams from six countries will train at the mountain beginning this season.

"This has really raised our profile," Sharpe said. "I think it has given us a reputation as a place that provides the terrain that the world's best want, and I think that reputation will continue to grow."



A skier enjoys the amenities on Mount Washington

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



Farmhouse in a field of snow, Saanich, B.C.

## Minister's Column

As another year ends and the one year countdown to 2010 approaches, there couldn't be a better time to take stock of our accomplishments and identify some of the challenges ahead.

This past year was full of promise: the completion of our Vancouver 2010

Winter Games sports venues, the excitement of the 2008 Beijing Summer Games, the successes at the BC Canada Pavilion, and the impressive strides in opening up Games-related business opportunities for B.C. companies through the 2010 Commerce Centre.

But as the year wound down, we faced some serious headwinds from the global economic climate. Even the most seasoned observers were surprised by events around the world.

Here at home we can still be optimistic. While we're not immune from global economic trends, British Columbia is probably better positioned than any other province in Canada to move ahead in challenging times.

B.C.'s economy is far more diverse than it was ten years ago. Our natural gas revenues continue to deliver prosperity, and our technology, mining exploration, tourism and construction sectors are also critical economic drivers. We're reaching out to expand our markets around the Pacific Rim, in China, India and Japan, through our Pacific Gateway initiative.

And who wouldn't be envious of the economic opportunities the 2010 Winter Games represent for our province? We're looking at \$4 billion in spending related to the Games, and the timing couldn't be better.

While other provinces and states are bracing for a slowdown, B.C. will be in the spotlight, able to capitalize on unprecedented opportunities to showcase our communities and businesses to the world. Three billion people will tune into the Games and they'll see what a great place this is to visit, invest and live. Through the programs of the 2010 Commerce Centre, we'll make sure British Columbians benefit in every corner of the province.

As we start the countdown to 2010, we'll continue to safeguard our hard earned successes, and we'll be ready to take advantage of the incredible opportunities that come our way.

*Honourable Colin Hansen, Minister of Finance and Minister Responsible for the Olympics*

## Canadian Companies Lead the Hunt for 2012 Business

The 2010 Winter Games are still a year away, but B.C. businesses are already looking for opportunities to get involved with the next Olympic Games.

More than 200 Canadian companies — most from B.C. — have registered on the British "CompeteFor" website to learn about procurement opportunities related to the London 2012 Olympic Summer Games.



Photo courtesy of LOCOG

Canadian companies now represent the largest contingent of businesses outside of the U.K. interested in working on the 2012 Summer Games. The CompeteFor website is similar to the 2010 Commerce Centre's 2010 Business Network and has been developed by the British organization responsible for leveraging the London 2012 Summer Games to bring business — and investments — to the U.K.

Sir Alan Collins, the New York-based Director General for the U.K.'s Trade and Investment for America, said his government has an agreement with the B.C. government to share best practices with the 2010 Commerce Centre to enhance both countries business opportunities from the Olympic and Paralympic Games.

"We're helping each other with business outcomes," Collins said. "We've had some very successful trade missions back and forth."

While his government is focused on increasing the profile of British businesses overseas and helping them win Games-related contracts, Collins said the business network for 2012 will also give companies from other countries an opportunity to find partners in the U.K.

"We're encouraging Canadian businesses to look for partnerships in Britain, and we're very happy with the outcome so far," he said. "I think the connection is working brilliantly well."

More than 20,000 U.K. companies have registered with the CompeteFor website so far. The 2012 Summer Games are expected to generate \$10 billion US in business opportunities through approximately 75,000 contracts.

"It's three and half years to our Games, but we're starting early — we're keen to shorten our learning curve by talking to the BC Olympic and Paralympic Winter Games Secretariat," Collins said. "And in turn, we will be able to share our experiences from 2012 with host cities of future Games. We're all working to develop a network of alliances for businesses."

Companies can find London 2012 opportunities on [www.2010CommerceCentre.com](http://www.2010CommerceCentre.com).

Companies can register on CompeteFor at: <https://www.competefor.com/london2012business/signup.html>

VANCOUVER 2010  
WINTER GAMES

quickfacts

The 2010 Winter Games Transportation Plan, released in February 2009, informs businesses and community groups to plan how to get around during 2010.

30%  
INCREASE IN TRIPS TO DOWNTOWN

20%  
REDUCED CAPACITY OF  
DOWNTOWN ROADS

5,400  
PASSENGERS/HOUR ON CANADA LINE



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

# Top Broadcasters Share Olympic Games Expertise

The historic task of broadcasting the Vancouver 2010 Winter Games to billions of households worldwide is going to take everything CTV-Rogers Group, the official Canadian media sponsor, has – and then some. The BC Olympic and Paralympic Winter Games Secretariat's 2010 Commerce Centre along with the Motion Picture Production Industry Association (MPPIA) brought CTV-Rogers Group together with the host broadcaster, Olympic Broadcast Services Vancouver, for one of the 2010 Commerce Centre's ongoing information sessions for local buyers and suppliers.

Broadcasters offered details about what help they would need to capture hundreds of sporting events on live television and gave local businesses an opportunity to learn how they can be part of the monumental job.

"It was a pleasure meeting so many local vendors interested in becoming part of the excitement



Nancy Lee, Chief Operating Officer, Olympic Broadcasting Services Vancouver at 2008's Province of BC 2010 Business Summit

of the Games," said Linda Tremblay, director of the Vancouver bureau for Canada's Olympic Broadcast Media Consortium and spokeswoman for CTV-Rogers.

Leslie Wootton, Executive Director of the Motion Picture Production Industry Association of B.C. was one of the participants in the event. "The session was really good because it presented the big picture for the Games and it also gave suppliers an idea of what the accredited media would require," said Wootton. "It compared the accredited media to the non-accredited media and made us realize how huge that pool would be as well."

The CTV-Rogers Group, along with NBC, won the rights to broadcast the Vancouver 2010 Winter Games, but the Games will also attract thousands of journalists from across Canada and the world to cover the Games and the stories around them. They are expected to draw on local companies to help.

"It was interesting to learn how the host broadcaster works in terms of feeding video to the accredited media as well as non-accredited media," said Wootton. "Overall, everyone thought it was a great session."

These information sessions build on one of the 2010 Commerce Centre's existing services, the 2010 Business Network.

The 2010 Business Network is an online database of suppliers designed to link up businesses with goods and services to offer

with companies looking to buy. Businesses register for the free database by posting their business profile and contact details which are then available to buyers worldwide via the 2010 Commerce Centre website. Registrants can also search the database for subcontracting opportunities and other partnerships related to the 2010 Winter Games.

These information sessions expand on the 2010 Business Network's services by bringing businesses together to meet in person and find out first-hand from large suppliers, such as the broadcast consortium, what business opportunities are available.

"The information session gave us the tools we need to respond to our clients' questions about how the local film industry is going to be affected by the Games," said Cheryl Nex, head of the Tourism and Olympic Liaison Committee for the MPPIA.

"It was wonderful because it unveiled all these opportunities for the local film industry. The BC Olympic and Paralympic Winter Games Secretariat plans to host more information sessions to help B.C. and Canadian businesses to learn how they can capitalize on the opportunities the 2010 Winter Games can offer."

Companies can register for the 2010 Business Network at [www.2010CommerceCentre.com](http://www.2010CommerceCentre.com).



**VANOC FLEET**  
2,300 VEHICLES & 1,000 MOTOR COACHES

**48**  
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**125 BLOCKS**  
PRIORITY LANES FOR TRANSINK BUSES AND VANOC VEHICLES

**180**  
ADDITIONAL TRANSIT BUSES



Inukshuk, Whistler, B.C.

## BladeTape Uses the Games to Shoot for New Markets

"It is truly the last great piece of real estate in the game to be realized for marketing purposes," says Richard Findlay, President of Blade Pro Products Inc.

The company's flagship product, BladeTape, is a unique hockey stick tape that combines a rubber surface material with peel 'n' stick technology to enhance durability (up to 15 games or more), improve stick-handling and reduce friction.

But BladeTape's big advantage is that it can integrate a number of marketable screen printing applications, including the use of high resolution images and logos. This capability provided an irresistible opportunity for Findlay and his team to partner with one of the world's most recognizable and reputable brands – the Olympic Games.

"The Vancouver 2010 Winter Games are an unparalleled opportunity to showcase our products to the world," says Findlay. "This agreement will have a positive impact on our long-term growth potential."

Even though it is a small Canadian company in only its third year of operations, Blade Pro has secured a licensing agreement with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) to produce branded hockey blade tape.

"When you compare us to VANOC's other suppliers and partners, it is quite clear that we do not operate with the same fiscal capacity," says Findlay.

Despite this fact, Blade Pro was able to demonstrate to VANOC that it could add value to the Vancouver 2010 Winter Games product portfolio. Findlay believes sharing VANOC's core values – team, trust, excellence, creativity and sustainability - was the key to winning the contract.

Blade Pro has a devotion to excellence and creativity, and produces high quality products

that are meticulously inspected and game tested. The company is also environmentally sensitive.

"Our products already produce less waste than traditional cloth hockey tape and we are working to find innovative ways to further reduce our waste," says Findlay.

Blade Pro intends to release five different graphic designs for BladeTape over the license period and one of these designs will be created in cooperation with local First Nations artists.

"We jumped at this opportunity as the Games were in our own backyard and the sustainability initiatives aligned well with our corporate thinking, processes and product line-up," says Findlay.



Richard Findlay shows off some of BladeTape's designs

Blade Pro hopes to become the number one alternative to traditional hockey tape this year, and the only way to tape your stick in ten years time. By landing a licensing agreement with VANOC it hopes to greatly accelerate the path to success.

"Launching our products into the worldwide marketplace has been the hardest thing I've ever done," claims Findlay. "But with a really great team behind me, including VANOC, I am now well on my way to changing the way hockey sticks are taped."

**In March 2009, the 8th World Conference on Sport and the Environment will be held in Vancouver.**

The conference connects the worlds of sport and environment to share knowledge and advance practices related to sport and its relationship with the environment and communities. Under the main theme, Innovation and Inspiration - Harnessing the Power of Sport for Change, the conference will focus on two topics: Sport for Environmental Solutions and Sport for Sustainable Living.

For more information, visit:  
[www.wcse2009.com](http://www.wcse2009.com)

### 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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