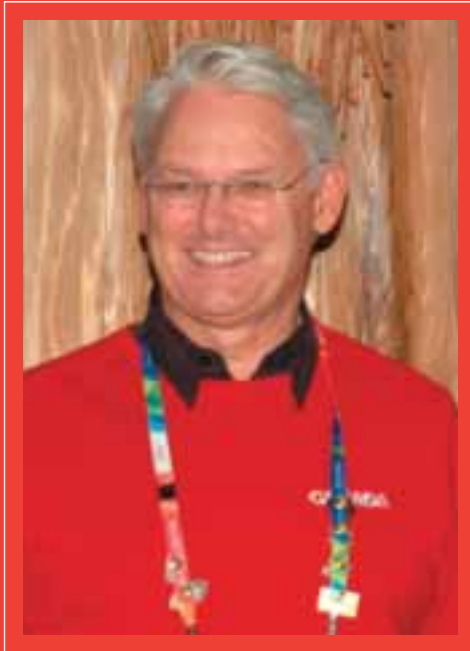




BRITISH COLUMBIA-CANADA PLACE

TORINO, ITALY JANUARY – MARCH 2006



“We invited the world to British Columbia-Canada Place because it gave us the opportunity to pair the beauty of our province with our desire to initiate new investment and business opportunities for BC companies.”

HONOURABLE GORDON CAMPBELL,
PREMIER OF BRITISH COLUMBIA
CANADA

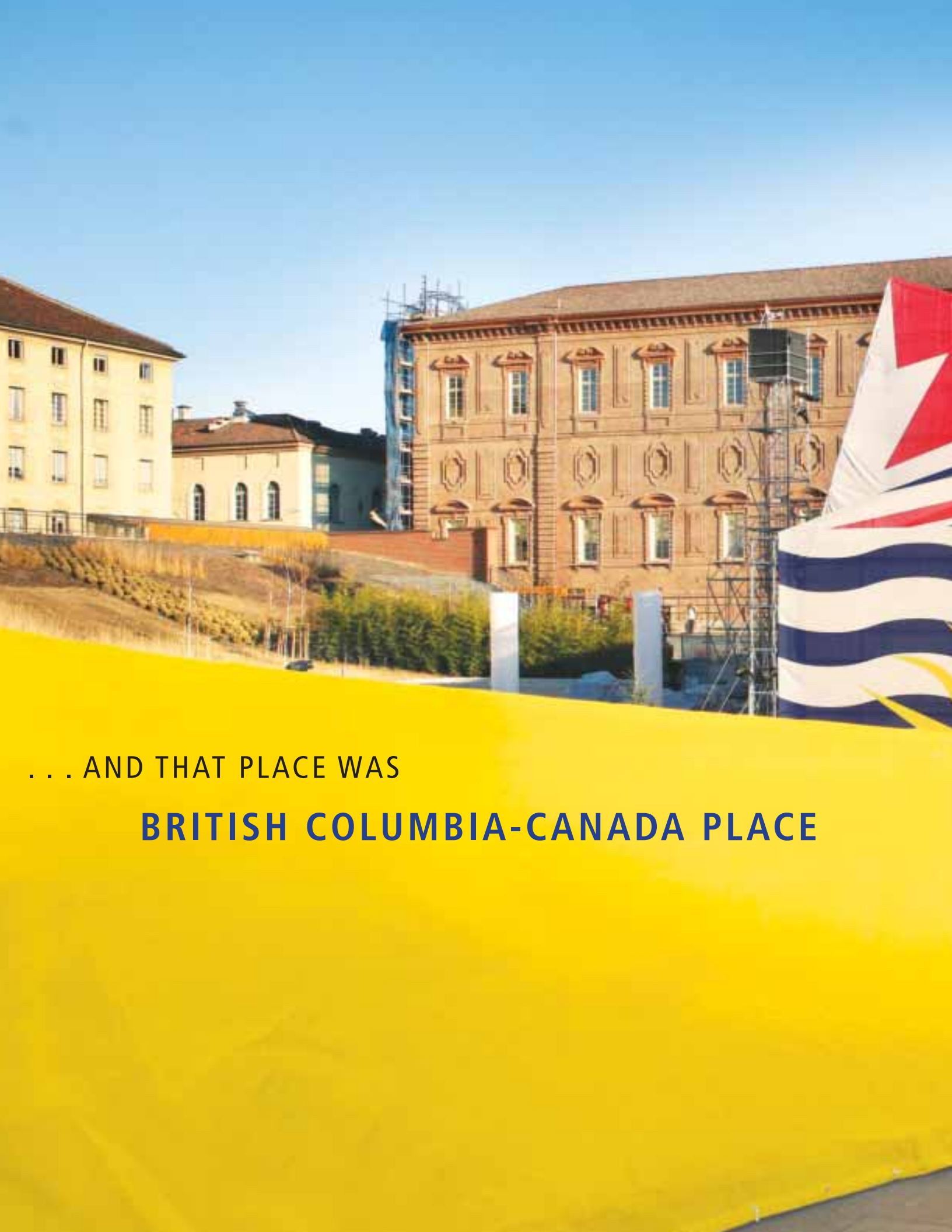
For 60 days, one place captured the imagination and excitement of the people in Torino, Italy during the 2006 Olympic and Paralympic Winter Games.

One place grabbed hold of the interest of the worldwide media gathered to cover the Games.

One place was where British Columbia companies met European companies and developed new business.

One place became *the* place where athletes, sponsors, officials and visitors came to meet and relax.

One place encouraged visitors to discover British Columbia, Canada as one of the best places to live, work, visit and invest . . .



... AND THAT PLACE WAS

BRITISH COLUMBIA-CANADA PLACE



SEIZING THE OLYMPIC SPOTLIGHT

The Province of British Columbia has a bold vision...to leverage its 2010 Olympic and Paralympic Winter Games investment into a strong economic legacy.

Through the British Columbia Olympic and Paralympic Winter Games Secretariat, the Province has developed business plans to maximize its economic return on investment. One of the most inventive parts of the plan was realized in Torino, Italy.

The idea was as bold and innovative as the vision – to create a compelling British Columbia presence in the heart of the old Royal city of Torino, Piemonte, Italy – **British Columbia - Canada Place**.

British Columbia-Canada Place combined the expected with the unexpected, high tech with high touch. British Columbia-Canada Place provided a one-of-a kind immersive environment for visitors that showcased British Columbia to the world.

British Columbia-Canada Place – or “the log house” as it came to be known – became the place to be during the 2006 Games for the people of Torino, visitors, athletes, officials and sponsors alike. Thousands of people lined the streets in front of British Columbia-Canada Place, waiting hours to see what British Columbia had to offer.



- 1/8. Visitors experience British Columbia and Canada on the main video wall at British Columbia - Canada Place.
2. Line-ups to enter the house were a daily occurrence.
3. The main hall of the log house hosted events throughout the Olympic and Paralympic Winter Games.
- 4/6. Local schools made a visit to British Columbia - Canada Place a part of their school day.
5. A Royal Canadian Mounted Police Officer greeted visitors to the house.
7. At the height of the action, 7,500 to 10,000 people visited the house each day.



OPENING BC - CANADA PLACE TO ITALY – AND THE WORLD

On January 22, 2006, three weeks before the Olympic opening ceremonies in Torino, British Columbia-Canada Place opened its doors marking the beginning of an extraordinary showcase that stretched through the Olympic and Paralympic Games.



British Columbia-Canada Place was officially opened by British Columbia Minister of Economic Development Colin Hansen, who is also the Minister Responsible for the Olympics. The ceremony included Sheldon Tetreault of the Lil'wat First Nation, who performed a traditional blessing ceremony prior to opening the front doors, hand-carved by a First Nations artist.

The goal of British Columbia-Canada Place was to serve as a physical invitation to the world to discover British Columbia, and to let visitors know about British Columbia's dynamic businesses and thriving economy.

Business was the focus at British Columbia-Canada Place from the very first day as leaders from Italy, British Columbia and Canada came together for meetings to discuss global economic issues and opportunities.



“Through the success of the British Columbia-Canada Place we put BC entrepreneurs in the centre of the Games and encouraged them to meet face-to-face not only with Olympic and Paralympic sponsors, but a wide range of companies interested in doing business with BC companies.”

COLIN HANSEN, BRITISH COLUMBIA MINISTER OF ECONOMIC DEVELOPMENT AND MINISTER RESPONSIBLE FOR THE OLYMPICS





1. Colin Hansen, BC Minister of Economic Development, addresses guests at the official opening of British Columbia - Canada Place.
2. Line-ups to get inside British Columbia - Canada Place started from opening day.
- 3/4. More than 250 guests joined Colin Hansen, BC Minister of Economic Development for the opening event and reception.
5. Guests at the opening reception enjoy images of British Columbia on the main video wall.
6. Colin Hansen, BC Minister of Economic Development, and Sheldon Tetreault of the Lil'wat First Nation, officially open the doors to British Columbia - Canada Place.
7. The lights of British Columbia - Canada Place in Torino's Piazza Valdo Fusi were a beacon to draw visitors inside.
8. The first rush of guests through the doors on opening night.

SHOWCASING BC BUSINESS AND INNOVATION



“The conference not only helped BC businesses make contact with European firms, it allowed BC technology companies to connect with each other.”

MARK DAMM, CEO OF TRILOGICS TECHNOLOGIES



1. Representatives from BC’s wireless industry held a workshop and met with their European counterparts.
2. British Columbia is home to the top video gaming and new media cluster in North America, and that made-in-BC technology was on display British Columbia - Canada Place.
3. Bill Downing CEO, Wood Specialties Group and other representatives from the BC Wood industry were joined by BC Premier Gordon Campbell (left) in hosting a meeting with more than 100 European industry reps.
4. Brian Krieger, Director of the 2010 Commerce Centre, hosts a meeting with Torino Chamber of Commerce representatives to discuss business opportunities resulting from the 2010 Olympic and Paralympic Winter Games.
5. BC’s apparel industry and fashion designers hosted a fashion show at British Columbia - Canada Place.
6. Representatives of BC’s alternative energy and environmental technologies industries hosted two days of meetings at the house.
7. The main exhibit hall was converted for business meetings to serve as a conference and meeting room.

The Province of British Columbia is committed to raising the bar on building economic legacies from Olympic and Paralympic investments. British Columbia believes Olympic hosts can create vehicles to maximize economic benefits from their investment in the Games that will last long after the Olympic torch is extinguished.

In Torino, more than 80 British Columbia businesses used meeting and conference facilities in British Columbia - Canada Place to meet with more than 125 companies from Italy and Europe. These meetings are an important step in building relationships and seeking shared opportunities.

“The fashion show was extremely well done, very sensitive to our native cultural esthetics, while having a very trendy, contemporary feel.”

DOROTHY GRANT, FASHION DESIGNER



SECURING LASTING ECONOMIC LEGACIES

On February 25, 2006 British Columbia Premier Gordon Campbell and BC Olympic and Paralympic Games Secretariat President and CEO Annette Antoniak joined with representatives of the business and investment agencies from the Sydney 2000, Torino 2006, Beijing 2008 and London 2012 Games to sign a historic Memorandum of Understanding focused on placing economic legacies on the same footing with sport and cultural legacies within the Olympic and Paralympic movement.

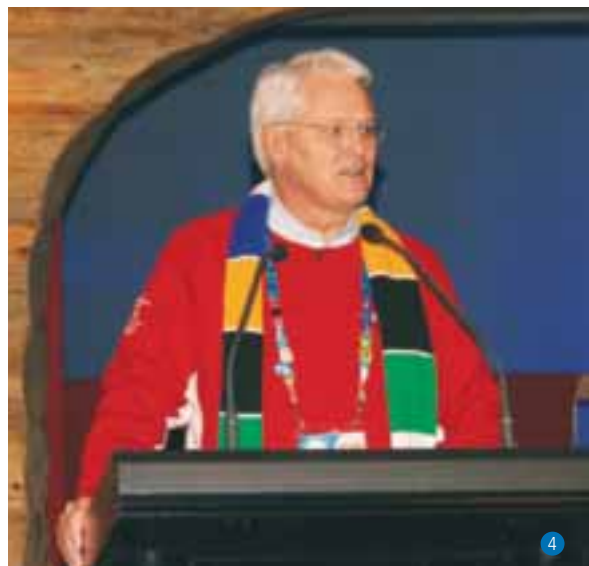
This agreement, called the Fellowship of the Rings – the first of its kind within the Olympic family – encourages these Olympic hosts to continue to hold meetings and dialogue about the sharing of best practices as they relate to creating positive economic legacies from hosting the Games.

“British Columbia has been committed from day one to realizing the full economic potential of the partnerships formed in hosting the 2010 Olympic and Paralympic Winter Games in Vancouver,” British Columbia Premier Gordon Campbell told the international media gathered for the signing ceremony. A second meeting is now planned with all partners for Beijing in the Spring of 2006.



“It is the first time Olympic and Paralympic hosts have formally organized to share their knowledge about how to maximize economic opportunities. British Columbia is proud to lead the way in creating this initiative.”

HONOURABLE GORDON CAMPBELL,
 PREMIER OF BRITISH COLUMBIA
 CANADA



1. IOC executive committee member Alan Carolin attended the Fellowship of the Rings event.
2. Michael Charlton of Think London addresses reporters.
3. From left: Michael Charlton (Think London), Annette Antoniak (BC Olympic and Paralympic Winter Games Secretariat), BC Premier Gordon Campbell, Allan Carroll (Access China), Paolo Verri (Torino Internazionale) and Andrew Gilkes (Sydney 2000) sign the official MOU.
4. BC Premier Gordon Campbell, host of the event, addresses reporters and participants.
5. Economic legacy partners stand for an official photo beneath the BC Spirit Log.
6. Members of the media and guests mingle following the Fellowship of the Rings signing event.



SHARING ECONOMIC BENEFITS THROUGHOUT BC



British Columbia is committed to ensuring communities from all corners of the province benefit from the provincial investment in the 2010 Olympic and Paralympic Winter Games.

In Torino, British Columbia-Canada Place provided a venue for BC communities to reach a global audience, and send the message they are open for business. Representatives from Courtenay-Comox, Powell River, Prince George, Richmond, Squamish, Surrey, and West Vancouver all used the house as a meeting place to connect with National Olympic Committees and sport federations and seek out other business opportunities from around the world.

“We want to encourage more international coaches and athletes to consider British Columbia for training as we all prepare for 2010.”

OLGA ILICH, BRITISH COLUMBIA MINISTER OF TOURISM, SPORT AND THE ARTS

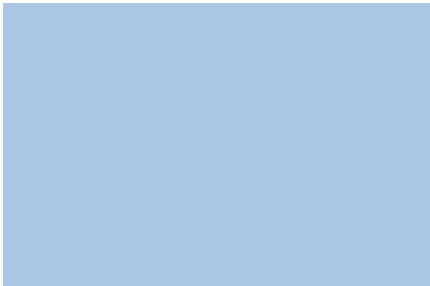




1. Olga Ilich, BC Minister of Tourism, Sport and the Arts, addresses guests gathered for a reception hosted by BC's tourism industry at British Columbia - Canada Place.
2. Images of British Columbia projected on the 40-foot video wall in the exhibition hall at British Columbia - Canada Place.
3. Guests mingle following a Sport Hosting event at the house, where BC unveiled its plans to attract international sport federations to train in the province in the run-up to 2010.
4. Members of the Japanese Olympic Committee at the Sport Hosting event.
5. Members of the Courtenay-Comox delegation pose in front of the BC Spirit Log prior to the Sport Hosting event.
6. City of Surrey Mayor Dianne Watts hosted an event to highlight the city's sports facilities to international sport federations.
7. VANOC CEO John Furlong (left), BC Premier Gordon Campbell, Prince George Mayor Colin Kinsley and Courtenay Mayor Starr Winchester.



ACCESSING A GLOBAL AUDIENCE

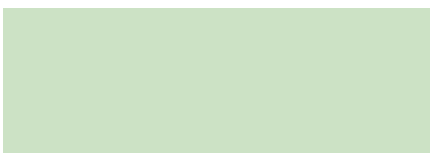


1. The temporary set of the NBC Today Show in the main hall of the log house at British Columbia - Canada Place.
2. BC Premier Gordon Campbell conducting just one of the dozens of interviews with international journalists at British Columbia - Canada Place.
3. BC Premier Gordon Campbell, Governor General Michaëlle Jean, Vancouver Mayor Sam Sullivan and Federal Foreign Affairs Minister Peter MacKay.
4. CBC Television's Colleen Jones reporting live from British Columbia - Canada Place for CBC's national morning show.
5. Tom Green, special Olympic Correspondent for NBC's Tonight Show with Jay Leno, reported on British Columbia - Canada Place to more than 7 million Tonight Show viewers.
6. BC Premier Gordon Campbell being interviewed live by Al Roker on NBC's Today Show.

More than 9,400 journalists and media crews descended on Torino for the 2006 Olympic and Paralympic Winter Games. They represent a conduit to an audience of more than two billion people worldwide – all people who could visit, invest, work and live in British Columbia, and contribute to the province's economy.

British Columbia-Canada Place attracted hundreds of journalists who all talked about the uniqueness of the log house and how innovative British Columbia was to build it. Business reporters covered the business missions and meetings that took place in the house throughout the Games. NBC's Today Show, Jay Leno's special Olympic correspondent Tom Green and CNBC's financial program all taped segments and TV crews played – and filmed – street hockey in the piazza.

The result was over \$30 million dollars in coverage and promotional value – all focusing on British Columbia.



SHARING THE OLYMPIC AND PARALYMPIC SPIRIT



Athletes were never far away from the action at British Columbia-Canada Place

Canadian Olympians and Paralympians were just as curious as the rest of the people in Torino about what was happening at British Columbia-Canada Place, and once their events concluded, there was a steady stream of Olympic and Paralympic team visitors. The Canadian women’s gold medal hockey team. The men’s and women’s curling teams. The men’s sledge hockey team. Figure skaters, curlers and lugers. They all came by, flashing medals and smiles and mingling with visitors to the house.





1. Canadian Gold Medal hockey players Vicky Sunohara (left) and Jennifer Botterill show off their gold medals at British Columbia - Canada Place.
2. BC Olympic and Paralympic Winter Games Secretariat President and CEO Annette Antoniak, flanked by Canadian Olympian figure skaters Valerie Marcoux and Craig Buntin.
3. BC Premier Gordon Campbell, Canadian Governor General Michaëlle Jean, and Federal Foreign Affairs Minister Peter MacKay join members of Canada's gold medal winning women's hockey team for a game of street hockey on the piazza.
4. Members of Canada's medal winning men's and women's curling teams flash their medals at British Columbia - Canada Place.
5. Paralympic medal winners Gary Cormack (left), Lauren Woolstencroft, and Gerry Austgarden present Torino Mayor Sergio Chiamparino with the official key to British Columbia - Canada Place.
6. Minister of Tourism, Sport and the Arts, Olga Illich (left) faces off with Federal Minister of Sport, Michael Chong, as VANOC CEO John Furlong drops the puck.
7. Members of Canada's sledge hockey team pose in front of the dramatic front doors of British Columbia - Canada Place.
8. More smiling faces from the medal winning women's curling team.

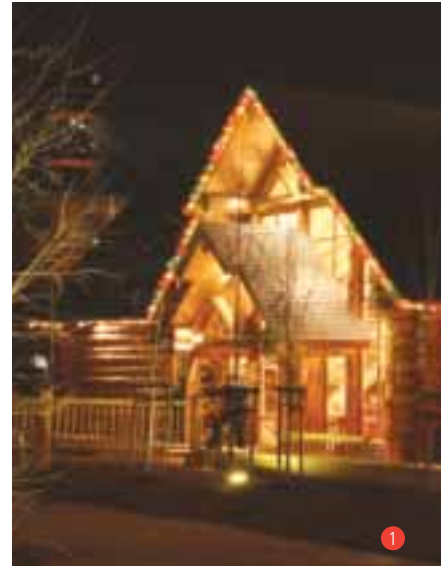
THE BUZZ OF TORINO

British Columbia-Canada Place knew it had to create buzz to stand out from other Olympic attractions in Torino. Putting a log house in the centre of the city was one piece in the puzzle and street hockey outside the doors of British Columbia-Canada Place was another.

Every day, Piazza Valdo Fusi became home to roaring games of street hockey – people with sticks, a tennis ball and smiles on their faces. The Premier played. Ministers played. The women’s gold medal hockey team played. Canada’s Governor General Michaëlle Jean refereed a game. Torino kids and adults alike played.

In addition to street hockey, the 240-year-old ‘Spirit Log’ was another attraction that captured people’s imagination. It was a cedar tree that stood as the centre pole of the house. Salvaged off the north coast of British Columbia, the legend is that good luck, good wishes and Olympic spirit of all British Columbians would come your way just by touching the Spirit Log.

The curious local population were joined by thousands of visitors, all mesmerized by the fabulous imagery from every corner of the province on the giant video wall or through BC Explorer, which featured virtual tours of the Province through satellite and video imagery.





5



6



7



8



9

1. British Columbia - Canada Place at night.
2. Italian visitors get up close and personal with the BC Spirit Log.
3. Through touchtone kiosks in the house, the "BC Explorer" program allowed visitors to take a virtual tour of BC communities and industries.
4. Street hockey in the piazza attracted media, celebrities and thousands of local Torino residents.
5. BC Premier Gordon Campbell unfurls the Olympic Flag at British Columbia - Canada Place following the closing ceremonies in Torino.
6. Valentino Castellani, head of Torino Games Organizing Committee, visits the house and touches the BC Spirit Log at the half-way point of the Games. He asked for good luck for the remaining days of the Games.
7. Torino preschool students sing the praises of Canada in front of the BC Spirit Log.
8. Members of the four host First Nations for 2010 (left to right) Squamish First Nation Chief Gibby Jacob; Squamish First Nation Chief Bill Williams; BC Premier Gordon Campbell; Tsleil-Waututh First Nation Chief Leah George-Wilson; Federal Foreign Affairs Minister Peter MacKay; and Lil'wat First Nation Chief Leonard Andrew.
9. Whistler hosted a series of Après Nights at British Columbia - Canada Place that quickly became popular events.

BRITISH COLUMBIA - CANADA PLACE BY THE NUMBERS

- **100,000** visitors between January 22 and March 21
- More than **80** British Columbia businesses conducted meetings at the house with more than 125 Italian and European businesses
- **125** journalists from more than 30 countries visited the house
- More than **\$30 million** in editorial and media coverage
- Generated more than **\$5 million** in equivalent advertising value
- Generated more than **45** million media impressions around the world
- **25,000** copies of BC - Canada Times (the official 40-page newspaper of British Columbia - Canada Place) were distributed at the house
- More than **20,000** copies of an Italian language flyer promoting British Columbia were distributed at the house
- **2008** – visit British Columbia - Canada Place in Beijing, China during the 2008 Olympic and Paralympic Summer Games



The British Columbia Olympic and Paralympic Winter Games Secretariat wishes to thank the energetic staff of British Columbia - Canada Place who enthusiastically introduced over 100,000 people to British Columbia and Canada.



Front row (left to right): Karl Maier, BC Premier Gordon Campbell, Carmen Bressanutti, BC Secretariat CEO Annette Antoniak. Centre row (left to right): Murray Verge, Diane Lamothe, Monique Polloni, Martin Dostie, Anne Maier, Daniel Shimotakahara, Oona McKinstry, Janes Burnes, Anita Rasera, Cinzia Zotta. Not photographed, Osvaldo Brasca

The British Columbia Olympic and Paralympic Winter Games Secretariat wishes to thank the generous businesses and organizations that helped to make British Columbia – Canada Place an enormous success.



Canada

SPONSORS / COMMANDITAIRES



CONTRIBUTORS / DONATEURS



ADDITIONAL THANKS TO / MERCI ÉGALEMENT À

Ballard Power Systems • Brad Kasselmann • British Columbia Film Commission • British Columbia Photos • Canadian Mountain Holidays • Canadian Paralympic Committee • Canadian Tourism Commission • Cirque du Soleil • Cities of Fort St. John, Nanaimo, Prince George, Richmond, and Vancouver • Comox Valley Economic Development Society • Courtesy of Naxos of America • Dagan Beach • David Hushion • Dean Thompson • Downtown Kelowna Association • Eagle Vision Video Productions • ecoustic Media – The Paw Print Network • First Light • Grouse Mountain Resorts Leading Edge BC • Malcolm Carmichael • Mission Hill Family Estate Winery • Moresby Creative • Mt. Washington • Northeast Productions • Northern British Columbia Tourism • Paul Morrison • Penticton & Wine Country Tourism • Portfolio Images • Tom Ryan • Richmond Tourism Association • Rick Flebbe • Robin O'Neil • Saskatchewan Industry and Resources • SHAWTV • Sterling Lorence • Storyeum • Tourism Dawson Creek • Tourism Victoria • University of Northern British Columbia • Vancouver Economic Development Society • Vancouver Port Authority • Venture Kamloops Business Development Society • And Participating Sport Clubs in British Columbia



For more information about British Columbia-Canada Place please contact:

British Columbia Olympic and Paralympic Winter Games Secretariat
604 660.2010 1 877 604.2010 or bcsecretariat@gov.bc.ca