

Economic Report

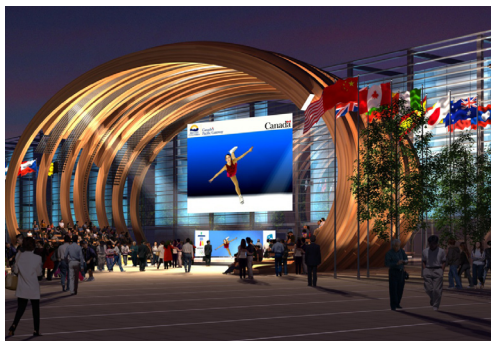
British Columbia-Canada Pavilion at Beijing 2008 Games

Welcoming you to experience the Beijing 2008 Olympic Games

Two weeks ago, Premier Gordon Campbell was joined by the Mayor of Beijing at the unveiling of the British Columbia - Canada Pavilion, which will be located in central Beijing.

The site of the Pavilion, the Beijing Planning Exhibition Hall, is a strikingly modern museum where B.C. has leased about 21,000 feet, or about half of the building, for the purpose of featuring B.C. companies and their products and services, as well as tourism attractions and cultural elements.

The Museum, situated just east of the Old Beijing Railway Station, offers a unique perspective of the ancient city inside with impressive displays such as an aerial photograph 10 times as big as a medium-size apartment. On the outside, however, the Pavilion will vibrate with modernity and a unique external element created by B.C. architect Bing Thom.



What this means for you

This is a chance to build on the success of B.C.-Canada Place at the 2006 Torino Olympic and Paralympic Winter Games, which hosted 100,000 visitors, 86 B.C. businesses, 125 journalists, and generated over \$30 million in editorial coverage.

The British Columbia - Canada Pavilion will be open from May to September 2008 and you have an opportunity to showcase your British Columbia.



For example, international exposure at the 2006 Torino Winter Olympic Games has propelled Sitka Log Homes to a new level. Connections made by Sitka during the Winter Olympics in Italy have started to take root in Canada. In May 2006, Sitka hosted a 17-person delegation from the European building industry to provide first-hand information on B.C.'s wood manufacturing industry.

The 2008 - 2010 Connection

As back-to-back hosts for Olympic events in 2008 and 2010, British Columbia and Beijing will strengthen their existing ties through what is already a special, exclusive, and highly sought after benefit of membership in the Olympic family.

Did you know?

- RBC Financial recently reported that the economic impact of the 2010 Games on B.C. has been between \$2.1 and \$3.3 billion this year alone.
- The benefits from the 2010 Games will generate approximately 4 billion dollars in direct spending in economic activity.

This Economic Report is brought to you by the Ministry of Economic Development.

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December 2006
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2010 COMMERCE CENTRE
BC Olympic & Paralympic Winter Games Secretariat - Ministry of Economic Development

Bringing business opportunities to British Columbia, Canada!

Your 2010 Business Connection

Do you want to be:

- > an Olympic supplier?
- > a subcontractor for an Olympic supplier?
- > a licensee of products?

2007 Games-related tourism gains momentum

Non-competition venue construction begins, creating opportunities for subcontractors. Qualified B.C. companies take advantage of business opportunities arising from the 2008 Beijing Summer Games.

View the full 2010 Roadmap

2004 2005 2006 2007 2008 2009 2010 2011

WELCOME

The 2010 Commerce Centre is your 2010 business Connection.

We have created this site to help businesses of all sizes and descriptions from all over British Columbia take advantage of the 2010 Games and this spectacular opportunity to show us, and the world, what you and your business have to offer.

www.2010CommerceCentre.com is your business access to all opportunities around the 2010 Games in B.C.

2010 Success Stories:

Ecosign Mountain Resorts Planners designed the master plan for Nakiska, site of the 1988 alpine skiing events. The Nakiska project brought the firm to the attention of a Japanese resort owner, who commissioned Ecosign for its master planning services. Today, Ecosign has worked on more than 40 ski area projects in Japan; and has won venue design contracts for the 2010 Olympic and Paralympic Winter Games. It's advice for other businesses interested in Olympic opportunities, developing value added features to enhance a company's proposal, such as access to an established site office.

Kootenay Knitting built on their Olympic experience in Salt Lake City and created a focused business strategy targeting Olympic opportunities. It now has 30 employees and is installing state-of-the-art computerized equipment that will double production capacity. The company anticipates sales will increase by at least 60 per cent next year. This example shows businesses can leverage the Games to grow and prosper - ultimately contributing to stronger and more sustainable towns and regions.