

# 2010 COMMERCE CENTRE

DECEMBER 2004  
ISSUE 1



## [www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca) Your one stop 2010 business centre

It's not often business opportunities the size of the Olympics hit BC, but one has – and with it comes the chance for every community and business in the province to try to leverage the opportunities. Over the past three months, the BC Olympic and Paralympic Winter Games Secretariat has been to many communities in BC, trying to make connections to businesses, the Chambers of Commerce, and Community Committees to find out what might help all British Columbians benefit from the Games.

We believe BC businesses large and small can benefit from the 2010 Games. Estimates put the amount of procurement and partnership opportunities for the 2010 Games at \$4 billion, and will involve everything from the supply of hockey pucks to multi-million dollar facilities.

Connecting BC businesses to Olympic opportunities is the reason behind the launch of the 2010 Commerce Centre. The 2010 Commerce Centre web site [www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca) will be your portal to information, resources and procurement opportunities related to the Games and a place to expose your business to worldwide business relationships. The 2010 Commerce Centre has been developed by the BC Olympic and Paralympic Winter Games Secretariat – a provincial government agency established to ensure that all British Columbians have access to and benefit from the opportunities and legacies of 2010.

You'll find statistics and stories about how companies and communities in other countries took advantage of the economic opportunities that hosting the Games made possible. You'll find information on strategic planning already underway in various business sectors

throughout the province. And you will find timely news on planning as we get closer to 2010.

In every corner of the province, business people are planning Olympic strategies. Now, you have a tool to help. By registering your business at [www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca) today, you will receive the 2010 Commerce Centre newsletter by email to keep up to speed on procurement information and developments.

Beginning in January 2005, companies will be able to register your business profile. This allows us to email relevant opportunities directly to your inbox, providing access to procurement opportunities as they come available. It also provides access to more interactive features designed to increase awareness of bids – for businesses from every corner of the province.

**Bookmark** [www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca) and check often. There's a lot more to come.

## Connecting communities

The Olympic opportunity is for all British Columbians. That's why the 2010 Commerce Centre wants to give you the chance to showcase your community and your region to the province – and the world.

Send us photos that capture the beauty and diversity of BC – your towns, your landmarks, the wonders of nature outside your back door. We will include them in a dynamic database that populates the images of the 2010 Commerce Centre web site. Each time a new page on the web site loads, a new image from the database appears. At any given time, users might see the wide-open spaces of the Peace Country or the lush beauty of Similkameen Valley. As the web site grows, we will include a library of photos, complete with photo credits.

Email images to: [info@www.2010CommerceCentre.gov.bc.ca](mailto:info@www.2010CommerceCentre.gov.bc.ca), or mail to the address on the back page.

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

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## Message from Premier Gordon Campbell



Hosting the 2010 Olympic and Paralympic Winter Games presents an incredible range of opportunities for B.C. business in virtually every sector of our economy.

We established the 2010 Commerce Centre web site to give you access to the resources and information you need to connect to Olympic success. Most importantly, the site will be your window to \$4 billion in procurement and partnership opportunities for 2010.

It is a little over five years until we welcome the world, but the business of preparing for 2010 has already started. This is your chance to take your business onto the world stage, and the Commerce Centre is there to help you make the most of it.

I wish you every success as we all work to unleash the best of B.C. business on the road to 2010 and beyond.

**Gordon Campbell**  
Premier of British Columbia

## A Recipe for Olympic Success

The 2010 Commerce Centre is here to help you make the most of the Olympic experience. Visit [www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca) regularly to read case studies like this one to learn from those who have been through the Games before – and grew their businesses.

Ask Maxine Turner about her Olympic experience, and the answer is clear: her catering company's participation in Olympic events has turned her company's dreams into gold.

The Olympic bug bit Turner when her company, Cuisine Unlimited, was included in a delegation of Utah caterers asked to assist with corporate catering during the 1996 Olympics in Atlanta. When Salt Lake City hosted the Winter Games of 2002, Cuisine Unlimited had already been planning four years prior – with their first Olympic contract secured two years before game time. Her advice?

"Begin early, know who the players are, make introductions and most importantly, keep in touch", says Turner. "Once the torch is passed to your city, get ready, get set, go!"

Cuisine Unlimited's Olympic exposure and high praise from their Olympic clients put the company on the map. Following the Games, Maxine partnered with friends from New York to form a

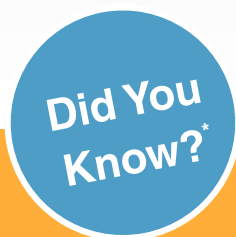
new company called Culinary Expressions International to focus on other Olympic opportunities. And it paid off.

Culinary Expressions was part of the 2004 Summer Olympic Games in Athens, providing continuous hospitality including coordination of food service for each dinner event hosted by the United States Olympic Committee.

The process of setting up in Athens involved many visits by Culinary Expressions' four partners to identify and source out contacts, food vendors, kitchen equipment, transportation, housing, and to hire employees as well as establish partnerships.

Culinary Expressions' Athens venture was successful for both their clients and their company. So much so, that the United States Olympic Committee has signed the company on for the Winter Olympic Games in Torino, Italy.

When asked if her company's Olympic experience met her expectations, Maxine compares it to "a pebble in the pool,



7,847 bathmats  
15,248 batteries  
6,330 meters of extension cords  
1,796 fire extinguishers  
45,914 folding chairs  
51  
172 ic



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where the rings keep getting bigger and better.” Not only have she and her staff made “life-long friendships,” but also the experience has magnified who they are as a company.

Culinary Expressions International has three secured contracts to cater events for the 2006 Olympic Winter Games in Torino. Turner also speaks fondly of Vancouver and looks forward to visiting soon for what she thinks will be “one of the most spectacular Olympics ever.” She encourages companies to do their research, plan in advance and, most critically, “partner with professionals”.

### Culinary Expressions International Olympic experience by the numbers

Number of years planning for Salt Lake City: **4**

Number of years prior to Games for first contract award: **2**

Number of meals served in Salt Lake City: **350,000**

Number of Olympics worked: **3**

Number of full-time employees: **25**

## Planning Nets Olympic Payoff



On February 12, 2010, 60,000 British Columbians are going to fill BC Place Stadium to watch the lighting of the Olympic Flame, while around the world, two-billion people will also be watching.

Over 4 million British Columbians are going to give them the show of their lives, as we show the world that we are the greatest province in the greatest country anywhere.

The Spirit of 2010 is about bringing out the best in all of us, in every field of endeavour.

Leading up to, during and after the 2010 Games, the 2010 Commerce Centre will provide British Columbia businesses with the opportunity to showcase our products to the world.

The 2010 Commerce Centre is the one-stop window to the estimated \$4-billion in procurement opportunities for the 2010 Games, and I urge all British Columbians to use this site to promote all that this province has to offer.

The world’s attention is focused on British Columbia and this is our time to shine.

**John Les**  
Minister of Small Business and Economic Development

**1,097** sq.ft. of carpet  
**4,202** shovels  
**12** blow torches  
**7,500** hockey pucks  
**12,980** trash cans  
e picks

\*numbers of items procured for the 2002 Salt Lake City Games



## The 2010 Olympic Team

Many partners are involved in the effort to ensure that every region of BC benefits from the 2010 Vancouver Olympic and Paralympic Winter Games. Commerce, trade, business, communities, arts, volunteers, literacy, sports and recreation are only some of the lasting legacies that will come from this once-in-a-lifetime opportunity. Here is a list of the 2010 Olympic team members, as well as links for more information on each.

BC Olympic and Paralympic Winter Games Secretariat  
[www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca)

Vancouver Organizing Committee (VANOC)  
[www.vancouver2010.com](http://www.vancouver2010.com)

Ministry of Small Business and Economic Development  
<http://www.sbed.gov.bc.ca/>

2010 LegaciesNow  
[www.2010legaciesnow.com](http://www.2010legaciesnow.com)

2010 Olympic and Paralympic Winter Games Federal Secretariat  
[www.canadianheritage.gc.ca/special/2010](http://www.canadianheritage.gc.ca/special/2010)

Canadian Olympic Committee (COC)  
[www.olympic.ca](http://www.olympic.ca)

Canadian Paralympic Committee (CPC)  
[www.paralympic.ca](http://www.paralympic.ca)

International Olympic Committee (IOC)  
[www.olympic.org](http://www.olympic.org)

## Get into the Games with Upcoming Workshops



The 2010 Commerce Centre will be developing workshops and programs to facilitate businesses and communities accessing and leveraging 2010-related opportunities.

The first workshops are planned for 2005. If you have particular needs or ideas for workshops you'd like to see in your community, please let us know by contacting us at the address listed below. And visit the web site often to check the date of the first workshop planned for the new year.

## Timeline to the Olympics

**2004:** Business opportunities begin

**2005:** Construction and branding opportunities begin

**2006:** Tourism and business partnering opportunities begin

**2007:** Games-related tourism gains momentum

**2008:** Service and retail businesses feel the impact

**2009:** Tourism revenues begin to accumulate

**2010:** Let the Games begin  
Olympic Winter Games  
February 12 – 28, 2010  
Paralympic Winter Games  
March 12 – 21, 2010



**2011:** The payoff... sustained economic development

**2012:** Consider the 2012 Olympic Summer Games as part of your business strategy

## Contact us

This newsletter is published monthly by the BC Olympic and Paralympic Winter Games Secretariat. Please let us know what else you'd like to see in this newsletter or on the 2010 Commerce Centre web site by contacting us at:

**BC Olympic and Paralympic Winter Games Secretariat**  
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