

Welcoming the world to the 2010 Olympic and Paralympic Winter Games

ABOUT US

Working within the Ministry of Finance, the 2010 Winter Games Secretariat (BC Secretariat) is the provincial agency responsible for overseeing British Columbia's Winter Games financial commitments and ensuring its Olympic vision is achieved.

The primary role of the BC Secretariat is to provide the strategic leadership, coordination and oversight to ensure the Province meets its financial infrastructure and service commitments. The Province has committed \$600 million to the 2010 Olympic and Paralympic Winter Games' venue construction, endowments and legacies.

The BC Secretariat also has a key role in ensuring the sustainable economic, cultural, sport and social opportunities associated with hosting the 2010 Winter Games are identified early and fully realized. It is a key goal that these opportunities evolve into enduring legacies for communities and businesses throughout British Columbia.

To ensure the BC Secretariat's goals are met, a number of programs and initiatives have been put into place for B.C. businesses and communities. A few examples include BC Stories, the British Columbia International Media Centre and the 2010 Business Network, which are highlighted on this USB key.

OTHER PROGRAMS INCLUDE :

- **2010 COMMERCE CENTRE**

The 2010 Commerce Centre was established in 2004 as an initiative of the BC Secretariat, to inform, educate and connect businesses to the estimated \$4 billion created by the Vancouver 2010 Olympic and Paralympic Winter Games. The services offered by the 2010 Commerce Centre to help businesses maximize their involvement in Games-related opportunities include Business Opportunities listings and e-mail notification service, 2010 Business Network, 2010 workshops, and use of facilities located at Robson Square in Vancouver B.C.

For more information about the 2010 Commerce Centre or any of the products and services available, please contact 1-888-778-2010 or 1-604-660-2010 or e-mail Info2010CommerceCentre@gov.bc.ca.

- **BC EXPLORER**

BC Explorer is a promotional tool that was first launched in 2006 for the Torino Winter Games. By providing a virtual fly through of B.C. using satellite mapping (similar to Google maps) users can explore the province's terrain, rivers, oceans and 'touch down' to visit various communities. While stopping in a community, a user can watch 20-30 second videos on the area, finding out all the great reasons to live, work, play and invest in that area.

Since its launch in 2006, the BC Explorer program has expanded to include enhanced mapping technology and offers a wide range of communities for users to discover. The program works directly with communities to identify and develop the very best of its area to showcase to a world audience.

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- **Speaker's Bureau**

The 2010 Speakers Bureau connects communities with dynamic speakers that address the many opportunities presented by the 2010 Winter Games.

With over 140 speakers, the key role of the Bureau is to work with communities towards 2010 highlighting the plans, preparations and legacies for the Winter Games. There is immense opportunity to connect businesses to Games-related resources and business prospects and identify partnership possibilities for sustainability, athletic and artistic initiatives. In addition, speakers can feature opportunities to create legacies that will continue beyond 2010.

The BC Secretariat partnered with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) and 2010 Legacies to create the 2010 Speakers Bureau and now liaises with several other 2010 related partners.

To request a speaker, visit www.2010speakersbureau.com.

- **BC Showcase**

Located in the heart of downtown Vancouver at Robson Square Plaza, the LEED certified British Columbia Showcase will be an important part of the Province of British Columbia's 2010 activities. Adjacent to the unaccredited British Columbia International Media Centre, the BC Showcase will provide an invaluable opportunity to increase the world's knowledge of B.C. as a strategic business and investment location.

Through innovative video presentations and interactive multimedia displays, BC Showcase will reinforce British Columbia's position as Canada's Pacific Gateway. This hosted, walk-through exhibit will highlight B.C. as a world leader in innovation, creativity, education and sustainable living.

Comprised of a showcase space and hosting area, the facilities will host some of the most important business VIPs from around the world. It will be a focal point for individuals looking to provide a truly British Columbian experience in 2010.

For more details on these programs, please visit 2010wintergamessecretariat.ca.

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