

**Vancouver 2010 Olympic and Paralympic Winter Games
OPPORTUNITIES NOW!
Update: April 2005**

For further information regarding the contents of this report, please contact Judy Simonite, Commercial Assistant at the U.S. Commercial Service, U.S. Consulate General, Vancouver, B.C. Phone: (604) 685-3382; Fax: (604) 687-6095; Email: judy.simonite@mail.doc.gov

This is an update to previous 2010 Winter Olympic Games reports written by Commercial Service Vancouver announcing a variety of export opportunities for U.S. Firms.

In 2003, the city of Vancouver won the competition to host the 2010 Olympic and Paralympic Winter Games. The Olympic Games will be held February 12-28, 2010; and the Paralympic Games will be held March 12-21, 2010.

Although 2010 may appear to be a distant date in the future, the reality is that many of the over US\$7 billion dollars worth of projects directly and indirectly related to the 2010 Olympics are starting NOW, so it is critical to establish key business relationships in British Columbia ASAP in order to take advantage of the bonanza of opportunities that have been created as a result of 2010.

The Olympics sports facilities are scheduled to be completed by 2008, two years prior to the Olympics, in order to hold international competitions at those sites prior to the Games as part of the preparation process.

The Winter Olympic Games have acted as a catalyst for the British Columbia economy in general, moving many major projects ahead faster than they normally would have proceeded without the Games. As a result, projects that have already begun their initial phases, or will do so shortly, include: 1) A new high speed commuter rail line (RAV) between Vancouver International Airport and downtown; 2) upgrading of the Sea-to-Sky highway between Vancouver and the nearby ski resort of Whistler (where a number of events will also be held and a second Athletes Village will be built); 3) major expansion of the Vancouver Exhibition & Convention Center; 4) major expansions of the Vancouver International Airport and the Port of Vancouver; and 5) a variety of area transportation projects (Translink).

The capital costs for construction projects directly associated with the 2010 Winter Olympic Games are estimated at approximately US\$1.6 billion. Along with the many construction projects listed below, this also includes US\$122 million on security and medical services, US\$120 million on the operation of the various venues, US\$170 million on the event's workforce, US\$63 million on the opening, closing, medal, and cultural ceremonies, \$12.5 million on food catering, and US\$4.5 million on internet connections and communication. The federal and provincial governments have committed to spending US\$190 million towards the event.

Following is a list of the projects that are currently in progress and/or will be undertaken in preparation for the 2010 Winter Olympics. CS Vancouver will monitor and report the progress of each of these projects.

2010 Winter OlympicGames Projects

Project Name	City	Project Description	Cost (US\$ millions)	Start Date	End Date
--------------	------	---------------------	----------------------	------------	----------

Sea-to-Sky Highway Upgrading	Vancouver to Callaghan Valley	Major upgrades including widening highway at various parts with 3 and 4 lanes. 75% of highway will have 3 lanes or more.	484	Apr-04	Nov-09
Richmond Indoor Speed Skating Oval	Richmond	New long track speed skating oval which can be used after Olympics for hockey, short track speed skating, and indoor summer sports	125	Nov-05	Nov-07
Whistler Sliding Center	Whistler	New bobsleigh, skeleton and luge track at base of Blackcomb Mountain.	42.8	May-05	Sep-07
Vancouver Olympic Village	Vancouver	Development of accommodation for 2100 athletes and team officials on 6 hectares in False Creek, including dining halls, polyclinics, training facilities, convenience stores. 56,700 sq. meters of rental housing and 3,300 sq. meters of commercial space.	76.7	Jun-08	Sep-09
Whistler Nordic Center	Whistler	Development of 50 km of new trails and facilities for biathlon, cross country, Nordic combined, ski jumping and 60m and 90m high jumps, and paralympic Nordic events.	80.7	Nov-05	Sep-07
Whistler Creekside Whistler/Blackcomb Resort Modifications	Whistler	Run modifications and spectator facilities for alpine downhill, super G, and combined downhill, Alpine Giant Slalom, Slalom and combined slalom and paralympic alpine events	12.9	Sep-05	Nov-07
UBC Winter Sports Center	Vancouver	New winter sports center to replace Thunderbird Sport Center. Two ice sheets will be built.	32.9	Jan-06	Apr-08
Cypress Mountain Resort Modifications	West Vancouver	Run modifications and spectator facilities for freestyle skiing and snowboarding competitions, plus small snow-making facilities installation	8.7	Aug-05	Nov-07
Hillcrest Park Stadium Park	Vancouver	Replacement of existing Vancouver curling club with a new permanent community center containing 10 to 12 ice sheets and 6000 temporary spectator seats	22.8	Jun-07	Dec-08
Whistler Olympic Village	Whistler	Development of Accommodation for 2000 athletes and team officials in 554 units on 23 hectares, including dining halls, polyclinics, training facilities, convenience stores. 300 rooms will be wheelchair accessible. 37,880 sq. meters of rental housing and 2,800 sq. meters of commercial space.	76.7	Apr-08	Sep-09
Hastings Park	Vancouver	Pacific Coliseum renovations for figure skating and short track speed skating; Agrodome renovations for speed skating and installation of new temporary facility for short track speed skating training.	18.6	Aug-07	Oct-08
E-COMM - Emergency Services and Communications Facility	Vancouver	State-of-the-art facility for coordinating communications and emergency services during the Olympic Games.	30	May-08	May-09
B.C. Place Modifications	Vancouver	Renovations to accommodate opening, closing, and medal ceremonies.	2	TBD	TBD
General Motors Place Modifications	Vancouver	Renovations to accommodate international-sized ice surfaces.	4	TBD	TBD
Whistler Entertainment Center	Whistler	Construction of a new multi-purpose facility including hockey rink to host the paralympic sledge hockey.	3	Apr-07	Jul-08

In addition, the 2010 Winter Olympics are acting as a catalyst for economic activity in B.C., providing additional opportunities. Listed below are other major infrastructure projects.

Major Infrastructure Projects

Project Name	City	Project Description	Cost (US\$ millions)	Start Date	End Date
RAV (Richmond Airport Vancouver) Rapid Transit Project	Vancouver	The Richmond Airport Vancouver rapid transit project will connect the Vancouver International Airport area with downtown Vancouver. It will be 19.5km in length with 16 stations. Tender has been awarded.	1,370	Aug-05	Nov-09
Vancouver Convention Centre Expansion Project Ltd	Vancouver	This \$470 million expansion to the Vancouver Convention Centre will increase the Centre's capacity to 1.2 million square feet. A marina, amphitheater civic park and gardens are included. Phase I has been awarded.	470	Nov-04	Nov-08
Vancouver Port expansions	Vancouver	Various port expansions announced: Delta Port, expanding facilities by 50 acres for operations and storage and a third berth. Lynnterm, Centerm and Vanterm expansions announced.	1040	Sept-05	Sep-08
Translink Transportation Projects	Vancouver	Translink, Vancouver's regional transportation authority, announced their 10-year outlook and three-year capital plan, which consists of projects valued at U.S. \$2.5 billion dollars. Projects will be implemented between 2005 to 2007. The entire capital plan is scheduled for completion by 2013.	2500	Jun-05	Sep-13
Vancouver International Airport expansion	Richmond	The addition of nine gates to the new international terminal, widening taxiways and other improvements over the next decade.	1479	Apr-00	2010

Opportunities for U.S. Firms

The British Columbia economy is currently Canada's fastest growing market, with a boom in both commercial and residential construction. There is a lack of construction materials and equipment. U.S. contractors, architects and engineering consultants will find good possibilities for productive strategic alliances with B.C. firms.

There are numerous export opportunities for U.S. firms who manufacture the following: snow machines, electrical and plumbing equipment, artificial turf, stadium seating, ski jumps, hockey arena equipment, clocks, television screens, public announcement equipment, pavement recycling machines, industrial heaters, health science equipment, fitness equipment, physiotherapy equipment, portable lavatories, radio communication equipment, and zambonis.

In addition to the specific services, equipment and supplies need to build and equip the many Olympics facilities and B.C. infrastructure projects, the economic boom the province is currently experiencing will provide a myriad of opportunities for U.S. companies in most industries and sectors. As the expression says, "a rising tide lifts all boats" - now is the time to get on board to take advantage of this unique phenomenon - the 2010 Olympic and Paralympic Winter Games.

The U.S. Commercial Service

The Commercial Service of the U.S. Department of Commerce offers a number of highly effective programs to help export-ready companies identify and establish business relationships in foreign markets. The Gold Key service is particularly effective in helping U.S. companies to identify potential foreign

distributors, representatives, joint-venture partners, etc. Through this customized program, the Commercial Service arranges appointments for U.S. companies with pre-screened business contacts whose interests and objectives match those of the U.S. firm. The Gold Key service can be extremely effective when entering new markets.

In addition to the Gold Key service, the Commercial Service offers a number of other services/resources (including customized market research and key contact lists), to assist U.S. companies entering or expanding in foreign markets. The Commercial Service in Canada can be contacted at the following telephone numbers: Vancouver (604) 685-3382; Calgary (403) 265-2116; Ottawa (613) 688-5222; Toronto (416) 595-5412; Montreal (514) 398-9695; and Halifax (902) 429-2482. The U.S. Commercial Service is also on the World Wide Web at: www.export.gov/cs.

The Canadian market in particular represents a good "first step" for U.S. small to medium sized enterprises (SME). We would welcome the opportunity to assist you. Think "Canada First!"

If this report has alerted you to a commercial service opportunity in Canada, and you subsequently pursue it with successful results, please let us know. We track U.S. success in Canada and want to know how our market services and reports are being used.