

**metro
vancouver
commerce**

POWERHOUSE PARADISE

The Metro Vancouver Commerce 2010 Olympic Business Program

**BC
MVC**



Introducing MVC...

The Powerhouse Paradise!

- Vancouver
- Surrey
- Richmond
- New Westminister
- District of North Vancouver
- City of North Vancouver
- Coquitlam
- Port Moody
- Maple Ridge

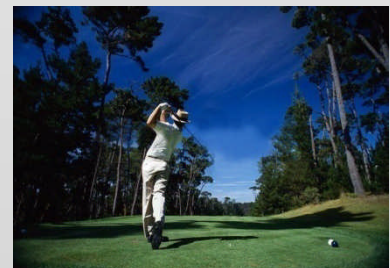
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Leveraging the Olympic Platform

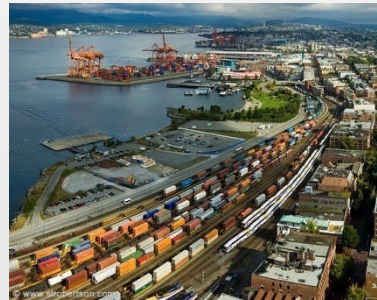
- **Power of Olympic Games**
- **Once-in-a lifetime Global Exposure for a Business Message**
- **Exceptional Opportunity for Effective Regional Collaboration & Long-term Legacy**
- **Maximize the Economic Boost, Long-term**

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Maximizing the Opportunity

- **Global Best Practices and Collective Learnings—Sydney, SLC, Torino, Beijing...**
- **Do FDI that would otherwise be unaffordable**
- **Use Games to Target Difficult-to-get-to Executive Decision Makers**
- **Priority Focus on B2B Matching**
- **Invite Key Sponsoring Partners**
- **Track Impacts and Learnings**



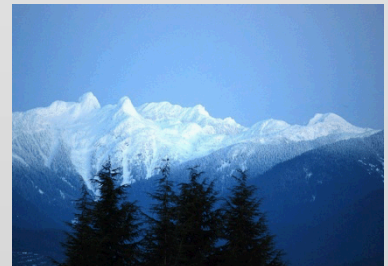
Key Sponsoring Partners



Key Messages

- **Best banking system in the world**
- **Equitable legal environment**
- **Distinct cost and corporate tax advantage**
- **Aggressive tax credits and incentives**

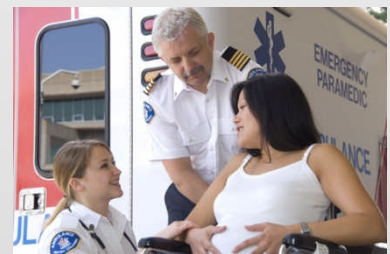
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The Program Framework: Pre-Games

- **Develop the Program Content: mix of business and Olympic events**
- **Organize with other levels of government**
- **Target Global Regions and Strategic Sectors**
- **Target Companies and the Right Executives**
- **100 Executive Decision Makers, 75 Companies**
- **Target 200 Host Companies and Local Business Leaders**
- **Deliver An Unforgettable Experience**

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Scheduling the Guests

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Five Groups of 20 Guests, Divided by Sector

1. **Group Alpha: Feb 10-14—Clean Tech & Aviation**
2. **Group Bravo: Feb 14-18—Green Buildings & Technologies**
3. **Group Charlie: Feb 18-22—Global Business Services**
4. **Group Delta: Feb 22-26—Digital Media, ICT & Sciences**
5. **Group Echo: Feb 26-Mar 2—Live Action and Digital Film**

Day In The Life...

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Day 3	Day 8	Day 12	Day 16	Day 19	Day 20
Friday February 12	Wednesday February 17	Sunday February 21	Thursday February 25	Sunday February 28	Monday March 1
Breakfast/Partnering Time	Breakfast	Breakfast & Partnering Time	Light Breakfast 7-8	Breakfast 7-9	Breakfast/Partnering Time
Transfer to YVR via Canada Line	Transfer	Business Leaders Showcase (Coast Coal Harbour Ballroom)	Transfer	Partnering Time	Transfer
Sustainability Showcase YVR Sustainability Tour	Carbon War Room With Richard Branson (Oceanview Room)	Transfer	DIGI BC Digital Session (2010 CC)	Transfer And Mag & Bag	Digital/Live Media Technology Showcase (Rainmaker Studios)
Showcase Lunch (Globe, Fairmont YVR)	Partnering Time	Keynote Lunch With Mike Harcourt (Salt Tasting Lounge, Blood Alley, Gastown)	Transfer to EA	Canada Hockey Place Gold Medal (M) 12:15 - 14:45	Partnering Time
Transfer	Transfer to Richmond/Mag & Bag/Oval Tour	Transfer	EA Tour and Lunch	Transfer To BC Place Stadium	Transfer to Grouse
Mag and Bag	Richmond Olympic Oval M 1,000m 16:00-17:30	Mag and Bag	Transfer, Mag & Bag	Closing Ceremonies BC Place Stadium 17:30 - 20:00	
Opening Ceremonies BC Place Stadium 18:00 - 21:00 (24+5+1)	Transfer and Mag & Bag	Canada Hockey Place CAN vs. USA (M) 16:40-19:10	Premier/YPO Reception-- Terminal City Club	Seated by 16:30	
	Canada Hockey Place CZE vs. SVK (M) 21:00 - 23:30	Business Leaders Dinner (La Terratza)	Transfer to VAG		Closing Dinner Grouse Mountain
			DIGIBC VIP Reception (VAG)		

Finances

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Budget

● Western Diversification	\$ 804k
● City of Vancouver	\$ 552K
● Other MVC (8 x \$20K)	\$ 160K
● Local business partners (4 x \$5K)	\$ 20K

Good Media Headlines

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- **“Golden Opportunity”**
- Vancouver Sun
- **“Games attract new business; Economic development groups say multimillion-dollar deals coming this way”**
- Vancouver Sun
- **“For Vancouver, it’s time to cash in on Olympic gold”**
- Globe and Mail
- **“Global business opportunities in BC”**
- Canada News Wire
- **“Olympics a chance to attract news business”**
- New Westminster Record
- **“BC welcomes the corporate world”**
- Vancouver Sun
- **“Enticing Olympic visitors to stay”**
- Maple Ridge News

Early Testimonials

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- **“Best \$800,000 we’ve spent”**
 - Lynne Yelich, Minister of State for WD
- **“we were overwhelmed with the excellence and helpfulness...our experience was simply unforgettable”**
 - Southwest Airlines
- **“Your entire group did a fantastic job...I’ll point to your collective effort as the gold standard of how to put a program together”**
 - Akermin, Inc.
- **“please convey our heartfelt thanks to your entire team for an absolutely incredible program; they did Metro Vancouver proud”**
 - Lockheed Martin
- **“...outstanding program you delivered – very impressive how you juggled all the egos involved...”**
 - Chrysalix

Results—One Year Later

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We Predicted: \$50M investment within 2 years

We achieved:

- **\$168 M direct Investment in 1 year**
- **PWC assessed \$305 M economic impacts**
- **\$156 M GDP growth**
- **2,558 jobs**
- **ROI in 1 year: 20,000%**
- **20 deals across 5 sectors: clean/green tech, digital media, film, ICT, aviation/aerospace, global business services**

MVC Program by the Numbers

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- Over 400 companies screened down to 75
- 100 global executives participated
- 21 days of solid programming from dawn til dusk
- 12 major business showcase events
- 21 Olympic events
- 150 local leaders and stakeholders involved in organizing
- 2000 in total attendance in the program events
- Over 28 venues and businesses involved and supported
- Regionally 9 cities partnered actively
- Globally more than 13 countries represented by guests
- Over 15 sectors represented directly

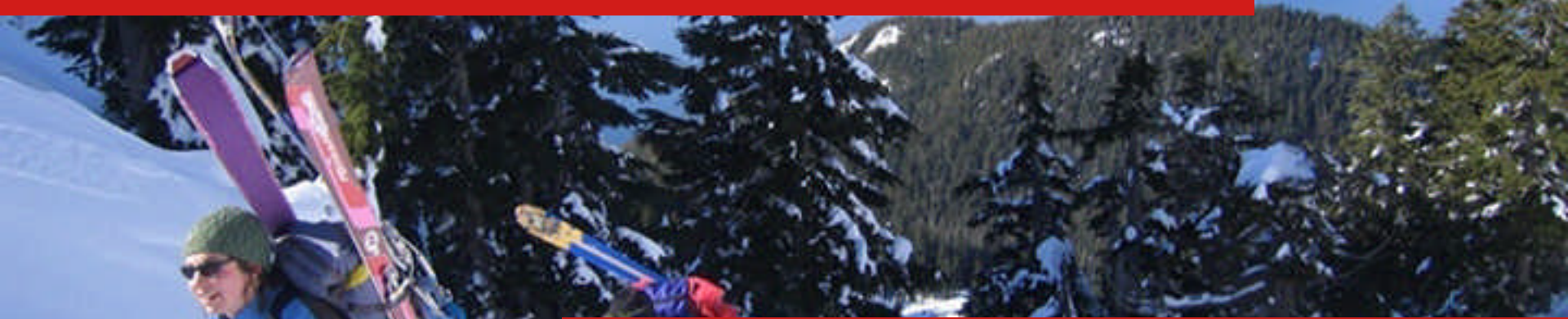
Post-Games Follow Up

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- *Extensive to December 2011*
 - We are still following up and tracking, more announcements to come
 - Have leveraged the relationships globally and continue to use them
 - *VEDC media program ongoing*
- *Other related inbound/outbound FDI programs*
 - *Shanghai Expo 2010*
 - *London 2012*
 - *C11/Invest Canada Programs with Canadian Government*



Powerhouse Paradise



Thank You

