



Betty MacLeod, RBC

COUNTDOWN TO 2010

Is your business ready for 2010?

With only three years to go before the 2010 Olympic and Paralympic Winter Games take place in Vancouver, now is the time for businesses who are interested in capturing opportunities to put their plans into motion.

Missing a big opportunity like this because you started planning too late would certainly be a disappointment. My advice to everyone is to begin the planning process now.

There are many ways companies can get involved. Even though the majority of spending by VANOC will begin in 2008, it is not just about landing the big contract. Businesses can also explore the many layers of opportunities the 2010 Winter Games will offer.

Eric Pateman of **Edible BC** is cooking up some options. As president and founder of a unique B.C. based company which organizes personalized culinary experiences and showcases over 600 local products and services at a retail location on Granville Island, he has his sights set on sponsors and told us,

"We are not expecting to land the big contract, yet we have so much to offer when it comes to providing B.C. experiences for companies organizing hospitality programs. Subcontracting is the perfect fit for us."

To date, Pateman has developed a proposal he is fine tuning and will be ready to deliver to local, national and international sponsors who roll into town.

Back at RBC, we are busy offering complimentary Olympic business consulting to companies like Edible BC who are exploring a range of ideas. Of the 200 B.C. companies I've been working with, many started their journey by asking:

- Do I want to take advantage of the 2010 Olympic & Paralympic Winter Games?
- Do I have a product or service that may be required?
- What can my opportunity look like?
- Can I partner or subcontract with someone?
- What are the next steps?

Once you envision 2010 as part of your business plan, I encourage businesses to seek out advice. Establishing a network of advisors makes the process of exploring business opportunities less overwhelming.

In addition and essential to any plan is obtaining a copy of the 2010 Guide for Olympic Business Opportunities (produced in partnership with RBC and the B.C. Olympic & Paralympic Winter Games Secretariat); regularly checking the VANOC website for updates; and registering your company on the 2010 Commerce Centre website to be advised of upcoming opportunities.

Betty MacLeod is RBC Senior Manager, Olympic Business Development. For a copy of the 2010 Guide for Olympic Business Opportunities or to arrange a complimentary consulting session, contact MacLeod at 604-717-2010 or betty.e.macleod@rbc.com