

Let the Games begin

Athens prepares for 2004

Athens, Greece, has been selected to host the next **Olympic Games** in **August, 2004**. With the world's gaze fixed on it, Greece has been seriously preparing for this great event. Opportunities for Canadian firms, therefore, are plentiful.

Golden opportunities

The Athens Olympic Organizing Committee (ATHOC) and the Greek government are moving full steam ahead to complete the sporting venues, transportation network and hospitality network necessary for a successful Games.

While most of the major Olympic infrastructure projects such as roads and stadiums are contracted, dozens of smaller, individual projects remain. Canadian companies have opportunities to supply goods, services or works, both on a "one-off" or continuous basis.

The rules of the game

To pursue these business opportunities, Canadian companies can follow either of two major routes:

- 1) respond to a procurement announcement, or
- 2) pitch a proposal directly to ATHOC and/or the Greek government.

Responding to a procurement announcement tends to be more complicated and demanding. Companies contemplating this route must first determine if they should bid, whether it is in the interests of the company to go ahead. They must ensure they have the financial resources to sustain a 5-10% bid deposit and performance bond and should have sufficient human resources to research procurement opportunities,

bid on the project, and carry it out successfully.

ATHOC and the Greek government have divided their procurement processes into two categories: projects worth over 200,000 Euros — which must follow an official European Union process, and projects under 200,000 Euros — where there is more discretion to award, and the process need not be followed.

The decision to pursue the second route — pitching a proposal to supply a good, service or work — works best where there is an anticipated need for a good, service or work. Canadian companies considering this approach need to do the market research necessary to determine where such opportunities would arise.

EUROPE

Best Practices

To ensure success in bidding or launching a proposal, Canadian companies may want to observe these best practices:

- Strongly consider an arrangement with a business partner. This could be a local, Greek firm in a compatible industry, or a European firm with previous experience in the Greek market. A partner offers language capability, knowledge of the market and important business contacts.
- Promote your company's past successes and experience — particularly in Olympic games or large sporting events. Greek officials tend to favour companies with previous related experience.
- Keep your proposals integrated and comprehensive. Make the Greek

procuring officials' jobs easier by offering a complete package: for example, supply, installation and dismantling of seating.

- Be proactive — Visit Greece to gather first-hand market information. Government programs such as the Program for Export Market Development (PEMD) can assist you.
- Stay focussed on your company's core capabilities. Resist the temptation to chase opportunities not in your line of business simply because they are there.
- Build relationships with Greek officials and potential business partners. Business in Greece is often done after personal relationships are established.

Race to the finish

The need to build or refurbish venues and infrastructure, and house, transport, coordinate, feed and facilitate hundreds of thousands of official visitors and spectators, is tasking the Athens Olympic Organizing Committee as it has tasked all previous host cities. As Greece is the smallest country to ever host Olympic Games, Athens will need to co-operate with capable companies and personnel to successfully carry out this monumental sporting event.

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Procurement opportunities are listed officially at **www.athens.olympics.org**. For business opportunities and news about the Games, go to **www.business2005.gr**. Also, the comprehensive report on bidding on the games is available at **www.infoexport.gc.ca/gr** *

The future of clean energy

Fuel Cell Symposium in Tokyo

The Canadian Embassy in Japan has decided, in conjunction with partners in government and industry, to hold a **Fuel Cell Symposium in Tokyo, Japan, on October 28-30, 2002**. While Canada currently stands at the forefront of many aspects of fuel cell technology, it is not alone. In order to ensure a place for Canadian technology and industry in this new world of energy, it is essential that Canada makes itself visible on the world stage.

The objectives for this Symposium are clear: to position Canada as a high-tech leader in the field of fuel cells and related technologies and as a future supplier of clean energy (ie Hydrogen and/or Methanol), and to provide a forum where Canadian companies in this sector can seek new business opportunities in the form of partnerships and investment. Also, issues such as regulation, safety, and public acceptance surrounding this emerging industry, can be discussed.

In order to fulfill these objectives, the Symposium will allow both a general introduction of Canadian technologies and governmental-research initiatives, as well as company specific presentations and networking sessions with Japanese fuel cell interests. All participants will be allocated booth space for a "Mini-Trade Show" at the Embassy, where they can either show products or promotional materials.

Market overview

The medium to long-term market potential in Japan for these new technologies

is staggering. With a population of over 120 million, Japan has a fleet of over 70 million vehicles and a similar number of households. Eventually, many of these will switch over to new technologies which will create immense demand for product.



Beyond this, creating a new infrastructure, and how to supply it with fuel (and fuel choice), are all projects that are just now being considered in Japan. On the stationary side, the goal for fuel cell/hydrogen utilization is approximately 2200 MW of fuel cell generating capacity by 2010. On the automotive side, the latest government targets run to 50,000 fuel cell vehicles and possibly as many as 10,000,000 low emission vehicles in operation by 2010 in Japan.

While Japan is the world's second largest economy, it is also a fairly small, very heavily industrialized, tightly populated, resource-poor nation. Contrast this to Canada which is a huge, largely empty country with abundant resources but a relatively small population and industrial base to match. Japan is aggressively seeking solutions to satisfy its need for energy security and solve its environmental problems. Canada already leads the world in many of these solutions, but will need partners to fully realize the global potential of these new technologies. The synergies and potential for partnering and investment are evident.

Unleashing Canadian potential

For much of the Canadian industry and government, Japan remains something of a mystery. From the Japanese side, Canada's capabilities also remain largely undiscovered despite the activities of a number of prominent companies. The Canadian Embassy has set out to demystify Japan for Canadians, further introduce Canadian capabilities to the market and encourage the natural synergies that are waiting to be developed.

Promotional events for new Canadian technologies and products are routinely supported and hosted by the Embassy, and representatives have participated in a number of conferences in Japan to help spread the message of Canada's fuel cell capabilities and interests. A fuel cell newsletter has also been launched providing coverage of new technologies and developments of interest to Canada in the Japanese market. The Symposium is simply the latest, and largest, event in this larger endeavour.

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