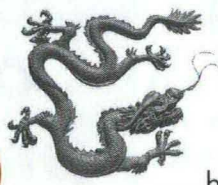


Bidding games begin

## Beijing prepares for the Olympics (part one)



As any conscientious host would do prior to such a monumental event, Beijing is tidying itself up for the **2008 Summer Olympics**. In fact, "complete rejuvenation" is a better description for the US\$23 billion that will be spent in across-the-board upgrades over the next six years. International bidding has already begun for contracts totalling US\$14 billion in the environment, transportation, telecommunications, construction, and tourism sectors.

Global bids will be directed toward the design, construction and management of some 22 Olympic venues, as well as the Olympic Village, the athletes' home-away-from-home during the Games. The Residential Quarter, located in the western part of the Village, will consist of apartment buildings, dining halls, and other facilities. The International Quarter, located in the eastern part, will provide leisure facilities and cultural activities for the athletes. When the Games are over, the Village will be used as a residential area.

The Master Plan for the Olympics has recently been released, and provides guidelines for planning, identification of tasks, and the coordination and implementation of Beijing's upcoming development projects. The first of the documents for venue and infrastructure bidding were released in April 2002, and most contracts will be awarded by mid-2003.

Canadian involvement can take the form of joint ventures, technological cooperation and/or build-operate-transfer (BOT) rights. China is committed to a transparent bidding process that places foreign and domestic firms on equal footing.

### The "greening" of Beijing

With the environment a major theme for the upcoming Games, the term "Olympic Green" takes on a whole new meaning. The **2008 "Green" Olympics** will be a great leap for China on the road to sustainable development. Billions of dollars will be spent on reducing air and water pollution, treating waste, reforestation, "green" energy, and environmentally friendly products.



The 17,000-seat National Swimming Center slated for the Beijing 2008 Olympics.

Fourteen new wastewater treatment plants will increase treatment capacity to 90%, and 50% of this treated wastewater will be recycled. The Olympic Village and all competition venues will utilize the latest in water conservation technologies, including rainwater collection and eco-toilets that require no water for flushing.

Beijing will build four solid waste disposal systems, and 90% of all garbage will be treated (up from 70%). Half of the garbage will be sorted and 30% will be recycled. Most sewage (90%) will be treated, and half of this will be recycled.

"Muscle power" won't be the only source of renewable energy during the Games. Using the latest green technologies, geothermal and solar energy will be harnessed to supply hot water (160 new geothermal wells), 80% of all

roadside lamps will be solar-powered, and wind power will be used wherever possible in competition venues and the Village. By 2007, almost all of Beijing's buses and most of its taxis will be converted to natural gas.

This green theme will ultimately extend beyond Beijing 2008, as more and more citizens embrace a host of energy-efficient and environmentally friendly household goods. Included on this green shopping list will be ozone-friendly refrigerators, lead-free petroleum products, natural cosmetic, sanitary and health products, and water conserving accessories.

### Smart transportation

Transportation is always a challenge for any Olympic host, and Beijing is planning to be ready. The Beijing Transport Corporation will be adding six new subway/light rail lines to its integrated urban transportation network which includes over 150 km of new track and 1,000 new railway cars. Some US\$1.54 billion will be spent on eco-friendly buses powered by natural gas or electricity. The 28-km Olympic Subway will provide easy access to the Olympic Green from downtown areas.

And, with the integration of the latest 3G telecommunications technology, the coordination and supervision of all traffic will be under "smart" control. Ticket purchasing and identity certification will be automated as well.

The second part of this article will appear in the next issue of CanadExport.

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The Canadian Embassy in Tokyo, in conjunction with Industry Canada and DFAIT's Japan Division, invites Canadian companies in the electric power equipment and services sector on an **Electricity Mission to Tokyo, Japan, November 11-13, 2002**. This matchmaking event is intended to follow up the success of the 2001 Electricity Mission to Canada which connected procurement officers from most of Japan's major utilities with Canadian suppliers in a wide range of sector-related specialities.

The Embassy will arrange one-on-one meetings between Canadian participants and pre-screened Japanese companies upon request. Financial assistance is available to qualified participants through DFAIT's Program for Export Market Development (PEMD).

The Canadian companies are also invited to **CEPSI 2002** ([www.cepsi2002.com](http://www.cepsi2002.com)) which will be held **November 5-8, 2002**, in **Fukuoka**. The fourteenth Conference of the Electric Power Supply Industry — which is the first of the new millennium — is a combined trade show and conference where countries preparing for the coming era of unprecedented energy consumption can exchange information, insight and expertise. The Electricity Mission has been timed to follow this event in order to maximize participants' exposure to the Japanese market.

### Market overview

Japan is the world's third-largest producer of electricity, generating 1,057 TWh or 7.2% of the world's supply. Japanese electricity rates are also among the world's most expensive: at US\$0.16 per kWh, Japan's industrial rates are almost five times as great as Canada's.

Although ten major regional utilities currently dominate the market, govern-

ment deregulation permits independent power producers (IPPs) to compete for sales to industrial customers that have large energy requirements. An increasing number of power purchasers and suppliers (PPSs) — companies that acquire and re-sell surplus power through the grid — are also entering the market.

## Electricity Mission to Japan and CEPsi

Japanese power utilities perceive that foreign products can reduce costs and provide a competitive advantage, which opens up powerful opportunities for sales by Canadian suppliers to the regional utilities, IPPs, PPSs and the power equipment suppliers to these companies.

Le Canada au Japon  
Canada in Japan

### Canada — a powerful supplier

Although Canada now faces significant changes in the ownership and distribution of its domestic electrical power, it remains a leader in the nuclear and thermal sectors, and has considerable strengths in fuel cell, photovoltaic and biomass technology. Overall, Canada is the world's fifth largest producer of electrical power, generating 4% of the world energy supply. It is also a significant exporter of electric power, equipment and services.

Canadian strengths range from small hydro installations to efficient modular gas turbines for distributed generation. It has also built the world's largest air-cooled hydro generator. Examples of advanced Canadian energy-sector products include robotic repair and maintenance units, diagnostic and control systems, and software for power generation scheduling and river management. Canadians have pioneered advanced transmission technologies

that minimize the loss of electricity, enabling delivery at rates that are among the lowest in the world.

### Japan — a powerhouse of opportunities

Since 1991, the enormous Japanese market for electric goods and power generation equipment has increased from \$3 billion to almost \$12 billion. This assures opportunities for Canadian companies willing to

- investigate the power utility procurement Web sites;
- register with companies as possible suppliers of specific products;
- contact emerging IPP and PPS companies;
- work with Japanese engineering companies that are involved in power generation, transmission and distribution projects.

The Canadian Embassy can assist companies interested in pursuing these opportunities. It can also help locate the right Japanese partner, a powerful ally in export success. Canadian firms are advised to build relationships and trust with potential Japanese customers by conducting face-to-face meetings, and by communicating marketing messages in Japanese.

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