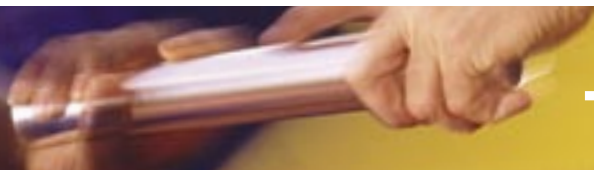


The London 2012 Olympic Games and Paralympic Games – an opportunity for business

2012 sounds a long way off, but it will be here before we know it. The London 2012 Games will offer major opportunities for South West business. Add to this the prospect of additional pre and post-Games opportunities and it is an occasion we can all capitalise on.

Although some procurement has already started, much of the “Games” related procurement will not take place for some time - businesses need to start preparing now to take advantage of the opportunity.



South West of England
Regional Development Agency





Did you know?

In the lead up to the Games:

- There are 3 million cubic metres of soil to move
- 3,000m of river and 3,800m of canals to be dredged
- 10km of new roads to be laid

During the Games, London 2012 will require:

- 75,000 litres of milk
- 299 Gold medals
- 200,000 chairs
- 150,000 seats located in park venues
- 30,000 beds
- 15,000km of toilet paper

The Sydney Experience

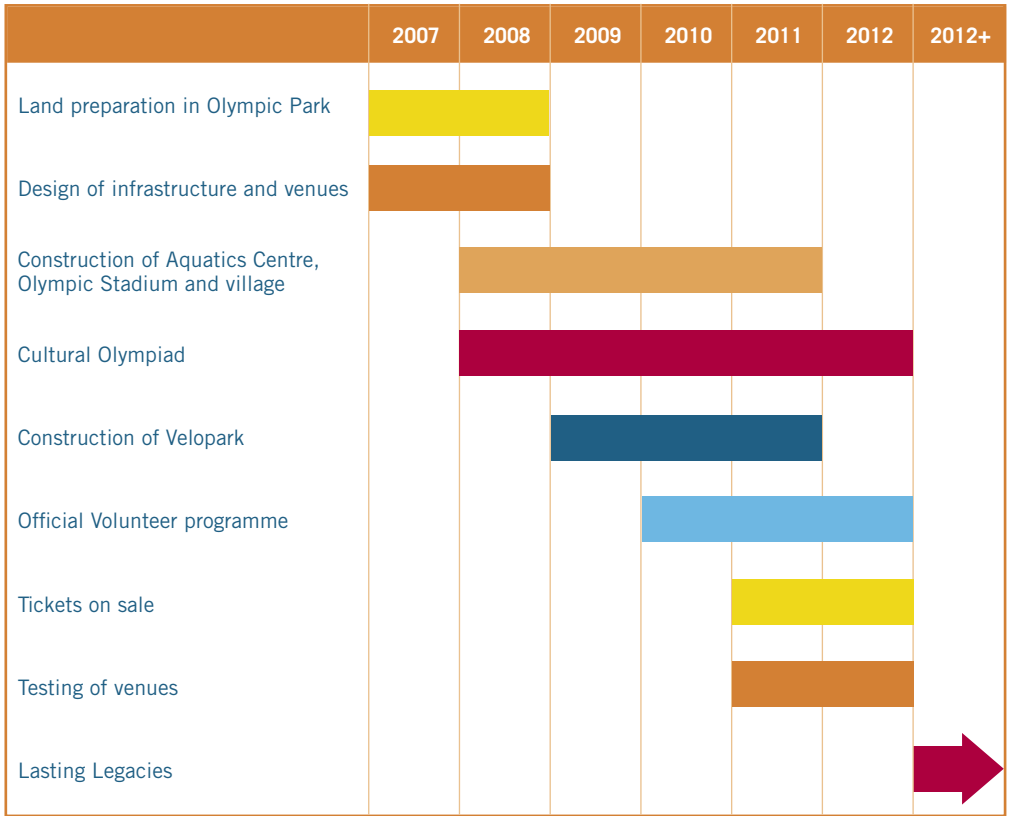
- 2000 kitchen staff prepared an average 50,000 meals a day
- 1800 housekeeping staff made 396,000 beds over the 33 days and cleaned 4,000 bathrooms each day
- The village required 52,000 sheets and 163,000 towels
- Olympic Villagers alone consumed 2 million litres of bottled water, 150,000 litres of milk and 500,000 apples

Games Headlines

Games staged 27 July - 9 September 2012

- More than 200 nations
- 23,000 competitors and officials
- Up to 70,000 volunteers
- 26 Olympic and 19 Paralympic sports
- Up to 10 million tickets will be sold, with over half a million spectators expected daily
- 10,000 plus people are forecast to attend the sailing events at Weymouth and Portland each day
- London 2012 will produce a Pre Games Training Camps Guide that will be launched in 2008
- The Torch Relay will trigger the start of community festivals and celebrations across the UK, celebrating the wedding of sport and culture
- Set piece extravaganzas will open and close the Games

Business opportunity timetable





The top five things businesses should do now:

1. Register your business on the London 2012 website to receive e-alerts about business opportunities www.london2012.com/business (Click on "Sign up to receive an email alert with key developments on the London 2012 project.")
2. Identify the opportunities for your business early. Now is not too soon to start. Carefully assess the costs and benefits as you would with any other business opportunity.
3. Learn from what happened in previous Games. See what you can find out from the internet. Talk to businesses that have been involved in the Games in the past. Look at 'information for your business' on www.london2012.com/business
4. Incorporate 2012 into your business plan as a step on the way to growing your business. Part of the plan needs to include finance so you can keep a careful check on your cash flow, liquidity and debt. Remember this is a long-term opportunity to position your business up to 2012 and beyond. Take care to respect the Games Marks and support the London 2012 Olympic Games and Paralympic Games by following the London 2012 branding guidelines – see www.london2012.com/en/gettinginvolved/Business/Brandguidelines

5. Take advantage of existing business support programmes that are available locally, e.g. Business Link services, Train to Gain, and UK Trade & Investment. New Games specific programmes are being developed.

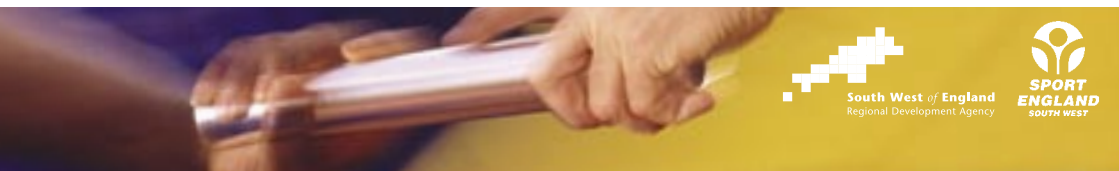
So what should your business do first?

We recommend that you register direct for London 2012's business e-alerts (as described in point 1 under top five things to do). This will ensure you receive the latest information from London 2012. Regular updates are also posted on the South West of England Regional Development Agency website: www.southwestrda.org.uk/london2012

Remember, maximising London 2012 Games opportunities will be a marathon, not a sprint!



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