

## For immediate release

### **BC Technology Industry Launches Olympic Initiative**

#### *PODIUM program to connect international guests and media to BC innovation*

**Vancouver, BC, December 11, 2009** – Today, the [British Columbia Technology Industry Association](http://www.bctia.org) (BCTIA) launched PODIUM, a comprehensive program designed to connect guests and media of the 2010 Vancouver Olympic and Paralympic Games with potential business partners and media stories while visiting BC.

The centrepiece of the 2010 Games program is the [PODIUM digital guide](#), an e-book illustrating the talent and ingenuity that makes British Columbia a great place to live, work, study and invest.

“We’re proud to be hosting the world in BC this coming February and March” said Pascal Spothelfer, President of the BCTIA. “While we appreciate that the athletes are the focus of these two events, we hope that visitors can also take a few hours to appreciate the business climate of British Columbia while taking in its beauty”.

To help guests and media to connect with innovative BC companies, the BCTIA will be providing coordination services to facilitate introductions before, during and after the games. “The BCTIA is providing a concierge service with PODIUM”, stated Spothelfer. “There will be non-stop activity during the Olympic and Paralympic Games, and we expect that international business people and the media will call on us to connect them in BC”.

The PODIUM guide profiles over one hundred world-class companies and includes a number of companies whose technology is being used to power aspects of the Games. The digital guide will be distributed to thousands of contacts, including International Business Development offices, Olympic Sponsors and hosting organizations, Federal and Provincial governments, and media.

Companies and media interested in taking advantage of the service can do so through the BCTIA at: <http://www.bctia.org/programs/2010> or [podium@bctia.org](mailto:podium@bctia.org).

The PODIUM digital guide can be downloaded at <http://www.bctia.org/podium>.

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## **About the BC TECHNOLOGY INDUSTRY ASSOCIATION**

### **Growing BC's technology industry...one company at a time**

The BC Technology Industry Association is an industry-funded organization supporting the growth of British Columbia's strong knowledge economy. Our network of 2100+ member companies are all sizes and from all technology sectors and collectively employ over 70,000 workers in BC.

We deliver programs and services that directly influence the growth and success of our companies, such as PODIUM, our industry promotion program, Xcelerate, our executive education program, and PEER2PEER groups, where our members connect to share and learn.

As the voice of the technology industry, the BCTIA is committed to the ongoing growth, sustainability and prosperity of the technology industry and the transformation of British Columbia to a knowledge-based economy.

<http://www.bctia.org>